Varazdin Development and Entrepreneurship Agency
in cooperation with
Russian State Social University
University North
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat

Economic and Social Development

45th International Scientific Conference on Economic and Social Development –
XIX International Social Congress (ISC 2019)

Book of Proceedings

Editors:
Marina Vinogradova, Ana Cuic Tankovic, Goran Pavelin

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STATISTIC EVALUATION OF OCCURRENCES ON RAILWAYS IN THE CZECH REPUBLIC

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ABSTRACT

The paper deals with the issue of the statistic evaluation of the generation of occurrences on the railway registered in the official database of occurrences administrated by the Railway Infrastructure Administration. The paper addresses the partial part of the research project, which is in the principle focused on the evaluation of socio-economic benefits of projects of the railway infrastructure connected with the increase of the safety and the reliability of the railway. From the methodological point of view the paper is based on the detailed analysis of the database of occurrences, which is for the statistical purposes administrated by the Railway Infrastructure Administration. Occurrences are for the purposes of the registration in the database classified into groups and sub-groups according to the character of their generation. The analysis is focused mainly on the frequency of particular kinds of occurrences (kinds of occurrences are methodologically described and classified) and their impacts on the operator, owner of the infrastructure, passengers and the society as a whole. Impacts are considered as financial costs connected with the material damage on the property of various owners and as socio-economic benefits and costs in the sense of the CBA (costs connected with the damage to health, costs connected with the time delays, costs connected with the damage of the environment). The output of the research introduced in the paper is the overview of the most important occurrences including the description of their key characteristics influencing their impact on the society. The results of the research presented within the paper will be in next steps used for the purposes of the evaluation of the socio-economic impacts of occurrences on the society, which will be consequently included into the economic evaluation of the projects of the railway infrastructure.

Keywords: *Economic Evaluation, Occurrences, Railways*

1. INTRODUCTION

The evaluation of the economic efficiency of transport infrastructure projects is one of the key sources for the decision-making process on their implementation and financial support from

public sources. Evaluation of the economic efficiency of public transport infrastructure projects is traditionally carried out using the CBA (Cost-Benefit Analysis) method, which is principally based on the evaluation of all relevant socio-economic impacts expected in connection with project implementation, operation and liquidation. The paper is focused on economic evaluation of public projects in the field of transport infrastructure, especially railway infrastructure. The economic evaluation of public projects in the area of transport infrastructure is methodically dealt with both at the EU level and at the level of the Czech Republic. The economic evaluation mainly takes into account the infrastructure investment and operating costs as well as the benefits associated in particular with the cost reduction within sub-groups which include in particular the operating costs of users, travel time costs, accidents and external environmental costs. However, further benefits, which are not reflected in the current methodological documents, are also generated within railway infrastructure projects. These are primarily benefits associated with the increase of the safety and the reliability of railway infrastructure, which develop thanks to the implementation of safety systems, which are a common part of the investment projects planning in the area of railway infrastructure. This paper presents partial results of a research project focused on the evaluation of the benefits associated with the increase of the safety and the reliability of the railway infrastructure. Specifically, the paper focuses on the interpretation of the database of occurrences analysis results which happen on the railway infrastructure in the Czech Republic.

2. PRESENT STATE REFERENCES

Evaluation of the economic efficiency of investment in transport infrastructure has been a very topical issue in the long term, as the area of transport infrastructure includes public projects, often large-scale ones and thus it is associated with significant investment costs which are in most cases, at least in the Czech economy environment, provided by public sources, usually the State Fund of Transport Infrastructure. A key document for the economic evaluation of public investment projects is currently the Guide to Cost-Benefit Analysis of Investment Projects (Sartori, 2014) issued by the European Commission in 2014. This document defines in detail the procedure for CBA analysis including the analysis sensitivity and risk analysis. This document also contains a number of model case studies, including three case studies dealing with transport infrastructure. In the Czech conditions, the key document for evaluating the efficiency of investments in the area of transport infrastructure is the Departmental Guideline (MoT CZ, 2017). In principle, the Departmental Guideline is based on the aforementioned document of the European Commission, however the national specifics of the Czech Republic are implemented in it. This document identifies the basic procedures for processing the economic and risk analysis of the projects in the field of road, railway and transport-significant water structures. The document identifies basic inputs to financial and economic analysis among other things. In addition to investment costs, operating costs and operating revenues, other benefits reflecting the reduction in operating costs of infrastructure users, reduction in costs related to travel time, reduction in costs related to traffic accidents or reduction in costs related to external costs of transport, i.e. environmental costs are identified there. However, neither of the above-mentioned methodologies takes into account the benefits associated with the increase of the safety and the reliability of the railway infrastructure due to the implementation of the relevant signalling systems and equipment. Research into the determination of benefits associated with increasing the safety and the reliability of the railway infrastructure is based on an analysis of the occurrences that happened on the railway infrastructure in the past. Neither other available scientific literature directly addresses the issue of the evaluation of the impact of occurrences on the railway infrastructure. The authors deal rather with partial aspects related to occurrences on the railway infrastructure. Baysari, McIntosh and Wilson (2008) deal with the issue of understanding the impact of the human

factor on occurrences emergence similarly to Read, Lenny and Moss (2012) concentrating on the analysis of the social and environmental factors and types of errors leading to the occurrence emergence. Madigan, Golightly and Madders (2016) subsequently concerned with the application of the Human Factor Analysis and Classification System (HFACS) to rail safety systems in the UK. Zhou and Lei (2018) focus on the relationships between the latent and active errors leading to the occurrence emergence, while Forsberg (2016) addresses the safety conditions on the Swedish railways from the engine drivers‘ experience point of view. Klockner and Toft (2018) bring a new perspective on the socio-technical system of modelling the occurrences, however the economic dimension of the impact of occurrences is not addressed in detail either. In the Czech Republic there is a list of occurrences investigated by the Rail Safety Inspection Office (RSIO) including final reports. The reports give a detailed overview of the causes and consequences of the occurrences; however it is only a fraction of the occurrences that happen on the railway infrastructure. The analysis of the current situation implies the need to focus more closely on the emergence, impacts and possible elimination of occurrences on the railway infrastructure in order to demonstrate the economic benefits of measures on the reduction or mitigation of the occurrences and their impacts.

3. METHODOLOGY

The analysis of occurrences presented within this paper is based on an extensive database of occurrences (RIA, 2009–2018) kept by the employees of the Railway Infrastructure Administration. The database, used as an input for the analysis, includes all occurrences recorded on the railway infrastructure in the Czech Republic for the 2009-2018 period. The database has a very complex structure and includes a large amount of information about each occurrence. For easier orientation in the occurrence database, the classification which divides occurrences into the following three groups has been adopted for the purpose of its analysis:

- A - serious accidents (A1 - A4),
- B - accidents (B1 - B10),
- C - occurrences (C1 - C21).

As can be seen from the above-stated structure, each of the groups is further divided into sub-groups according to the specific nature of the occurrence. Within the framework of the research it is also necessary to define the boundary conditions that define more precisely those occurrences that the research deals with, resp. exclude those occurrences that are not relevant for research. The occurrences at level crossings are not considered in the analysis. The reasons for excluding these occurrences are as follows: occurrences at level crossings and their impact on the economic evaluation of the project are evaluated according to the already defined procedure using a separate methodology and the research project under which this paper has been written is not supposed to study these occurrences in principle. The database of occurrences contains a large amount of data on each occurrence as was mentioned in the introduction to this chapter. Based on their detailed analysis, the information relevant to the research project was selected. Other information, which is often classified as confidential, has not been taken into account in the research project. In particular, the following data from the information provided by the “Occurrence Statistics” is considered within the research project:

- Impact on health
  - Death,
  - Serious injury,
  - Minor injury,
- Material damage,
- Costs,
- Number of delayed passenger trains,

- Total delay of passenger trains,
- Number of delayed freight trains,
- Total delay of freight trains,
- Cause of occurrence emergence
  - Technical,
  - Human factor,
  - Others.

The first step in the research activity was the statistical analysis of data from the database of occurrences in the above-mentioned structures and finding the basic information on occurrences on the railway infrastructure in the Czech Republic for the 2009 - 2018 period. The data revealed the need for a separate analysis of suicide-related occurrences. The reason is that these are acts committed on the basis of a voluntary decision and it is virtually impossible to prevent these occurrences by a specific safety measures on the railway infrastructure. The data analysis procedure was designed to answer the research question, what are the average, minimum and maximum annual impact values (number of occurrences, deaths, number of serious/minor injuries, material damage and costs) of occurrences with possible deviation being monitored based on the standard deviation.

4. RESEARCH RESULTS

The research team had a complete database of occurrences, however after a detailed analysis of the data structure, only the data from the 2011-2018 period were included in the analysis, since the data structure was consistent and no changes were made during this period compared to 2009-2010 period. At the beginning of the research activity, the authors focused mainly on the basic impacts of occurrences and the causes of their emergence. The basic impacts of occurrences included information such as the number of occurrences, the number of deaths, the number of serious and minor injuries, material damage and costs. Material damage is understood for the purposes of the research as damage to property (e.g. a damaged train), the costs mainly include environmental costs and delay costs. The database of occurrences contains much more information, but its analysis will be the subject of further research. In addition to the basic impacts, the causes of occurrences are also subject to the assessment. Causes associated with the human factor failure, technical causes and others are considered in it. The "combination" column includes combinations of the above-mentioned causes. Tables 1 - 4 show the average annual values of the impacts of occurrences in relation to their cause for the evaluated 2011 - 2018 period. Table 1 shows the average annual impact values across the entire research sample for the 2011-2018 period.

Table 1: Impacts of occurrences in relation to their cause (average annual values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	**Causes of occurrences**				**Total**
	Human factor	**Technical**	**Others**	**Combination**	
Number of occurrences	764	201	87	4	**1,057**
Number of deaths	224	1	1	0	**225**
Number of serious injuries	79	1	0	0	**80**
Number of minor injuries	109	4	4	0	**117**
Material damage (CZK)	**169,095,414**	**69,443,251**	**8,832,033**	**1,177,314**	**248,548,012**
Costs (CZK)	**10,632,229**	**3,184,838**	**1,297,708**	**247,546**	**15,362,320**

1 EUR = 25.90 CZK

Table 2 below shows the minimum annual impact values for the reported 2011-2018 period.

Table 2: Impacts of occurrences in relation to their cause (minimum annual values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	Causes of occurrences				Total
	Human factor	Technical	Others	Combination	
Number of occurrences	684	127	62	0	**947**
Number of deaths	109	0	0	0	**116**
Number of serious injuries	61	0	0	0	**61**
Number of minor injuries	85	0	0	0	**87**
Material damage (CZK)	**96,235,362**	**51,713,169**	**6,643,370**	**0**	**167,242,009**
Costs (CZK)	**4,371,009**	**1,577,455**	**342,233**	**0**	**7,151,189**

1 EUR = 25.90 CZK

Table 3 below shows the maximum annual impact values for the reported 2011-2018 period.

Table 3: Impacts of occurrences in relation to their cause (maximum annual values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	Causes of occurrences				Total
	Human factor	Technical	Others	Combination	
Number of occurrences	831	425	102	0	**1,202**
Number of deaths	278	3	4	20	**278**
Number of serious injuries	93	4	1	0	**93**
Number of minor injuries	147	10	10	0	**167**
Material damage (CZK)	**446,394,402**	**81,626,137**	**11,615,424**	**1**	**533,707,975**
Costs (CZK)	**14,828,686**	**6,624,202**	**1,807,833**	**4,108,385**	**20,863,876**

1 EUR = 25.90 CZK

Table 4 shows the standard deviations of the annual impacts from their average value for the 2011-2018 period.

Table 4: Impacts of occurrences in relation to their cause (standard deviations for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	Causes of occurrences				Total
	Human factor	Technical	Others	Combination	
Number of occurrences	53	100	13	7	**92**
Number of deaths	51	1	1	0	**49**
Number of serious injuries	9	1	0	0	**9**
Number of minor injuries	21	3	4	0	**28**
Material damage (CZK)	**115,764,055**	**11,152,765**	**1,813,020**	**1,790,470**	**119,074,682**
Costs (CZK)	**4,126,123**	**1,643,028**	**554,893**	**554,779**	**5,303,515**

1 EUR = 25.90 CZK

The data presented in Tables 1- 4 show that the annual values of material damage falls within a relatively wide interval ranging from CZK 167,242,009 per year to CZK 533,707,975 per year. The average value of annual damage in the monitored period is CZK 248,548,012 per year, which is accompanied by average costs of CZK 15,362,320 per year and shows a standard

deviation of CZK 119,074,682 per year. As mentioned above, occurrences also arise due to the acts committed on the basis of a voluntary decision of a person (suicide) and it is practically impossible to prevent these occurrences by means of a specific safety measures on the railway infrastructure. For this reason, the research also carried out an analysis of occurrences without these suicide-related occurrences. The following Tables 5-8 show the values without the above-mentioned impact and are considered in a structure identical to that of Tables 1-4.

Table 5: Impacts of occurrences in relation to their cause – without suicide attempts (average values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	**Causes of occurrences**				**Total**
	Human factor	**Technical**	**Others**	**Combination**	
Number of occurrences	535	201	87	4	**827**
Number of deaths	40	1	1	0	**41**
Number of serious injuries	58	1	0	0	**59**
Number of minor injuries	109	4	4	0	**117**
Material damage (CZK)	**167,666,192**	**69,443,251**	**8,832,033**	**1,177,314**	**247, 118,789**
Costs (CZK)	**7,144,147**	**3,184,838**	**1,297,708**	**247,546**	**11,874,238**

1 EUR = 25.90 CZK

The following Table 6 includes the minimum annual values for the monitored 2011-2018 period.

Table 6: Impacts of occurrences in relation to their cause – without suicide attempts (minimum annual values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	**Causes of occurrences**				**Total**
	Human factor	**Technical**	**Others**	**Combination**	
Number of occurrences	463	127	62	0	716
Number of deaths	25	0	0	0	25
Number of serious injuries	49	0	0	0	49
Number of minor injuries	85	0	0	0	87
Material damage (CZK)	**95,639,451**	**51,713,169**	**6,643,370**	**0**	**166,646,098**
Costs (CZK)	**3,462,851**	**1,577,455**	**342,233**	**0**	**6,184,144**

1 EUR = 25.90 CZK

Table 7 shows the maximum annual values for the monitored 2011-2018 period.

Table following on the next page

Table 7: Impacts of occurrences in relation to their cause – without suicide attempts (maximum annual values for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	Causes of occurrences				Total
	Human factor	Technical	Others	Combination	
Number of occurrences	596	425	102	20	981
Number of deaths	109	3	4	0	116
Number of serious injuries	72	4	1	0	76
Number of minor injuries	147	10	10	1	167
Material damage (CZK)	**445,320,224**	**81,626,137**	**11,615,424**	**4,108,385**	**532,633,797**
Costs (CZK)	**11,534,674**	**6,624,202**	**1,807,833**	**1,597,199**	**15,985,109**

1 EUR = 25.90 CZK

Table 8 shows standard deviations for the monitored 2011-2018 period.

Table 8: Impacts of occurrences in relation to their cause – without suicide attempts (standard deviations for the 2011-2018 period) (own elaboration according to RIA, 2009-2018)

Impacts	Causes of occurrences				Total
	Human factor	Technical	Others	Combination	
Number of occurrences	49	100	13	7	**95**
Number of deaths	28	1	1	0	**31**
Number of serious injuries	9	1	0	0	**9**
Number of minor injuries	21	3	4	0	**28**
Material damage (CZK)	**115,808,571**	**11,152,765**	**1,813,020**	**1,790,470**	**119,085,296**
Costs (CZK)	**2,578,984**	**1,643,028**	**554,893**	**554,779**	**3,513,872**

1 EUR = 25.90 CZK

The analysis which results are presented in Tables 1-8, shows the correctness of the exclusion of the occurrences related to suicide attempts from the assessed sample of occurrences. Comparison of Tables 1 and 5 shows that an average of 229 occurrences per year arise as a result of a suicide attempt, an act that can be only minimally influenced by the quality of the safety systems. This number of attempts is associated with an average of 184 deaths, 21 serious injuries and total damage of approximately CZK 5 million. The statistical value of a traffic accident resulting in death is 20,790,000 CZK per person and the statistical value of a traffic accident with a serious injury is 5,033,600 CZK per person (MoT CZ 2017, p. 127), the annual socio-economic loss represents approximately CZK 4 billion which cannot be prevented by any safety system.

5. CONSLUSION

The purpose of the paper was to present partial results of the research focused on the evaluation of the benefits associated with the increase of the safety and the reliability of the railway infrastructure in the Czech Republic. Specifically, the paper is focuses on the analysis of the database of occurrences, which includes detailed characteristics of occurrences which happened on the railway infrastructure in the Czech Republic during the 2009–2018 period. The analysis itself was finally carried out for the 2011-2018 period due to the different data structure in 2009 and 2010. The analysis focused solely on the basic characteristics of the occurrences such as their number, health and life injuries and material damage in relation to the type of cause of the

occurrence emergence. The aim of the analysis was to verify the applicability of obtained data at the further research activities. The average annual values of the impacts of occurrences were determined, supplemented by the minimum and maximum values as well as the standard deviation values within the analysis. The analysis was carried out for a complex set of occurrences and for a set of occurrences excluding those resulting from a suicide attempt. Interpretation of the results confirmed that excluding these occurrences from subsequent analyses was a correct procedure, as the impacts associated with these occurrences are quite significant and cannot be prevented by any safety systems.

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AN INVESTIGATION ON THE ACCEPTANCE AND USE OF RELATIONSHIP-ORIENTED SOCIAL MEDIA AMONG BUSINESSES: THE CASE OF CROATIA

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ABSTRACT
Changes in technology affect all aspects of contemporary business, but the marketing and sales processes might be the most affected. Namely, social media, as a technology outcome, show potential to revolutionize or at least substantially affect the communication process and the way of building and developing relationships among buyers and sellers. The number of social media users has grown over time until reaching today's high numbers. Moreover, internet users spend a great amount of their online time on social media. Furthermore, the spread of smartphones allows all day long online activities and the role of millennials, who are highly comfortable with the use of technology, as consumers and employees is growing in importance day by day. The current study seeks to analyze the use of social media and tools among businesses of all sizes and among enterprises in the B2B market. The study aims at establishing whether companies use social media in their businesses, determining which social media and tools are predominantly used by companies in Croatia, and establishing if they are active on these media. Further objectives of this study are to define the type of activities conducted and their scope. This exploratory study may provide the basis for further research on the use of social media for marketing and sales purposes. This paper will be added to the body of knowledge with insights into these relatively new marketing and sales tools. Furthermore, the study will contribute to practitioners by highlighting contemporary trends and tools they should adopt and use to adjust their approach to contemporary users and marketing.
Keywords: *social media, marketing, sales, Croatia*

1. INTRODUCTION

The number of Internet users has grown over the years, reaching today's large number of those who spend most of their online time on social media (Moore, Hopkins, Raymond, 2013), which are available all day long due to the spread of smartphones. Moreover, Millennials, whose importance as workers and consumers is growing day by day, show a high level of comfort in using new technologies (Flanigan, Obermier, 2016). Moore, Raymond, Hopkins (2015) further highlighted that today's consumers increasingly choose social media to gain a deeper knowledge about products, services and vendors. In addition, they have already been recognized as a powerful tool in different marketing fields such as external and internal communication, sales, customer service, brand management, and buyer decision process.

Social media are also recognized as a perfect platform for relationship building (Tapp, Whitten, Housden, 2014) and relationships between organizations and customers are one of the building blocks of contemporary marketing, especially in B2B market. Despite the above facts, most companies struggle with the appropriate use of social media. In order to benefit from them, especially in the field of marketing and sales, a deeper knowledge should be gained; knowledge that would facilitate better use of social media in marketing and sales strategy. This paper seeks to analyze the use of social media for marketing purposes between enterprises in general and between enterprises in the B2B market (i.e. among consulting companies). The aim is to identify if companies use social media in their business, determine which social media and tools are predominantly used by companies, and establish if they are active on these media. A further goal is to identify the types of conducted activities and their scope. This exploratory study provides a basis for further researches on the use of social media for marketing and sales purposes. The current research will be added to the body of knowledge with new insights on relatively new concepts of social media marketing and social selling and will provide basic knowledge for further researches in the field. The paper is organized in six chapters. After the introduction, the second chapter presents a literature review. The third chapter sets out the methodology and research questions. The research results are described in the fourth chapter. The fifth chapter presents discussion of findings and major implications. Finally, the sixth chapter outlines the conclusion and limitations and suggests directions for further research.

2. LITERATURE REVIEW

2.1. Social Media

Social media have been defined in many different ways, but as Moore, Hopkins, Raymond (2013, p. 48) stated, "the term is commonly associated with technology, software applications, and/or websites used to connect people with friends, family, neighbors, coworkers, and others via Internet". More precisely, the relationship-oriented social media are viewed as the applications of software or websites that facilitate two-way conversation-like exchanges, either synchronously or asynchronously, among users (Moore, Hopkins, Raymond, 2013, p. 68). There are different typologies of social media. Davidaviciene, Pabedinskaite, Davidavicius (2017, p. 72) pointed out few more groups of social media besides personal (like Facebook and Instagram) and professional (like Linkedin and Researchgate): Social connections or General for building social connections online by creating own sites, topics, discussions, and sharing information (e.g. Facebook, My Space); Linked to portal when communication is just one of the services provided (e.g. Yahoo, MySpace); Vertical networks or hobbies; Multimedia sharing (YouTube, Instagram); Social tagging; Professional network (Linkedin, Researchgate); User forums, blogs and microblogging (Twitter); Limited acces social network; Virtual worlds; Educational for sharing material (e.g. Moodle, Mit Open course; Wikis for creating content (e.g. Wikipedia). The potential role and power of social media in marketing can be better understood and valued if the following data is known: in April 2019, Facebook had 2,320 million of users; Youtube 1,900m; Whatsapp 1,600m; Facebook Messenger 1,300m; WeChat 1,098m; Instagram 1,000m, LinkedIn 303 million, Twitter 330 million (Statista, 2019). It is worth noticing that despite Facebook has the largest membership, Youtube has more weekly visitors than Facebook (Flagship report, 2018). Moreover, according to Davidaviciene, Pabedinskaite, Davidavicius (2017, p. 73), 58% of Internet users are consumers of at least one social network, 95% of Facebook users log into their account every day, 60% into their Twitter account, 30% into their LinkedIn account, and at least 98% of 18-24 years old users have a profile on a social network site. But even more meaningful is the fact that, according to GlobalWebIndex (2018), 98% of digital users are also social media users with an average of 2 hours and 22 minutes per day spent on social networks and messaging and an average of 8 social media accounts.

Users more often access to their social media via smartphones (GlobalWebIndex, 2018). For businesses, the social media presence is important but potentially dangerous, because they can create added value for customers through social media, but their reputation can be irreparably damaged as well (as customers communicate directly and publicly and without company's control). Agnihotri, Kothandaraman, Kashyap, Singh (2012) pointed out that the decision on the social media to be used depends on the customer relationships and the industry characteristics. Flanigan, Obermier (2016) highlighted that social media are used by companies of all sizes.

2.2. Social Media Use in Marketing

Flanigan, Obermier (2016) stressed the importance of social media in contemporary business. According to them, social media strongly affect the way of doing business of both profit and non-profit organizations and the government activities as well. In a marketing context, social media affect many different aspects. Namely, companies use social media for different purposes such as marketing, sales, external communication, service, product management, HR and internal applications (McKinsey survey in Tapp, Whitten, Housden, 2014). Moreover, in their paper Andzulis, Panagopoulos, Rapp (2012), analyzed the role of social media in company's reputation development, in interaction with customers and peers, and in brand management. They (Andzulis, Panagopoulos, Rapp, 2012) highlighted the role of social media as key tool in co-creation of value (between company and customer) and the main building block of relationship strengthening process. Mc Daniel et. al (2013 in Tapp, Whitten, Housden, 2014) highlighted that Sell, Listen and Learn, developing new channels to market, building relationships and awareness, promoting products and services, managing reputation, improving customer service, creating through collaboration, and developing relationships with influencers are the major social media objectives. Moreover, according to Hudson (2014), 75% of business buyers believe that social media will influence their future buying decisions. In a B2B context, the impact of social media is even more significant. According to Hubspot (Propoint blog in Forbes, 2016), 74% of B2B buyers conduct half of pre-purchase research online, and according to Minsky and Quesenberry (2016), 82% of B2B buyers highlight that vendor's social content and interaction significantly impact their buying decisions. According to GlobalWebIndex (2018), 22% of digital consumers liked or followed a brand on social networks for a month before conducting the research, and more than 4 out of 10 use social networks to research new brands or products. In the light of the above, social media deserve special attention among organizations and marketing and sales professionals, which has not been paid enough yet. In general, as Andzulis, Panagopoulos, Rapp (2012, p. 306) stated, "companies are still wrestling with how to adopt and implement social media in their strategy". Namely, despite an increased social media presence has been observed among organizations, lots of companies still do not use social media satisfactorily (or at all). Moreover, the value of social media in the industrial setting in a small market is yet to be realized (Flanigan, Obermier, 2016). In addition, it was highlighted that B2B companies have done a good job in digital marketing devices use (such as digital commercials, newsletters, sales support) in the past few decades, but still do not repeat the same success in social media usage (Flanigan, Obermier, 2016). In their effort to trace the way of a successful social media implementation and usage, Andzulis, Panagopoulos, Rapp (2012) highlighted the need to fully understand the company's customers and their wishes and attitudes over social media, before choosing the appropriate social platforms. As Andzulis, Panagopoulos, Rapp (2012) highlighted, sometimes a customer may need more first-hand information about the product, in which case a YouTube video will be adequate. Or a customer may rather need interaction with existing customers before making a "big deal" decision. In such an instance, a forum would be more adequate. Moreover, it is worth noticing that nowadays live video seems to become essential for the platforms and for the users.

In fact, every month 28% of major social platforms' users engaged with live streams on each of the platforms they visited, and 56% of users watched a video on Facebook, Twitter, Snapchat or Instagram within a month period before the research (GlobalWebIndex Report, 2018). In any case, the purpose of social media usage is to add value for the customer, so before deciding on its social media presence, the company should learn to walk in the customer's shoes in order to fully understand the customer's point of view. Andzulis, Panagopoulos, Rapp (2012) underlined that the implementation of social media in a business requires continuous monitoring and commitment, and the social media strategy should be developed and managed in conjunction with Marketing and Sales.

2.3. Social Media and Selling

The sales process might be the most affected by the rise of social media. Namely, social media, as a technology outcome, show potential to revolutionize or at least substantially affect the way of building and developing relationships between buyers and sellers and within the entire sales process. Moreover, contemporary environment and sales strategies put the impetus on relationship selling in B2B sales and in relationship development in B2C, which could be reinforced through the creation of value via social media. Agnihotri, Kothandaraman, Kashyap, Singh (2012) mentioned two possible uses of social media – digital content creation and network-based interactions. Furthermore, they (Agnihotri, Kothandaraman, Kashyap, Singh, 2012, p. 334) highlighted that salespeople use social media and social interactions (via media) to generate content and pull the customer (by means of blogs, microblogs, wiki) and to develop networks and push information (by means of social networks, online communities). The main goal is to engage the customer in repeated social media interactions between buyer and seller (positive interactions strengthen and negative interactions weaken the relationship) (Agnihotri, Kothandaraman, Kashyap, Singh, 2012, p. 335). Andzulis, Panagopoulos, Rapp (2012) offered their view of the evolution of social media in sales (see Figure 1). They foresaw the use of social media would change and evolve over time just like the role of webpages had changed and evolved from the beginning of the Internet era to current days.

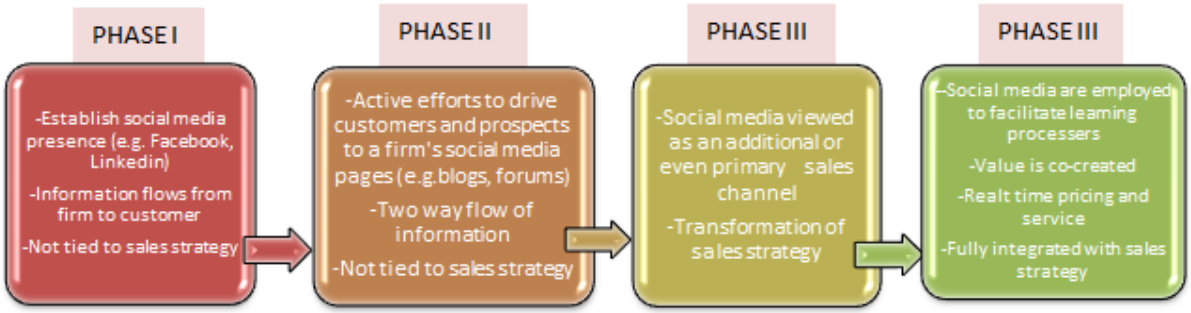

Figure 1: Evolution of Social Media in Sales (Andzulis, Panagopoulos, Rapp, 2012)

In relation to social commerce (i.e. the process of finalizing the purchase while remaining within social apps), social media could potentially be very important, but have not got there yet (GlobaWebIndex, 2018). Most users use social media to research new products and then buy the product on the retailer's site (GlobalWebIndex, 2018). It should be emphasized that in contemporary sales a new term was coined – social selling, which involves the use of social media for sales purposes (Minsky and Quesberry, 2016; Hudson, 2014).

3. METHODOLOGY

In order to answer the posited research questions, two samples were selected. For the first sample, forty enterprises of all sizes (small, medium, large) were chosen by random selection,

i.e. using a random software, from the list provided by the largest business database application in the Republic of Croatia - Business Croatia (Poslovna Hrvatska). Among small enterprises only the active ones were chosen. The second sample was defined based on the rank provided by the same database application. The said database provides rating (from A1 to E2) of all enterprises based on their annual financial statement. Along with the enterprises ranking, it provides their financial data and indicators and other business-related information. In the current study, the best 43 consulting companies in Croatia with the highest ranking (A1 and A2) were chosen. The analyzed social media were the ones researched by Flanigan, Obermier (2015), but the presence of the enterprises on other social platforms was checked as well. The analysis started by visiting the primary company's website and then all the social media listed on the primary company's website were checked in order to establish their activity or inactivity. The activity metrics was defined according to the updating frequency suggested by Flanigan, Obermier (2016). They defined an active social user as someone who posted new content on the site within seven days prior to the analysis. Then the social media were analyzed in order to answer all the research questions. Besides the enterprises chosen from each size, in the purposive sample the best consulting enterprises were chosen too, under the assumption that the most successful would be the leader in acceptance and use of new marketing concepts and that such concepts would contribute to the overall company's success. Furthermore, only enterprises providing consultancy in the field of EU funding were chosen in the sample, and they represent a homogeneous group whose services are mostly intended for business users (small and medium enterprises, non-profit organizations, public sector, etc.). The research was conducted in September 2018.

3.1. Research Questions

In this exploratory study, the authors seek to gain deeper knowledge by means of logically connected questions. Firstly, the percentage of businesses in Croatia that have established a social media presence was investigated:

- RQ1: Do enterprises in Croatia use relationship-oriented media and tools?

Then the authors wanted to determine which social media were used. The research conducted by Davidaviciene, Pabedinskaite, Davidavicius (2017) in six different countries showed that all the companies in the sample used at least one of the three most popular social media (i.e. YouTube, Facebook, Twitter) in their communications.

- RQ2: Which social media and tools are used?

Thirdly, the presence on a social media is worth nothing without appropriate activities. Namely, only enterprises that regularly post contents on their media can use them properly in order to achieve their marketing and sales goals. Otherwise, inactivity can be an indicator of problems and harm the reputation of the firm.

- RQ3: Are enterprises active in the use of their social media?

Lastly, the contents posted on the media were analyzed in order to determine what types of activities i.e. contents were published by the enterprises and to what extent.

- RQ4: What types of activities (i.e. content) are posted on media?
- RQ5: What is the scope of the activities underpinned by enterprises on social media?

4. RESEARCH RESULTS

- **RQ1: Do enterprises use social media in their business?**
  The conducted research shows that among 40 analyzed large companies, 4 companies (10%) do not use social media in their business, 15 companies (37.5%) use one media, 14 companies (35%) have a presence on two social media platforms, and 7 enterprises (17.5%) use three or more media. To sum up, 36 enterprises (90%) use one or more social media as part of their business activities. Among the medium sized companies, 21 companies (21%)

do not use social media in their business, 8 of them (20%) use one media, 7 enterprises (17.5%) have a presence on two social media, and 4 enterprises (10%) use three or more media. In total, 19 enterprises (47.5%) use one or more social media as part of their business activities. Among small companies, 32 of them (80%) do not use social media in their business, 6 companies (15%) use one media, 2 companies (5%) have a presence on two social media, and none of them is present on three or more media. In conclusion, 8 companies (20%) use one or more social media as part of their business activities. Moreover, the conducted research reveals that among the most successful consulting companies, 21 enterprises (46%) do not use social media in their business, 13 of them (28%) use one media, 10 enterprises (22%) have a presence on two social media, and 2 enterprises (4%) use three or more media. In total, 25 enterprises (54%) use one or more social media as part of their business activities.

- **RQ2: Which social media and tools are used?**
  The research started by visiting the company's primary website and the existence of the company's social media was checked via Google as well. Among all the researched enterprises, 40.8 % were present on Facebook, 32.5% were present on LinkedIn, 16.7% on Instagram, 14.2% on Youtube, 12.5% on Twitter, 10% on Google+ and 4.2% of the enterprises were present on blog.
- **RQ3: Are enteprises active in the use of their social media?**
  The measurement suggested by Flanigan and Obermier (2016) was used to define activity or inactivity. Namely, they determined that an active user is the one that posted new content on its site at least seven days before the analysis. It should be noticed that this is a very benign measurement of social media activity. Accordingly, among the 40 large enterprises, 11 (27.5%) were active on all the social media they used and 10 of them (25%) were active on some of the social media they were present on. Five medium companies (12.5%) were active on all the social media they used, 9 of them (22.5%) were active on some of the social media they were present on. None of the small companies was active on social media. Among the best consulting companies, only 8 enterprises (17%) were active on all the social media they used, 5 enterprises (11%) were active on some of the social media they were present on. Based on the above data, it can be concluded that only 27.5% of large enterprises, 12.5% of medium sized enterprises, none of small sized enterprises, and 17% of all the top-notch consulting enterprises in Croatia include as part of their business maybe a part of the strategies (marketing and/or sales strategies), use media appropriately, and presumably take advantage of the effects of social media.
- **RQ4: What types of activities (i.e. content) are posted on media?**
  In order to acquire new knowledge, a content analysis by social media platform was performed taking into account the last 5 posts published by the active enterprises in the sample. The active users mostly published on their social media a combination of text, photography and link, followed by a combination of text and photography. Video material was rarely used: the text-video combination represented only 4.4% of all the types of content posted on LinkedIn, the text-video-link combination represented 6.7%. The text-video combination represented 6.7% of all types of content posted on Twitter, whilst only video material represented 9.4% of all content posted on Facebook. Among large enterprises, there were 3.3% of content in form of a Facebook contest.
- **RQ5: What is the scope of the activities underpinned by enterprises on social media?**
  An analysis of the purpose of the sample companies' social media activity revealed communication activities aimed at informing, persuading and reminding customers and potential customers about a product or service. Likewise, the authors identified content publishing with the objective of stimulating interest and desire as well as influencing consumer buying behavior in order to enhance the demand.

Furthermore, the purpose of companies' social media activities is to increase traffic to their website. By publishing content from the website on social media, companies get users one click closer to their website, thus increasing their website traffic and enabling a better positioning on search engines. Out of 95 posts on Facebook by large enterprises, 45.3% of such posts include a link to their website, whereas out of 65 posts in total published by medium enterprises, 36.9% of them include a link to their website. Besides the above scopes, no large use of social media for sales and provision of services was noticed.

5. DISCUSSION AND IMPLICATIONS

The use of social media among businesses is still moderate and it decreases along with the size of the enterprise. Large enterprises are heavy users, while small enterprises still struggle with the use of social media. The situation is similar in B2B market and among the best consulting enterprises. Despite the fact that the relationship building and nurturing process is crucial in the business-to-business market and that the most successful enterprises were chosen for the sample, the results showed a low level of social media use. Namely, only a bit more than half of the most successful consulting enterprises are present on social media. Facebook is the most popular social media for small, medium and consulting companies, followed by Linkedin (except for the small sized companies that do not use LinkedIn at all). Large companies mostly use LinkedIn, followed by Facebook. The third most popular social media for medium sized companies is Instagram and for large companies Youtube. Small companies use mostly Facebook and rarely other media (2.5% Twitter, 2.5% Blog and 2.5% Instagram and Google+). Even though benign metrics were used in the assessment of the enterprises' activity on social media (activities within a 7-day period before the research), the frequency of activities on social media was very low. The most active users are large companies. This fact actually shows if social media are used properly and it is also an indicator of strategic approach. Moreover, it suggests that social media can be a part of marketing and sales strategies. The results show that enterprises have a lot of room for improvement of social media use. They are still, in most cases, not using these media properly. This fact can be used in the future for their growth. Enterprises combine different variations of posts with the aim to engage users. The most common combination includes text, photography and a link, and photos are the most commonly used element in posts (besides text). Based on the results, it seems that video material is highly underestimated. The power of video material should be better exploited, following the preferences of modern users. Enterprises that use social media use them as a communication tool and one of the main aims is to increase traffic on their websites. Based on the above, the use of social media can provide better results for enterprises despite their size, the type of market they operate in, and the size of success achieved in their business. The potential of social media in today's environment has not been exploited enough. Enterprises should follow their customers and trends and approach social media carefully and strategically. Namely, it is not enough to establish a social media presence, but it is really important to set up a long-term, holistic approach to social media, possibly as part of the firm's strategy. If there is no commitment to update the content and to answer the customers' questions, or if the communication is not appropriate, the outcomes could be negative for the business. Therefore, adequate resources, such as financial resources and personnel, should be devoted to social media development in order to ensure positive outcomes (otherwise, negative effects could be brought about). The present research results provide insights into the use of social media among businesses (different size of enterprises and enterprises that operate in B2B market) in a less developed market which has its own specificity. This relatively new approach in marketing shows a huge potential and it should be investigated more thoroughly. This paper should represent just the first step in a comprehensive research.

6. CONCLUSION, LIMITATIONS AND FURTHER RESEARCH

There are a number of social media software, tools, platforms etc. and the number of users is growing year by year. Accordingly, both marketers and managers should become aware of these trends and start incorporating these media in their businesses in order to satisfy customer needs and wants and to improve their sales and marketing and the overall results. The salient role of Millennials in today's society as well as the rapid growth of smartphone users highlight the importance of such awareness. In this era of relationship selling, social media allow us to develop long-term relationships with customers through conversation-like exchange of data and information, and this benefit should be used wisely. Thanks to the technology development and spread, traditional processes should be adjusted according to contemporary requirements. The constant changes once again affect individuals (customers, marketers, and salespeople) and organizations. At the same time, opening new horizons provides opportunities for better performance and reaching customers in the most appropriate way. The new generation entering the market (internal and external) requires new approaches. Emerging technology tools are potentially crucial for businesses and their development. This exploratory study has a few limitations that can serve as a basis for future research. Namely, a larger sample would allow wider generalization. Moreover, the specificity of the social media use should be investigated in more depth. Marketing managers and salespeople should be investigated in order to determine specificity of the social media use. Finally, differences in use of social media between industries/sectors and markets (B2B, B2C) could be investigated as well.

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APPLICATION OF STATISTICAL ANALYSIS ON DATA ON BUSINESS OPERATIONS OF SPECIAL HOSPITALS

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ABSTRACT

Public needs funding is provided from the budget. The subject matter of this paper are business operations of health institutions, i.e. special hospitals. Health institutions are budget beneficiaries and are required to compile financial statements in accordance with financial reporting regulations in budget accounting. Institutions draft a financial plan that should be realistic, i.e. it should be aligned with the funding sources, i.e. the funds contracted with the Croatian Health Insurance Fund (HZZO), as well as the funds planned in the relevant budgets (state or local). The paper uses data on financial operations of special hospitals, published in reports on financial audit carried out by the State Audit Office for 2016, and relevant scientific literature. The assumption is that income sources are inadequate, and that hospital revenue is largely used for realization employee expenses. The aim of the paper is to investigate sources of funds, i.e. the type of income that special hospitals receive, and the types of expenditures realized outside the available income. Likewise, the aim of the paper is to explore the magnitude of financial results. Employee expenditures are realized from available resources, and the purpose of this paper is to determine the share of mentioned expenditures in overall expenditures, and to account for the share of other expenditures. The overall number of employees and expenses per employee were investigated. This is analysed at the level of each of the special hospitals (covered by the latest financial audit for 2016), and in total at the level of 15 special hospitals.

Keywords: *Auditing, Opinion, Health institution, Special hospital, Income, Expenditures*

1. INTRODUCTION

The paper analyses the operation of health institutions, special hospitals, based on the data collected from the joint and individual audit reports for 2016 carried out by the State Audit Office. The audit procedure covered a total of 15 special hospitals, six of which received the unconditional opinion of the audit, while nine received conditional opinions. Below we will investigate the legal basis for business and financial operations (structure of revenues and expenditures). The paper deals with the structure of income realized in special hospitals and expenditures that are financed from the realized income. Research on the number of employees in special hospitals was carried out. The assumption is that the structure of revenues of special hospitals is such that the revenues are limited, and that their purpose is largely to meet employee expenses. At the level of fifteen special hospitals, we calculated the average cost per employee, and we compared the cost per employee in each of the observed hospitals. From the presented structure of expenditures, we have determined the share and other expenditures that arise from business operations of special hospitals.

2. BOLNICA BUSINESS OPERATIONS OF SPECIAL HOSPITALS

Hospital health institutions are budget beneficiaries and are required to compile financial statements in accordance with financial reporting regulations in budget accounting. When keeping business books and preparing financial statements, they are obliged to apply budget accounting in (the Budget Act, Article 2). The statutory provisions stipulate that healthcare is an activity of interest to the Republic of Croatia, which is performed as a public service at the primary, secondary and tertiary level and at the level of health care institutions (Health Care Act, Articles 28 and 29). Primary healthcare activities are performed by health centres, palliative care institutions and health care institutions, secondary healthcare activities are performed by polyclinics, hospitals and spas, while the tertiary level is responsibility of clinical institutions (clinics, clinical hospitals and clinical hospital centres). Health institutions are obliged to compile a financial plan in accordance with the provisions of the Budget Act and the Ministry of Finance's instructions for drafting the state budget or the budget of local and regional self-government units. The financial plan contains revenue and receipts reported by types, expenditures and expenditures foreseen for a three-year period, classified according to budget classifications and explanations of the financial plan proposal. The financial plan should be realistic. Health institutions do not have sufficient resources to cover expenditures, and by applying the budgetary principle of balance, they have planned less expenditures or higher incomes than expected. Due to insufficient revenue to cover current year expenditures, healthcare institutions did not plan to cover the shortage of revenues transferred from previous periods. The Governing Board adopts a work and development program, adopts a financial plan and a final account, analyses the financial operation of health institution at least once a month, and performs other statutory tasks (Health Care Act, Article 84). It is important to point out that healthcare system is special due to the fact that health care institutions as budget beneficiaries are not financed for specific types of expenditures, but on the basis of executed and accrued services, as described in more detail in the literature (Mahaček, 2016). Using analytical procedures we made conclusions regarding business operation of special hospitals. Financial information on the business of the current year was collected, as well as information on the overall operating result at the end of 2016. They are placed in relation to financial and non-financial information (ratio between overall expenditures for employees and number of employees)."Proper use of analytical procedures requires from auditors the knowledge of the principal's affairs and the activities it engages in. Without this the auditor cannot develop the appropriate analytical procedures or correctly evaluate the results of such tests" (Messier Jr., 1998). An analysis of business results of the current year and the overall operating results at the end of the period, as shown in Table 1, is used (in the table for "special hospital", "SH" abbreviation used). From the same Table we notice that out of 15 special hospitals, in 2016 ten hospitals had a negative financial result, while five hospitals achieved a positive financial result. The Neuropsychiatric Hospital Dr. Ivan Barbot, Popovača and Srebrnjak Children’s Hospital, Zagreb achieved the biggest deficiency in the absolute amount. The overall operating result is negative in six special hospitals and amounts to HRK 46,068,197.00, while in nine special hospitals it is positive and amounts to HRK 70,889,198.00. The biggest negative financial results were achieved by the Special Hospital for Orthopedics, Biograd na moru and Neuropsychiatric Hospital Dr. Ivan Barbot Popovača. Special Hospital for Medical Rehabilitation Krapina Spa achieved a positive financial result in 2016, but the overall operating result was negative (HRK - 9,060,516.00).

Table following on the next page

Table 1: Data on the operation of special hospitals (in HRK) for 2016, the structure of expenditures and the total number of employees (State Audit Office, 2018, pp. 36, 41 and 15 individual audit reports)

Hospital	Surplus/ the lack of	Total surplus / the lack of	Expenditures for employees	Total number of employees at the end of 2016	Expenditure for employees / total number of employees (4/5)
1	2	3	4	5	6
Psychiatric hospital Rab	-860,893	8.023,230	28,253,161	249	113,467
SH for Medical Rehabilitation Biokovka, Makarska	1,252,121	8,698,178	19,286,635	155	124,430
SH for Medical Rehabilitation Lipik	1,591,189	11,602,266	20,755,405	191	108,667
SH for the medical rehabilitation of Stubica spa	-3,140,579	10,391,725	20,110,392	177	113,618
SH for the medical rehabilitation of Varaždin spa	6,528,174	6,309,301	65,978,273	656	100,577
Thalassotherapy Opatija - SH for Medical Rehabilitation of Heart, Lung and Rheumatism	-959,844	2,649,932	25,925,917	229	113,214
Daruvarske spa, SH for medical rehabilitation	1,032,391	12,020,267	21,209,032	231	91,814
Srebrnjak Children's Hospital, Zagreb	-4,915,723	-5,998,021	25,618,852	191	134,130
Neuropsychiatric Hospital Dr. Ivan Barbot Popovača	-6,133,629	-11,771,393	69,104,475	617	112,001
Sveti Ivan Psychiatric Hospital, Zagreb	-4,850,531	5,821,970	44,577,900	392	113,719
Psychiatric hospital Ugljan	-1,760,963	-6,632,599	30,307,406	261	116,120
SH for Medical Rehabilitation Krapina Spa Toplice	1,229,994	-9,060,516	79,183,486	745	106,287
SH for orthopedics, Biograd na moru	-3,882,306	-11,778,678	28,065,899	229	122,559
SH for pulmonary diseases, Zagreb	-1,973,918	-826,990	20,156,539	155	130,042
Thalassotherapia Crikvenica, SH for Medical Rehabilitation of Primorsko-goranska County	-2,917,332	5,372,329	15,135,272	151	100,234
Total	-19,761,849	24,821,001	513,668,644	4 629	110,968

2.1. Realization of overall revenues and receipts and overall expenses and expenditures

Below we show the structure of income and receipts realized. We also show the structure of expenses and expenditures. Conclusions are derived from the data.

2.1.1. Realization of expenses and expenditures

Below, Table 2 provides an overview of the types of special hospitals' income, shown in relative numbers (percentages). Relative numbers are calculated on the basis of the data on overall revenue from individual audit reports that are compiled for each of the special hospitals (15 individual reports).

Table 2: Revenues and Receipts of Special Hospitals in 2016, Relative Numbers, Author Calculation (State Audit Office, Individual Reports Data for Each Hospital)

Hospital	Revenues from the competent budget and from the HZZO on the basis of contractual obligations		Revenue from sale of goods and services provided and income from donations		All other income	Total
	Revenues from the competent budget to finance the regular activities of budget users	Revenues from HZZO based on contractual obligations	Revenues from the sale of goods and services provided	Donations from legal entities outside the general budget		
1	2	3	4	5	6	7
Psychiatric hospital Rab	8.38	79.55	0.74	3.26	8.07	100
SH for Medical Rehabilitation Biokovka, Makarska	3.43	24.68	57.94	0,00	13.95	100
SH for Medical Rehabilitation Lipik	3.20	59.44	16.06	0.15	21.15	100
SH for the medical rehabilitation of Stubica spa	4.96	53.72	15.98	0.03	25.31	100
SH for the medical rehabilitation of Varaždin spa	2.17	60.58	19.74	0.17	17.33	100
Thalassotherapy Opatija - SH for Medical Rehabilitation of Heart, Lung and Rheumatism	4.85	55.91	21.07	2.60	15.56	100
Daruvarske spa, SH for medical rehabilitation	4.64	32.61	43.20	0.22	19.35	100
Srebrnjak Children's Hospital, Zagreb	7.15	85.75	2.87	2.13	2.10	100
Neuropsychiatric Hospital Dr. Ivan Barbot Popovača	2.49	80.05	0.38	1.66	15.42	100
Sveti Ivan Psychiatric Hospital, Zagreb	2.23	90.09	0.81	5.08	1.79	100
Psychiatric hospital Ugljan	3.64	83.43	1.19	4.10	7.63	100
SH for Medical Rehabilitation Krapinska Spa	1.15	66.90	15.84	0.15	15.95	100
SH for orthopedics, Biograd na moru	5.23	76.01	0.84	0.07	17.84	100
SH for pulmonary diseases, Zagreb	26.14	63.29	0.08	0.11	10.37	100
Thalassotherapia Crikvenica, SH for Medical Rehabilitation of Primorsko-goranska County	6.77	58.43	18.41	0.79	15.59	100
Total	4.51	66.81	13.40	1.40	13.87	100

From Table 2 shows that at the level of all special hospitals, the most significant income is from the Croatian Health Insurance Fund (HZZO) based on contractual obligations.

2.1.2. Realization of expenses and expenditures

Below, Table 3 shows the types of expenses and expenditures of special hospitals presented in relative numbers. The data were collected from a summary report on the auditing of health institutions. At the level of all special hospitals, the most important expenses are employee expenses.

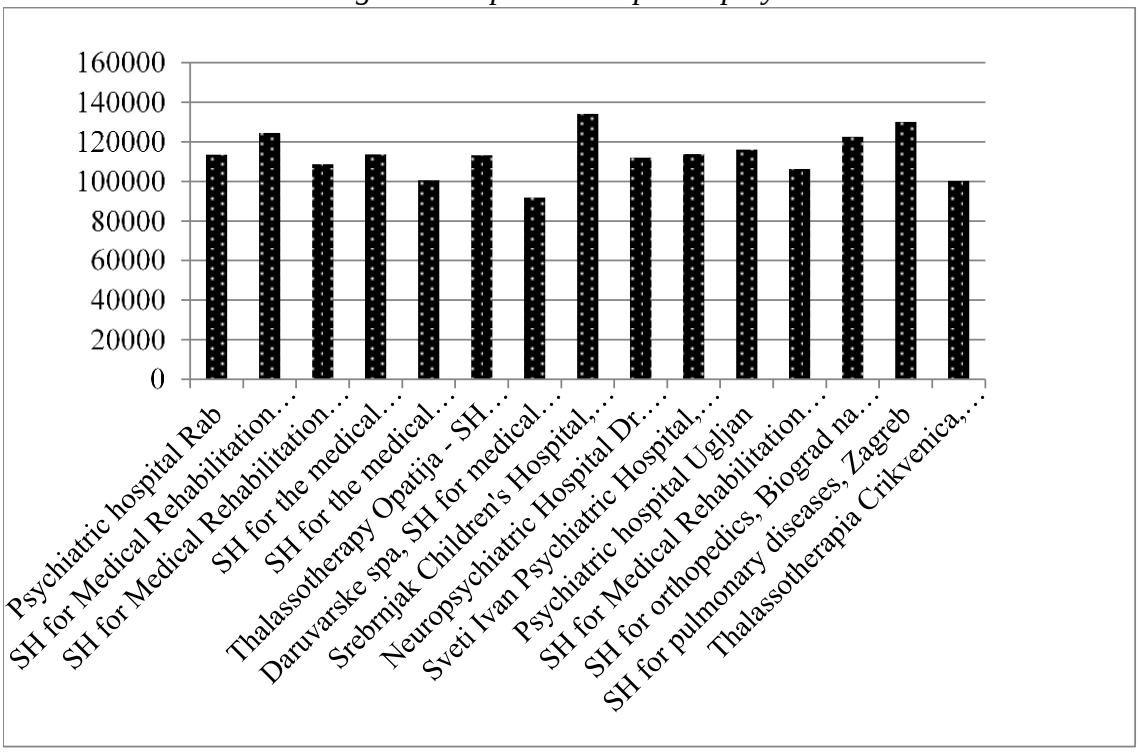
Table 3: Expenditure of Special Hospitals (in HRK) for 2016.- Relative Numbers, Author's Calculation (State Audit Office, 2018, p. 38)

Hospital	Expenditures for employees	Material expense	Expenditures for the acquisition of nonfinancial assets	All other expense
1	2	3	4	5
Psychiatric hospital Rab	57.6	24.6	17.4	0.4
SH for Medical Rehabilitation Biokovka, Makarska	54.7	27.9	17.1	0.3
SH for Medical Rehabilitation Lipik	66.6	27.0	6.1	0.3
SH for the medical rehabilitation of Stubica spa	56.6	20.0	19.7	3.7
SH for the medical rehabilitation of Varaždin spa	64.1	30.7	2.8	2.4
Thalassotherapy Opatija - SH for Medical Rehabilitation of Heart, Lung and Rheumatism	41.9	41.7	11.1	5.3
Daruvarske spa, SH for medical rehabilitation	50.0	38.4	10.9	0.7
Srebrnjak Children's Hospital, Zagreb	59.2	32.7	7.4	0.7
Neuropsychiatric Hospital Dr. Ivan Barbot Popovača	65.6	26.7	7.3	0.4
Sveti Ivan Psychiatric Hospital, Zagreb	62.4	33.4	4.2	0.0
Psychiatric hospital Ugljan	61.1	33.4	5.4	0.1
SH for Medical Rehabilitation Krapinska Spa	66.5	29.9	3.4	0.2
SH for orthopedics, Biograd na moru	62.2	32.2	5.4	0.2
SH for pulmonary diseases, Zagreb	57.5	28.1	13.8	0.6
Thalassotherapia Crikvenica, SH for Medical Rehabilitation of Primorsko-goranska County	47.5	29.2	15.5	7.8
Total	59.8	30.6	8.2	1.4

3. GRAPHIC EXPLANATION OF BUSINESS DATA

Below in Figure 1 we can see expenses per employee for each of the observed hospitals. We note that these expenditures do not differ significantly among the observed hospitals.

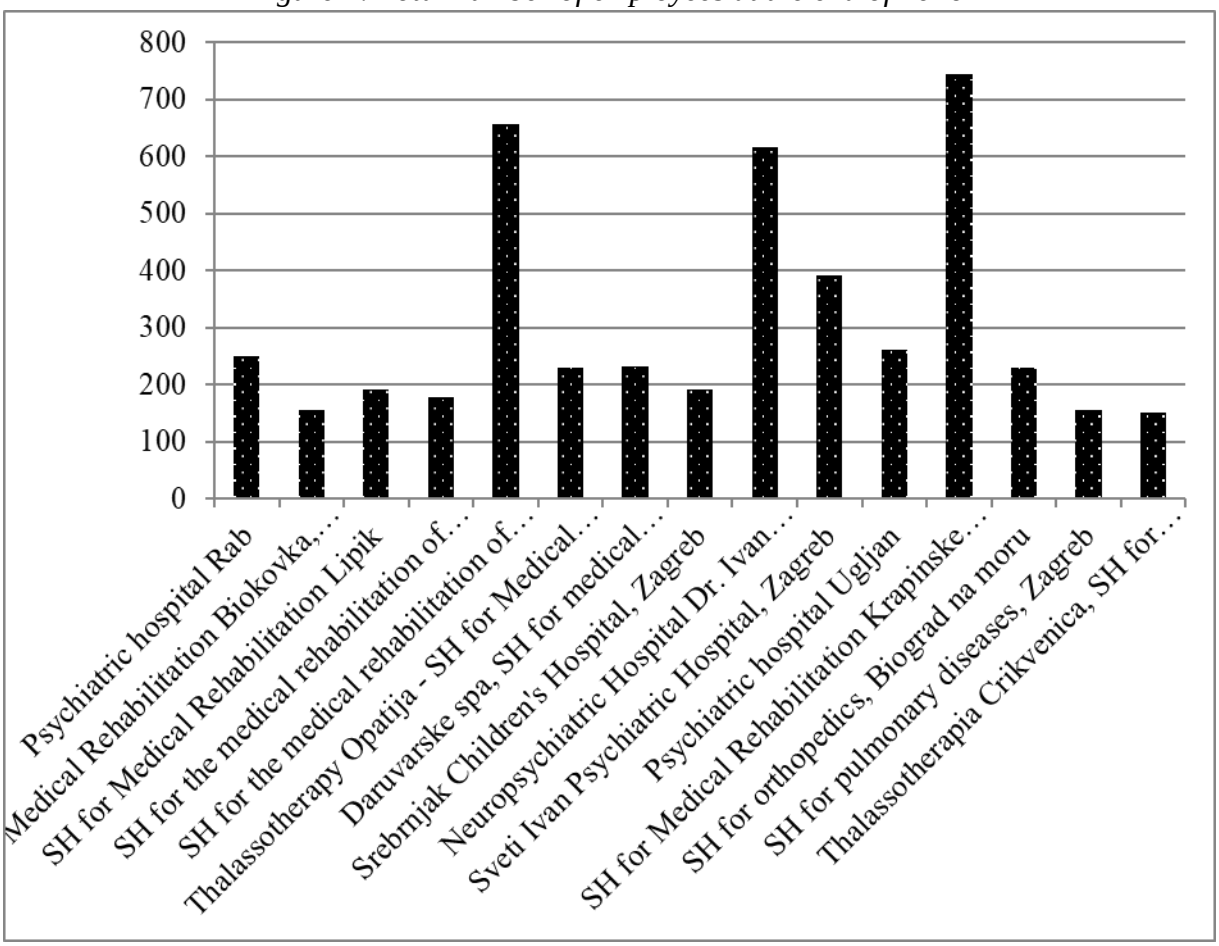
Figure 1: Expenditures per employee



Source: author, according to the data from Table 1, columns 6

Figure 2 shows the number of employees in each of the observed hospitals. We notice that the number of employees is significantly different among the observed hospitals. Special hospitals differ according to the number of employees. The average number of employees in the 15 special hospitals that we used was 309 employees (4 629/15). Four special hospitals have more employees than this average, while others have less than average number of employees.

Figure 2: Total number of employees at the end of 2016



Source: author, according to the data from Table 1, columns 5

4. CONCLUSION

Based on the analysis of business operations of special hospitals, we concluded that out of 15 special hospitals, ten hospitals in 2016 had a negative financial result, while five hospitals achieved a positive financial result. The overall operating result is positive in nine special hospitals, while it is negative in six special hospitals. At the level of all special hospitals, the most significant income comes from the Croatian Health Insurance Fund (HZZO) based on contractual obligations (66.81 %), with a share between 24.68 % (Biokovka, Makarska) to 90.09 % (Sveti Ivan Psychiatric Hospital, Zagreb). Income from sales of goods and services provided has a share between 0.08 % (Special Hospital for Pulmonary Diseases, Zagreb) up to 57.94 % (Biokovka, Makarska), and 43.20 % (Daruvar Spa). At the level of all special hospitals, the most significant are employee expenditures, which account for between 41.9% (Thalassotherapia Opatija) and 66.6% (Lipik). Average employee expenditures at special hospital level are HRK 110.967,52, ranging from HRK 91.813,99 (Daruvar Spa) to HRK 134.130,12 (Srebrnjak Children's Hospital). Material expenditures have a share from 20.0 % (Stubičke Spa), up to 41.7 % (Thalassotherapia Opatija). Expenditures for the acquisition of nonfinancial assets have a share between 2.8 % (Varaždin Spa) to 19.7 % (Stubičke Spa).

From realized revenues, special hospitals largely finance employee expenditures. Material expenditures are necessary for business operations and are significantly different according to participation in overall expenditures of individual hospitals, as well as expenditures for the acquisition of nonfinancial assets. Financial resources to settle negative financial results need to be found. Negative financial outcome should be investigated, and it is therefore necessary to consider obligations and claims of special hospitals, which should be the subject of the following research.

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REGIONAL FINANCIAL INTEGRATION AND FINANCIAL SECTOR DEVELOPMENT IN THE SOUTHERN AFRICAN DEVELOPMENT COMMUNITY REGION

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ABSTRACT

Regional financial integration (RFI) is perceived as the other avenue through which the financial sector of member countries can develop given the vast benefits which associated with it. These benefits include mobilization and allocation of efficient resources to productive sectors within the region which plays a very important role in the development process. Given this background, the study examines how regional financial integration promotes financial sector development in the SADC region utilizing the panel data model for the period 1996 to 2015. The empirical results revealed that regional financial integration does have an impact on the financial sector development in the member countries in the region. Furthermore, the results showed that regional financial integration require a certain degree of institutional quality for RFI benefits to accrue. The empirical results imply that the countries in the SADC region should pursue regional financial integration. This can be achieved through commitment by all authorities in the region. There should be a firm commitment to broader economic integration and building on existing networks and build the necessary infrastructure.

Keywords: *Regional financial integration, Financial sector development, Southern African Development Community (SADC)*

1. INTRODUCTION AND BACKGROUND

Many African countries have embarked on financial sector reform with the aim of stabilising their financial systems (Chanda, 2010). Of the available approaches to financial reforms, there has been focus on promoting regional financial integration. Eyraud et al (2017) defines financial integration as a process through which financial markets of countries are closely linked to each other. The process of implementing financial integration can take various ways. These include cross border capital flows, external financial institutions operation in domestic markets and information sharing. Wakeman-Linn and Wagh, (2008) highlights that regional financial integration if well implemented could pave way and address some of the issues associated with emerging regional financial markets and also issues associated with financial markets as a whole. The author highlights a number of benefits linked with financial integration to member countries. Firstly, regional financial integration has the capacity of improving efficiency in lending and enhance better opportunities for risk diversification given that the financial sector becomes broad. Secondly, it has the capacity to modify regulatory and supervisory bodies, accelerate competition and innovation within the region, and enhance efficient allocation of scarce resources. Lastly, regional financial integration has a capacity to create a conducive environment for savings and infrastructure development given that one is not only limited to one country. Consistent with Wakeman-Linn and Wagh (2008), Mishkin (2007) highlights that regional financial integration has the capacity to develop the financial system of a member country. Mishkin describes financial development as growth in both the size and efficiency of the country's financial sector. Thus, given that a country is a member in regional financial integration, its financial sector is likely to improve through the involvement of foreign owned financial institution into the integrating country.

Mishkin (2007) further argues that the involvement of foreign owned institutions is expected to fast-track institutional development of the integrating country as countries with higher regulatory standards introduce best practises into the region as a whole. Baldwin and Forslid (2000) further state that the entrance of foreign owned financial institutions manoeuvre formations which are characterised by monopolies and parastatal formations leading them to most efficient financial involvement. Mishkin (2007) also argues that the status quo of the foreign financial institutions put their interests on minimising information asymmetry which is more of a problem to foreign institutions than to domestic institutions. Therefore, foreign institutions have a leverage to enforce accountability and regulations. However, according to Wakeman-Linn and Wagh (2008) even though there are so many benefits associated with regional financial integration, there are challenges confronting the long attempts in implementing the regional financial integration in Africa. The author highlight that African countries have multiple and overlapping regional memberships which could potentially obstruct the gains of any regional arrangement. Even though there have been efforts of regional policy initiatives together with institutions, there have been a number of setbacks on the actual markets: restricted intra- regional trade, less developed financial and economic infrastructure, restricted supervisory and regulatory bodies and political differences on other instances. In the case of the SADC region, it is important to note that financial regional integration has been on the cards even though less has been achieved. The region was targeting to have achieved a free trade area in 2008, Customs Union in 2010, Common Market 2015, Monetary Union 2016 and Single Currency/ Economic Union in 2018. However much of these targets have not been achieved. The SADC region is infested with problems of inequality, high levels of poverty, low investment, high deficits and underutilisation of production resources, sluggish development on capital formation and infrastructure amongst others (Madyo, 2008). The SADC statistical year book (2015) also shows that the region has high levels of poverty. For example, based on the national poverty, the available data in 2015 shows that the prevalence of poverty in Tanzania stood at 28%, Zimbabwe 72%, Zambia 60 %, Swaziland 63% Botswana 57.1% and South Africa 53%. The SADC region has identified economic growth as a key to poverty alleviation within the region (Bank, 2014). This can be achieved through financial sector development (Carbone M., 2003). As indicated earlier, regional financial sector can be another channel through which financial sector development can be achieved. In light of this, the SADC finance and investment procedure seeks to ensure the harmonisation of the financial and investment policies within the region is achieved in order to ensure that they are in line with the objectives of SADC regional financial integration (Oscar, Malebogo, Cristopher, & Jonah, 2015). Oscar, Malebogo, Cristopher, and Jonah (2015) further states that regional financial integration will enhance financial sector development within the region. Nokaneng (2009) also highlight that regional financial integration brings with it a number of benefits which amongst others includes greater access to a pool of savings if the region is integrated unlike the case to which the region is disintegrated. This is also supported by Tomlison (2007) who highlight that a financial integrated region allows countries to access a more liquid and efficient financial market. This will drive investment and ultimately promote growth given the relationship between investment and economic growth in the literature. Thus, the study examine how regional financial integration may improve financial sector development of the member states in the SADC region. The article is made up of five sections. Following the introduction and background in section 1, section two presents the theoretical and empirical literature on financial sector development and inequality in the SADC region. Section three discusses the methodology which was utilised in the study and section 4 and 5 presents the empirical findings and conclusions of the study.

2. THEORETICAL FRAMEWORK AND REVIEW OF RELEVANT LITERATURE

The literature on financial integration presents two conflicting views. There is literature which argues that regional financial integration promotes financial development and another strand of literature which argues that it is the major vehicle through which a financial crisis is spread. Of the available studies which have established a positive role of financial integration, (Garcia-Herrero, 2007) state that much of the available theoretical literature asserts that financial integration on its formation is beneficial as it entails macroeconomic growth and stability. Proponents of financial integration maintain their view on financial integration even though there are different views concerning the route through which financial integration affect growth and stability. Of the available models, (Mishkin, 2007) asserts that financial integration directly fulfils macroeconomic objectives which is steady growth and stability, on the other hand, the second group assert that these objectives are fulfilled indirectly. There are four direct benefits which are entailed on the theory by the first group, namely; increase on domestic investment, significance of foreign investment which is directly channelled, consumption stability path and global diversified risk. Through financial integration, a greater pool of funds is mobilised which will benefit domestic firms resulting in increased domestic investment. Financial integration helps member states to acquire more capital from international capital markets when there is an economic crisis and lend to other member states when they are in need, which means that financial integration results in consumption smoothing (Agenor, 2010). Agenor (2010) also highlights that financial integration is expected to impact positively on macroeconomic stability if the volatility of consumption is reduced. Obstfeld (1998) highlight that financial integration facilitates risk diversification in which investors invest in different portfolios in order to minimise risk on their investment. In this case investors are able to diversify investment throughout member states. Obstfeld (1998) further states that a link to international market might diversify risk, thereby ensuring risk minimalisation and ensuring aggregate economic stability. This is mostly applicable to emerging countries where economic conditions allow for limited opportunities for investment diversification. Mishkin (2007) also highlight that there are three main capable areas from which a country may derive benefits from financial integration. These areas are development of the financial sector, improvement in the quality of the institution and macroeconomic stability. Financial integration is seen as enhancing the depth and the efficiency of the financial sector as a whole. A countries financial sector can also be further developed through the intervention of external institutions that migrate to the integrating state for better opportunities on investment (Mishkin, 2007). Financial integration may also result in a reduction of financial repression, which is explained as a situation whereby a financial system of a country is neglected in terms of development due to political and economic factors which make it impossible to efficiently develop the financial system (Mishkin, 2007; Rajan and Zingales, 2003).The injection of external financial institution into the integrating country relaxes these politico-economic factors as monopoly, government-owned financial institutions no longer exist on isolation, resulting to more efficiently, manageable developed domestic financial sector (Baldwin and Forslid, 2000). Moreover, injection of external financial institutions into the integrating country is expected to fast track institutional development as external institutions from those countries with better regulatory measures impose better practices into the domestic financial sector, and therefore helping to improve regulation domestically and elevate the strength of the local financial sector (Mishkin, 2007). Foreign institutions have an interest on putting information asymmetries to minimal which is a threat to them compared to domestic institutions. Therefore, foreign financial intermediaries have leverage to enforce applicable adequate measures and supervision (Mishkin, 2007). Of the available empirical studies in this area, there are three strands of literature which have been advanced. Firstly, the literature suggests that regional financial integration may generate benefits on the institutional side of the member states.

Generally, member states are expected to have good institutional systems if this is to be successful. This is supported by Garcia-Herrero and Wooldridge (2007). In the same vein, Bhatia et al (2009) also highlight that it is also a powerful incentive for financial reform in the member states. Regional financial integration is therefore seen as another powerful incentive to encourage financial development of the member states. The second group of studies on the role of regional financial integration on domestic financial development include UNECA and SADC (2010); Beck et al (2009); Garcia-Herrero and Wooldridge (2007). These studies highlight that regional financial integration may impact positively on the size and efficiency of the financial systems of the member states. The UNECA and SADC study highlight that regional financial integration has the capacity to pool scarce resources. In other words, a financial integrated region can consolidate thin and shallow financial markets into a larger market in which those who demand finance have a wider choice. Bhatia et al (2009) also highlight that regional financial integration may also reduce the costs of transactions and thus increase impact of financial organisations. Studies on the third set highlight that regional financial integration may also remove credit constrains. This would ensure that access to financial services is available to everyone. In addition, an integrated region is able to attract many players in the financial market. For example, Frey and Volz (2011) argue that creditors mostly prefer to give loans in an integrated region as it creates better chances of investment diversification amongst a great pool of debtors. There are studies which indicate that financial integration can be costly to member states as it can lead to financial crises as any shock from the other member state transmit to other state within the integration (Levine, 1996; Claessens et al., 2001; Chinn and Ito, 2006). Calvo and Reinhart (2002) states that financial integration can trigger the occurrence of financial crisis prompted by unstable environment of global capital movement. The worst-case scenario which a country can experience is the sudden withdrawal of short-term capital, which is also known as sudden stops. There are justifications provided supporting the sudden capital withdrawals, they are: herding behaviour and contagion. Agenor (2010) explains the contagion situation as a situation where investors lose faith on the economic prospect of that particular country due to developments elsewhere. (Bikhchandani and Sharma, 2000, p. 279) explains herding behaviour as a situation where most investors without sufficient information holding risky portfolios flee the country with their investment at a first sign of trouble and ploughing them to investment conducive environment. If capital controls are not implemented, both contagion effects and herding behaviour can result in massive capital outflows from a financially integrating state bombarded with both the conflicting economic consequences and social consequences. The empirical studies which supports this view include Levine (1996); Claessens et al., (2001); Chinn and Ito (2006). These authors highlight that foreign bank entry tend to change the behaviour of domestic banking systems and the behaviour of the overall financial market. Regional financial integration imposes the contagion and herding behaviour which ultimately leads to financial crisis, as domestic markets are now exposed to clients which they have little information of leading to, increasing the probability of defaults. In addition, Barajas et al., 2000, Espinoza et al., (2010) state that even though regional financial integration contribute to financial sector development, it also contributes to the deterioration of loan quality.

3. DATA AND RESEARCH METHODOLOGY

The data employed in the study include the different measures of financial sector development which is in line with the Frey and Volz (2011) study. These include Private Credit of Commercial Banks and NBFI's, Liquid Liabilities, Net interest Revenue, Costs of all commercial banks, Overhead Costs of all commercial banks. The data for the different measures of financial sector development were obtained from various sources which include the World Bank, International Monetary Fund and the selected countries Reserve banks.

The Chin and Indo index was obtained from Chinn and Ito (2006). In analysing the extent to which regional financial integration may promote financial development, the study will follow the approach by Chinn and Ito (2006) as well as Frey and Volz (2011). The approach specifies financial sector development as a function of Regional Financial integration amongst other variables. The model is specified as follows:

$$FD_{jt} - FD_{j(t-4)} = \alpha_0 + \alpha_1 RFI_{j(t-4)} + \alpha_2 GDP_{j(t-4)} + \alpha_3 FD_{j(t-4)} + \alpha_4 (CPI_{jt} - CPI_{j(t-4)}) + \varepsilon_j \quad (1)$$

Where:
FD is Financial Development
RFI is Regional Financial Development
GDP is Gross Domestic Product
CPI is Consumer Price Index

3.1. Definition of variables and Apriori Expectation

The size of the financial sector is measured by the first two indicators which are PCGDP and LIQUID. This is calculated by dividing Private Credit of commercial banks and NBFIs with GDP as well as liquid liabilities with GDP as well. PCGDPj measures the activity of private financial intermediaries. According to Volz (2008) and Beck et al (2000), it is regarded as the common indicator of the size of the financial sector. LIQUIDj is regarded as the broadest measure of the size of the financial sector. Beck et al (2010) provides that it is inclusive of currency and the demand, the interest-bearing liabilities of all banks and other financial intermediaries. These variables were normalised by GDP. As in Frey and Volz (2011), NIMGj, CIRj and OVHDj measures the efficiency of the banking sector. NIMGj denotes the net interest margins and it is equal to the net interest revenues of all banks to their total earning assets. OVHDj denotes the overhead costs of all banks as a fraction of their total assets. CIRj denotes the cost-income ratio of banks and it describes the ratio of the overhead costs of all banks to their gross revenues. High values of these three indicators show a sign of low efficiency of the banking sector. Regional Financial Integration (RFI) is measured by two variables. Firstly, the study utilised financial openness to measure financial integration. This is in line with (Chinn & Ito, 2003) and (Brune & Guisinger, 2006). The study will utilise the Chinn and Ito's index. The index measures the extent of openness focusing on cross-border financial transactions. The index was constructed focusing on four variables which are the presence of multiple exchange rates, restrictions on capital account transactions, restrictions on current account transactions and lastly the requirement of the surrender of export proceeds. Secondly, the study utilised a dummy variable inline with Frey and Volz (2011). Gross Domestic Product (GDP) and Consumer Price Index (CPI) were utilised as control variables.

3.2. Estimation Techniques

Given the nature of the variables, the study utilised panel data methodology. Panel data refers to multidimensional data combining cross-sectional and time series dimensions (Hsiao, 2003:3). However prior to estimating the panel data models, panel unit root tests were carried out to avoid spurious regressions.

3.2.1. The Levin and Lin test (LL)

Originally the LL test was developed by Levin and Lin (1992), it is an extension to the Dickey-Fuller (DF) test and the model is as follows:

$$\Delta Y_{i,t} = a + \text{þ} Y_{i,t-1} + \sum_{k-1}^{n} \emptyset_k \Delta Y_{i,\,t-1} + \delta_i t + \theta_t + \upsilon_{it} \quad (2)$$

The Levin and Lin (1992) model allows for two-way fixed effects, with one effect imposed by i a and the other effect imposed by t which means that it is inclusive of both unit-specific times effects together with unit-specific fixed effects (Asteriou and Hall, 2011). Moreover, Asteriou and Hall (2011) state that unit-specific fixed effects allow for heterogeneity since the lagged i Y is limited to being homogenous across all units. Hypotheses and null are stated as follows:

$H_{0:}$ þ = 0
Ha: þ < 0

The Levin Lin (1992) model assumes that individual processes are cross-sectional independent, which simply means that pooled OLS estimator of þ follows a standard normal distribution under the null hypothesis. However, there have been critics on Levin Lin (1992) method with problems such as it limits þ to be not heterogeneity across all i which is unlikely to be the case in this study considering the difference in the SADC countries.

3.2.2. The Im, Pesaran and Shin (IPS) Test

The IPS test is an extension of the LL test, the IPS accounts for heterogeneity on the coefficient of the $Y_{1,t-1}$ variable and proposing an approach which depends on the average of the individual unit root test statistics. Furthermore, Kapingura (2016) state that the IPS method does provide different specifications of the parametric values, which is the residual variance and the lag lengths. The model is as follows:

$$\Delta Y_{i,t} = a + þY_{i,t-1} + \sum_{k-1}^{n} \emptyset_k \Delta Y_{i,\,t-1} + \delta_i t + \theta_t + \upsilon_{it} \qquad (3)$$

The null and the alternative in this case are formulated as:

$H_{0:}$ $þ_i$ = 0 for all *i*
$H_{a:}$ þ < 0 for at least one *i*

The null hypothesis in this case assumes that all the series are not stationery process under the alternative which is a fraction of the series in the panel which is assumed to be stationery. This is not in line with the LL test that assumes that all series are stationery under the alternative hypothesis. In addition, Im et al. (2003) established their model under the assumption that T is the same for all cross-section. Therefore, on overall this test requires a balanced panel for the formulation of the t-test statistic which is the average of the individual Augmented Dickey-Fuller (ADF) t-statistic formulated as:

$$t' = \frac{1}{N} \sum_{i-1}^{n} tpi \qquad (4)$$

The proponents of this model further formulated the IPS statistic for assessing for unit root in panels given by:

$$t'_{IPS} = \frac{\sqrt{N}\,(t - {}^{1}/_{N} \sum_{i-1}^{N} E\left[\frac{tiT}{þi} = 0\right])}{\sqrt{Var[\frac{tiT}{þi} = 0]}} \qquad (5)$$

3.2.3. The Maddala and Wu test (MW)

The Maddala and Wu (1999) test was developed in 1999 and was aimed at addressing the shortcomings with the other previous tests.

Maddala and Wu (1999) agree with the assumption that a heterogeneous alternative is of interest (Kapingura, 2016). The Maddala and Wu test follows the form:

$$\prod = -2 \sum_{i=1}^{N} In\, \pi \qquad (6)$$

Where $\boldsymbol{\pi}$ is the probability is the restrict values from regular Dickey-Fuller or the Augmented Dickey- Fuller unit-root tests for each cross section i. Since -2In$\boldsymbol{\pi}_I$ has a χ^2 distribution with two degrees of freedom, the Π statistic will follow χ^2 distribution with 2N degrees of freedom as $T_i \rightarrow \infty$ for finite N. in reviewing the dependence between cross sections, Maddala and Wu opted in obtaining the $\boldsymbol{\pi}_i$ values using boots-trapping as the correlations between groups can prompt significance size distortions for the test.

3.3. Panel data estimation methods

Panel data models were employed in the study. The Panel data method has a variety of benefits when compared to other methods, the panel data can increase the sample size and hence give better estimates (Hsiao, 2003). Moreover, Asteriou and Hall (2011) alludes that the problem of omitted variables which causes biased estimates on a single regression, that at times occur on other methods is unlikely to occur on panel data. Furthermore, Wooldridge (2002) states that panel data controls for cross-section heterogeneity that is not observed. Panel data has got three estimation approaches, namely: Pooled OLS model, Random Effects Model (REM), and Fixed Effects Model (FEM).

3.3.1. Pooled Regression OLS model

De Wet and Van Eyden (2005) views the pooled estimation model as a high restrictive of all the specifications, additionally, they posit pooled estimation model as a model which does not recognize any cross-section heterogeneity within the SADC region, meaning that it assumes standard intercept for the whole sample. Baltagi (2008) postulates that pooled OLS model draws attention on the joint estimation of coefficient using OLS method, which increases the degrees of freedom and thereby decreasing standard errors of the coefficient. Given an equation with any three explanatory variables χ_2, χ_3 and χ_4, a pooled model can be as follows:

$$У_{it}\beta_1 + \beta_2\chi_{2it} + \beta_3\chi_{3it} + \beta_4\, \chi_{4it} + e_{it} \qquad (7)$$

Coefficients β_1, β_2, β_3, β_4 are assumed to be constant for all individual countries in all time periods and they do not allow for any possible individual heterogeneity. This feature is what prompted to the above equation being called a pooled model. Nevertheless, this model is criticised for it pools all cross-sections and time series data together, which means that it estimates a common regression, not considering possible country- specific differences.

3.3.2. The Random Effect Model

The random effect model assumes that individual effects are random as the random effect draws from a larger population. The random effect model can be as follows:

$$У_{it} = \beta_0 + \chi'_{it}\beta + \alpha_i + \mu_{it},\ \mu_{it} \sim_{IID} (0, \sigma\upsilon^2),\ \alpha_i \sim_{IID} (0, \sigma_\alpha^2) \qquad (8)$$

Where $\alpha_i + \mu_{it}$ is being treated as an error term consisting of two components: an individual-specific component, it does not change over time together with the remainder component which is perceived to be uncorrelated over time. Generally, correlation of the error terms over time is associated with to the individual effect of α_i. it is perceived that α_i and μ_{it} are mutually independent and independent of χ_{js} (for all j and s).

This implies that the OLS estimator for β_0 and β in the above equation is not biased and consistent. Nevertheless, if the cross-section or individual-specific error component is 0, that means there will be no change between the pooled when compared to random effects models (Gujarati, 2004). Baltagi (2008) argues that random effects model is more suitable if draws are made randomly from a large population where N is large.

3.3.3. The Fixed Effect Model

According to Sheytanova (2014), the fixed effect model acknowledges cross-section unobserved heterogeneity. In addition, Sheytanova (2014) assert that the fixed effect model deals with the k factor on the following expression:

$$\gamma it = \alpha_i + \beta_{1\chi 1,it} + \beta_{2\chi 2,it} + \ldots.. + \beta_{k\chi k,it} + \varepsilon it \quad (9)$$

The fixed effect model does not include a constant term. The fixed effect model uses individual specific component α_i which is used to determine a unique intercept for each individual (Sheytanova, 2014).

Nevertheless, the slopes which are β parameters are all not different to each other (Sheytanova, 2014). De Wet and Van Eyden (2005) adds that the fixed effect model assumes a different intercept for each country included in the cross section. De Wet and Van Eyden also postulate that in order to achieve this, the fixed effect model includes a matrix of dummies in its estimation when dealing with the case of least squares dummy variable method (LSDM) estimator. Given the case of the within estimator, the cross-section effects are erased, essentially estimating the very same coefficients but running the regression through the origin De Wet and Van Eyden, 2005).

3.3.4. Hausman test

The Hausman test was conducted to choose the appropriate technique. Generally, the Hausman test statistic is as follows:

$$H=(\boldsymbol{\beta}\ I-\boldsymbol{\beta}\ II)'\ Var\ \boldsymbol{\beta}\ I\ -Var\ \boldsymbol{\beta}\ II\ -1(\boldsymbol{\beta}\ I-\boldsymbol{\beta}\ II) \quad (10)$$

4. PRESENTATION OF EMPIRICAL RESULTS

The study utilised data from 15 SADC countries for a period of 20 years. Table 1 presents the descriptive statistics for all the variables used in the study.

Table following on the next page

Table 1: Descriptive Statistics

	LBANK COSTTO INCOM E	BANK_LIQ UID_LIABI LITIES	BANK_OVER HEAD_COST S	BANKCOSTTOI NCOME	BANKS_PRIVA TE_CREDIT_T O_	FIN_OPE NN	GDP_PER_ CAPITA	INFLA TION	RFI
Mean	4.080	32.422	6.476	61.068	28.83	-1.031	2619.277	52.42	0.836
Median	4.071	26.296	4.760	58.620	18.889	-1.202	1850.793	11.53	1.000
Maximum	4.480	74.310	18.900	88.260	77.842	2.359	7976.466	513.90	1.000
Minimum	3.617	3.614	1.410	37.240	0.449	-1.910	153.6996	1.385	0.000
Std. Dev.	0.255	16.681	4.249	15.180	26.693	1.060	2363.019	105.8	0.373
Skewness	-0.206	0.560	1.057	0.162	0.680	2.642	0.646731	2.805	-1.822
Kurtosis	2.054	2.915	3.251	1.949	1.870	8.989	2.189378	10.55	4.320
Jarque-Bera	2.171	2.576	9.265	2.468	6.389	130.2	4.757390	180.88	30.67
Probability	0.337	0.275	0.419	0.291	0.140	0.584	0.092671	0.000	0.458
Sum	199.9	1588.7	317.34	2992.3	1412.8	-50.52	128344.6	2568.6	41.00
Sum Sq. Dev.	3.138	13356.8	866.81	11061.3	34203.0	53.962	2.68E+08	53782	6.693
Observations	49	49	49	49	49	49	49	49	49

The maximum ratio for bank cost to income is 4.480, with a minimum value of 3.617, a mean value of 4.080 and a standard deviation of 0.255, meaning that there no much difference in the bank cost to income in the SADC region. Bank liquid liabilities has maximum value of 74.310, a minimum of 3.614, a mean of 32.422 and a standard deviation of 16.681, which translate to a low coefficient in variation in liquid liabilities across the region. Bank overhead costs has a maximum of 18.900, a minimum of 1.410, a mean of 6.476 and a standard deviation of 4.249, which means there no much difference on the banking overhead cost in the region. The bank cost to income has a maximum of 88.260, a minimum of 37.240, a mean of 61.068 and standard deviation of 15.180, which translates to little variability in bank cost to income in the region. Banks private credit to GDP has a maximum of 77.842, a minimum of 0.449, a mean of 28.83 and standard deviation of 26.693, meaning that there is a not much difference on the role played by banks private credit to GDP in the region. Financial Openness (Chinn and Ito) recorded a maximum of 2.359 form a minimum of -1.910, a mean of -1.031 and a standard deviation of 1.060, meaning that there is greater degree of financial openness within the SADC region. GDP per capita recorded a maximum of 7 976.466 from a low of 153.6996, a mean of 2 619.277 and standard deviation of 2 363.019, translating that there is higher degree in the difference of living standards across the region. Inflation has maximum value of 513.90, a minimum of 1.385, a mean of 52.42 and a standard deviation of 105.8, translating that there is high variation in inflation rate across the region.

4.1. Panel Unit Root tests

Panel unit root tests were carried out. The results are reported in Table 2.

Table following on the next page

Table 2: Panel Unit Root tests

	Levin, Lin & Chu			P. P Fisher Chi-square		
VARIABLES	**CONSTANT**	**CONSTANT AND TREND**	**NON**	**CONSTANT**	**CONSTANT AND TREND**	**NON**
Banks Private credit to GDP	-2.11250*	-2.78806***	-3.5684***	2.201*	-4.94281**	-6.42584*
Bank Liquid liabilities	-2.95132**	-1.81847**	-4.33725**	16.5546	15.2196	8.77910*
Bank Interest Margin	-14.0488	-18.7759	-3.07457**	126.003	98.0692	44.2146
Bank Cost to Income ratio %	-4.9840**	1.14487**	-2.66407**	48.5521	55.8691	7.61445*
Bank Overhead costs	-2.38265**	-3.66290**	-1.84247**	-3.47521**	-9.58089*	57.1360
RFI (FinOp)	-5.19223*	-3.63457**	-3.46924**	58.9352	38.3511	21.6097
GDP per capita	-3.87815**	-3.39002**	-4.79466**	77.7275	23.2691	4.23952**
Inflation	-4.28807**	-6.70095*	-4.25661**	383.540	113.327	120.166

*Notes: *** Significant at 1%; ** Significant at 5%; * Significant at 10%*

Table 2 above presents the panel unit root results, both Levin, Lin and Chu and PP Fisher Chi-square tests that were carried out revealed that variables are stationery at different levels of stationarity, translating that all variables are integrated of order 0. Furthermore, if the variables are found not to be stationery at level series, they will have to be analysed for unit root test. In the study case, the variables are of order 0, prompted by trend. The study adopted Levin, Lin and Chu together with PP Fisher as the panel data was not perfectly balanced and these tests do not really require a balanced panel. Lastly, PP Fisher tests fit in all the unit root tests.

4.2. Hausaman Test Results

The Hausman test was conducted so as to choose the appropriate model to be used in the study. The results are presented on table 3.

Table 3: Hausman Test Results

Test	Chi-Squared test	Prob value	Decision
Random vs Fixed effects Null: There is no heterogeneity	28.79***	0.0000	*Reject H0: This implies the FEM is a better model to allow for Country heterogeneity*

*Notes: *** Significant at 1%; ** Significant at 5%; * Significant at 10%*

The model shows a Chi-squared test statistic of 28.7901 with a probability, which is significant at 1%. These results suggest that the null hypothesis of no heterogeneity can be rejected. These results suggest that the fixed effects model is a better model. The results of the fixed effects model are thus discussed in detail. The fixed effect model recognises cross-section heterogeneity. In other words, this model assumes a different intercept for each country included in the study. Table 4 and 5 depict results for fixed effect model for both the Chinn and Ito and the dummy variable regression. The regional financial integration RFI (Fin Op) shows a positive coefficient for both models. The other controlling variables are also significant which means that they are important in assessing RFI and financial development in SADC region.

Table 4: Explanatory Variable Chinn and Ito financial openness regression (Fixed effects Model)

	Dependent variable				
	Banks Private credit to GDP	Bank Liquid liabilities	Bank Interest Margin	Bank Cost to Income ratio %	Bank Overhead costs
No of Obs	253	54	234	247	239
R-Squared	0.915790	0.776875	0.463839	0.424637	0.381482
Adjusted R-Squared	0.910081	0.748390	0.424306	0.384611	0.336904
	Model 1	**Model 2**	**Model 3**	**Model 4**	**Model 5**
RFI (FinOp)	0.476802	6.309707	0.317707	7.502936	0.097251
	(0.873284)	(6.738228)	(0.540866)	(2.143626)	(0.770732)
GDP per capita	0.003773**	0.000678***	-0.000221***	0.001930**	-0.000223***
	(0.000332)	(0.001103)	(0.000180)	(0.000835)	(0.000261)
Inflation	-0.000581***	-0.004796**	0.015088*	-0.005986**	0.010713*
	(0.001695)	(0.002064)	(0.003901)	(0.003652)	(0.003624)

*Notes: *** Significant at 1%; ** Significant at 5%; * Significant at 10%*

Table 4 present the empirical evidence for the fixed effects under the Chin and Ito financial openness regression. The results show a positive coefficient of RFI across all the explanatory variables. These results again are in line with Aziakpono (2007) and Tembo (2018) who suggested that capital openness encourages financial development. Other controlling variables in a regression are significant and their coefficient are in line with the apriori expectations (Frey and Volz, 2011). The findings are in line with the results of Frey and Volz (2011). The RFI coefficient of the measure on the activities of private financial intermediaries (PCGDP) is 0.476802 which indicates that the effect of RFI on PCGDPj could increase by more than 48% if regional financial integration could come to effect. Frey and Volz (2011) highlight that PCGDP which is financial deepening increases the availability of funds for firms, therefore positive coefficient is accepted. The effect of RFI on bank liquid liabilities (LIQUIDj) is 6.309707 which is positive and in line with the apriori expectations. This is in line with Frey and Volz (2011) and Kose et al (2006) who postulated that liquid liabilities are debt obligations which a firm has to pay within the base year and vary with each country depending on the institutional quality. A positive coefficient indicates that with the effect of RFI, the rate at which firms could be able to pay their liquid liabilities on time could increase by more than 6%. The empirical results also suggest that with RFI on LIQUIDj on average the financial sector could improve as LIQUID measures the size of the depth of the financial sector. The positive coefficient of 0.932598 of bank net interest margin (NIMGj) indicates a positive effect of RFI to NIMGj as this indicates a positive spread resulting from RFI. The positive effect on NIMGj is accepted as this result shows a possible improvement of 0.9% on the efficiency on the banking sector if the region implements RFI. The coefficient of RFI on bank cost to income ratio (CIRj) is 7.502936, the positive coefficient shows that income ratio surpasses the bank costs, moreover, the positive coefficient shows that if RFI could come into effect in the region, the income ratio could surpass the bank cost by more than 7%, that also shows that the efficiency in the banking sector could be strengthened and this promotes RFI and financial sector development in the SADC region. The coefficient of RFI on bank overhead cost (OVHDj) is 0.097251. The coefficient of RFI is positive but low. This indicates that the bank overhead costs could be minimal at less than 1% if the region decides on RFI and financial sector development. Low overhead costs also contribute to the sign of improved efficiency in the banking sector. Other controlling variables are statistically significant and are in correspondence with the apriori expectations, GDP per capita is expected to increase if financial sector development increases and inflation is expected to decrease. A second model with a dummy variable was estimated and the results are presented in table 5.

Table 5: Explanatory Variable Dummy Variable regression (Fixed Effects)

	Dependent variable				
	Banks Private credit to GDP	Bank Liquid liabilities	Bank Interest Margin	Bank Cost to Income ratio %	Bank Overhead costs
No of Obs	254	54	235	248	240
R-Squared	0.917970	0.775239	0.468995	0.396143	0.384256
Adjusted R-Squared	0.912432	0.746546	0.430022	0.354318	0.340078
	Model 1	**Model 2**	**Model 3**	**Model 4**	**Model 5**
RFI (FinOp)	2.822575	2.480662	0.932598	1.711803	0.803638
	(1.156187)	(3.412455)	(0.574610)	(2.597351)	(0.801134)
GDP per capita	0.003065**	0.000613***	1.01E-06	0.001803**	-2.95E-05
	(0.000422)	(0.001188)	(0.000223)	(0.001065)	0.000325
Inflation	-0.000455***	-0.004665**	0.013749*	-0.005557**	0.010559*
	(0.001669)	(0.002060)	(0.003982)	(0.003740)	(0.003588)

*Notes: *** Significant at 1%; ** Significant at 5%; * Significant at 10%*

Table 5 present the empirical results on the fixed effect dummy, the results show that RFI has a positive coefficient across all the explanatory variables which is a positive indication of RFI effect on the financial sector development. The results are in line with the previous findings as well as Aziakpono (2007), who articulated that RFI impacts positively more on the countries with developed financial systems. Furthermore, the results are in line with the apriori expectations alluded on in the study and the other controlling variables are significant even though the they are significant at different levels, which is a good indication that they are a good measure of RFI and financial sector development in SADC.

5. SUMMARY AND CONCLUSION OF THE STUDY

The purpose of the study was to examine the effect of regional financial integration on financial sector developed in the SADC region from the period 1996 to 2015. The SADC region is bedevilled with serious problems which include high inequality, poverty, high deficit and low savings rate that the region is infested. The study thus was carried out to establish if regional financial integration can be another avenue through which the financial systems of member states can develop. Thus, the hypotheses which the study attempted to answer is: Regional financial integration does not have an impact on financial sector development in the SADC region. The study utilised different measures of financial sector development. At the same time two measures of regional financial integration were utilised. Panel data was utilised to analyse the relationship between the variables. The empirical results revealed that in all the regressions regional financial integration contributes positively to financial sector development of the member states. The empirical results thus suggest that promoting regional financial integration is another avenue through which member states can develop their financial system. This arises in different ways as indicated earlier. Firstly, through improving efficiency in lending and enhance better opportunities for risk diversification given that the financial sector becomes broad. Secondly, it has the capacity to modify regulatory and supervisory bodies, accelerate competition and innovation within the region, and enhance efficient allocation of scarce resources. Thirdly, regional financial integration has a capacity to create a conducive environment for savings and infrastructure development given that one is not only limited to one country. The empirical results suggest that the region should pursue policies which are aimed at integrating the region. Firstly, there is need to promote regional financial integration and financial sector development in the SADC region with threshold conditions, therefore, the important factor for policy formulation both national and international is to formulate their policies in line with the agenda of the region as whole. Member states should adopt policies that improve the quality of financial institutions in order to attract investment. Strengthened

institutional quality enables smooth implementation of regional financial integration and ensures domestic gains. Also of importance is positive effect of income ratio on bank cost which promotes the efficient allocation of resources through capital flows within the region. The region should formulate policies which seek to address the potential costs associated with implementation of the regional financial integration and financial sector development in the region. Moreover, the policy makers should design policies which promote macroeconomic discipline in their respective domestic economies, encourage information sharing amongst member countries so as to curb information asymmetries, ensure clear and strengthened banking regulatory framework for enhanced supervision and banking efficiency. Lastly, the study suggest that policy formulators should formulate policies that encourages minimalization of risk and maximize long run benefits of regional financial integration and promote macroeconomic discipline so as to encourage the development of institutional quality. Furthermore, policy makers should design policies which provide better access to financing conditions for small and medium enterprises for realised benefits on the overall economy.

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IDENTIFICATION OF CORPORATE GOVERNANCE IN THE FAMILY DIMENSION OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

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ABSTRACT

The small and medium-sized enterprises in the world, are recognized as the largest generators of employment, boosting the economy of the countries, these companies are mostly made up of families. Therefore, this research seeks to identify good corporate governance practices in the governance structure of family businesses in the Duitama coachbuilding sector, specifically in the family dimension and its impact on sustainability. The study has a qualitative approach, with descriptive research and non-experimental field design, using the in-depth interview as a data collection technique. The results obtained show that most of the companies are in the first generation and have not considered the application in a formal way of good corporate governance practices for family businesses, however it is observed that there is presence of them intuitively, since there was a low level of family conflicts, responding to the socio-emotional wealth and the participative management that they apply, which leads to their long-term sustainability.

Keywords: *Corporate governance, Family business, Small and medium, businesses, Agency theory, family conflicts*

1. INTRODUCTION

On account of, family businesses, unlike non-family businesses, generate greater complexity in their management due to the fact that family members control the property and at the same time direct the company, they can also have family members in the company that are not owners, which creates a superposition of roles between family, property, and management. On the other hand, if in these relationships there is rivalry among its members, high internal competition would be caused, which would lead to decisions of the company that were influenced by family considerations or that family decision were made based on the needs of the company. (Tagiuri y Davis, 1996). Conscious of this situation, countries have developed tools to mitigate these conflicts, such as good corporate governance practices that are contemplated in the codes of good governance of each country. Corporate governance refers to the structures and processes that direct and control companies. It deals with the relationships between senior management, the board of directors, controlling shareholders, minority shareholders and other interested parties, based on the clear definition of the roles, duties, rights, and expectations of each one of the organs of the company. (IFC, World Bank, 2011 taken from Quejada y Avila, 2016: 151). Equally, Casado, Olcese, Nueno y otros, 2005: 11 say that: "It is a system formed by the relationships between shareholders, management bodies and executive management and the processes through which these three figures control and direct the organization". What is sought in addition to the application of rules and regulations, is to create a culture of management that results in the growth and sustainability of all types of companies, private, family and state-owned, therefore, these practices are important as they provide a solution to the possible conflicts that characterize family businesses.

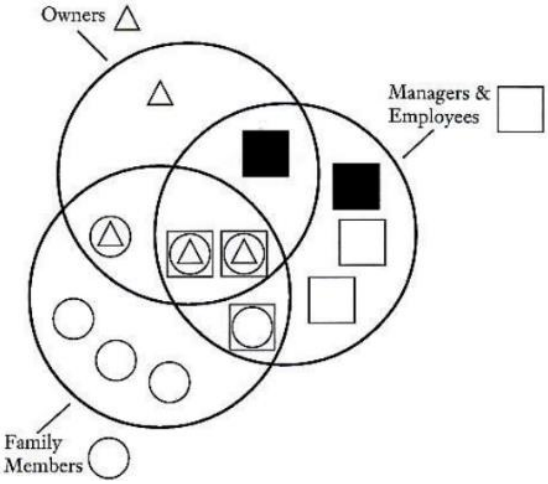
2. LITERATURE REVIEW

The origin of good governance practices were the financial crises that occurred in the world, which is why they were designed mainly for companies listed on the stock exchanges, however, due to the great importance of closed societies and specifically MSMEs (small and medium enterprises) for the economic development of the countries, the CAF in 2006 publishes the "Manual of corporate governance for closed capital companies" and then in Colombia the Superintendence of companies promoted the implementation of these practices in these companies. As of 2006 and 2007, the Financial Superintendence of Colombia and the Superintendence of Companies carried out a corporate governance oversight to the companies, from which important information was obtained on the status of the Corporate Governance of the companies closed in Colombia. Later in 2008, the Superintendency of Companies carried out in the "National Survey of Corporate Governance and Corporate Social Responsibility" to diagnose the status of Corporate Governance of closed companies in Colombia, which was voluntarily developed by 7.414 closed companies. In the same sense, the Chamber of Commerce of Bogotá, the Colombian Confederation of Chambers of Commerce and the Superintendence of Companies, aware of the importance of the use of good governance practices among closed societies, used this information and created the "Colombian Guide of Corporate Governance for Closed and Family Companies ". This Colombian guide of Corporate Governance for Closed and Family Companies, consists of 36 measures that were discussed together with a group of experts from three approaches: Measures Based on Business Reality, responding to problems of Colombian societies Measures to Strengthen the Sustainability of the Company, and finally, Measures to Increase Competitiveness mainly strengthen the conditions to access financing. Likewise, in the study conducted by the Superintendence of Companies. "Causes of Compulsory Liquidation of Companies in Colombia. Strategies to prevent the crisis ", Bogotá 2004, p.52 and 53, it was found that there is a close relationship between the problems of governance and the sustainability of companies.

2.1. Family Model

According to Tagiuri R., & Davis J. 1.996 consider three types of family businesses, first when the company is controlled by its owners, second, when the company is administered by at least two members of the family and finally when management there are employees who are not relatives. From these points, some overlays generate specific characteristics in family businesses and that at a certain moment can represent an advantage or disadvantage for the management and growth of the family business. The different roles are described below.

Figure 1: Overlap of Family, Property and Management



(Tagiuri R., & Davis J. 1.996)

Observing Figure 1. The following roles can be deduced:

- Family members who are not owners of the company and who do not work in the company, owners of the company who are not relatives and who do not work in the company, administrators of the company who are not members of the family and neither owners, business owners who are family members, managers who are owners, managers who are family members, owners who are family members and administrators. Therefore, it can be observed that these overlays can generate synergies, values, and culture in the family business, as well as being a source of conflicts where each role is not clearly defined, and its responsibility.
- Superposition of Roles: "as relatives, as the owner, and as managers. As members of the family, they are mainly concerned with the welfare and unity of the family; as owners, they are interested in the return on investment and the viability of the company; as managers, they work on the firm's operative effectiveness ". P.3.These three purposes can be simultaneous generating synergies or conflicts for the organization.Among the simultaneous obligations of family members as owners, managers, and relatives, can help to create a bond of trust and loyalty that will benefit the decisions made in the company.
- When one or more relatives have simultaneous roles, for example, the owner is the administrator, the decision making is centralized and more effective since in his hands he has all the power, knows the business and is interested in family welfare, being this an advantage (Compatible goals). On the other hand, from the point of view of the disadvantages that can cause the simultaneity of these roles are the opposite objectives of the family and the company, since, on the side of the family, the family unit is sought, and on the side of the business, there is a certain rivalry or intellectual competition.
- Another characteristic is the sense of identity that develops among the members of the family that influences their behavior, both within the company and outside it, such as, for example, the reputation of the family surname, that is, the identification that others make of the family. On the other hand, this behavior creates family standards of treatment towards customers, employees, which leads to the development of loyalty among family members. However, it may lead to conflicts with members who do not meet these standards and may feel that they are being deprived of their freedom.

2.2. Family business

According to Official Letter 220-16368 of March 21, 1997 of the Superintendency of Companies, “for a company to have a family character, there must be a relationship of consanguinity between the two or more members until the second grade (father, mother or children and siblings) or single civilian (adoptive father or mother or adopted son), or be united to each other matrimonially, as long as the partners so related, exercise, over society an economic, financial or administrative control ”p.2.This means that it is only possible to call the family society between: Parents and their children, Grandparents with their children and grandchildren (second degree of consanguinity), Parents and adopted children, Married couple.

2.3. Theory of the agency

It is defined: "agency relations as a contract under which one or more people (principal) hire another person (agent), to perform some services in their favor, in which the delegation of authority for decision-making is involved". On the other hand, it is assumed that the relations of the two parties seek the maximization of the utility of the company, but there are reasons to believe that this is not the case, that is, the agent does not always make decisions thinking about the benefit of the principal but their benefit. However, the principal may decrease these divergent interests by establishing appropriate incentives for the agent and incurring monitoring costs. (Jensen and Meckling, 1976: p.6).

3. RESEARCH METHODOLOGY

The objective of this research is to identify good corporate governance practices in the governance structure of family businesses in the Duitama coachbuilding sector, specifically in the family dimension and its impact on sustainability.

3.1. Research Model and Hypothesis

Taylor and Bogdan [1990], propose three levels of analysis: discovery, codification, and relativization. In the discovery stage, all the information collected is reviewed and ordered to define the related topics. It begins by studying each transcription in detail, comparing it with the notes, comments, and anecdotes that have been written during all the meetings so that concepts and interpretations are formed. Subsequently, the coding is carried out by collecting categories of analysis and then, they are compared among themselves, grouping them into themes and looking for possible linkages Hernández y colaborers [2003]. Finally, during the relativization stage of the data, the information will be interpreted within the context in which they were obtained, specifying the direct and indirect data, describing the contexts, events, transcendental situations, tables were used, and matrices to find patterns and categories, then the information triangulation is carried out with the theoretical framework and related theories (Robles, 2011).

3.2. Explanation of Scales

It begins with a theoretical review which allowed us to define a perspective based on the theory of the agency and define the dimensions of corporate governance to be characterized. Then, the interview was designed taking the Colombian guide of Corporate Governance for Closed and Family Companies, due to its considerable theoretical support since it was made taking into account the business reality, the strengthening of the sustainability of the company and the increase of the competitiveness. For this research, the guide specifically considered the structure of government or family bodies regarding the family dimension whose subdimensions are: Family Assembly, Family Council and Family Protocol. The interview consists of 10 questions. For the selection of the population, the Chamber of Commerce of Duitama was asked for the database of companies belonging to the ISIC code 2920 "Manufacture of bodies for motor vehicles, manufacture of trailers and semi-trailers", which was composed of 47 companies, and the information was purged excluding those companies that had code CIUU 4520 maintenance and repair of automotive vehicles, 3312 maintenance and specialized repair of machinery and equipment, 4659 wholesale trade of other types of machinery and equipment ncp, 3311 specialized maintenance and repair of products made of metal, 2819 manufacture of other types of general purpose machinery and equipment ncp, 4511 trade of new automotive vehicles, leaving 30 companies, then some duplicate records and companies that were in liquidation, obtaining a total of 13 companies of which it was possible to have access to 10 companies in the sector. Then a pilot test was carried out, from which some adjustments were made. The field work was carried out in February to May 2018, the interviews were conducted with the owners of the companies, with recordings and then transcribed.

3.3. Data Analysis

3.3.1. Characterization of companies

Table following on the next page

Table 1: Characterization of companies

COMPANY	SIZE	OWNERS	MANAGER	GENERATIÓN	FOUNDATION DATE	No. Years	FAMILY WORKERS
A	Small	Founder	Founder	first	1993	25	Wife
B	Micro	Founder	Founder	first	1996	22	Brother
C	Micro	Mother and four son	Son	Second	1980	38	Doughter
D	Small	Founder	Founder	first	1998	20	no
E	Small	Mother and wo son	Son	Second	2010	8	no
F	Small	Mother and five son	Founders	first	2006	12	3 brothers
G	Small	Mother and son	Founders	first	2007	11	Owner´s wife
H	Micro	4 brothers	Brother	Second	1998	20	4 Brothers
I	Small	husbands	Father	first	1992	26	6,betweenson, uncle and nephews

Source: Own elaboration based on the interviews applied

3.3.2. Family Assembly

- **Company A**
  He says that his wife apart from working with him in the commercial area is an unconditional support when he has a problem she supports him and encourages him to go ahead and find solutions. I meet with my parents to give me advice about what is happening mainly to my dad.
- **Family council**
  The relations with the wife at work are clearly defined, she is in charge of the commercial part in which she is a professional, between the two they carry out the sales plan. The problems that arise between the family working in the company (the wife) if they are personal solve between them has nothing to do with the company and if they are working problems themselves solve, he is clear that the family is very apart from the labor aspect, therefore, there are not many conflicts within the company, there is an environment of dialogue and harmony between the couple who owns it. At a certain point the brother-in-law was hired as manager and the owner managed the commercial area, thinking that he was a more suitable person for the position, nevertheless the decisions that were made were not the most efficient for the business direction, so decided to withdraw it. Generating a conflict of interest between the principal and the agent. This was overcome due to the owner's high control over the manager since he was filling the company with bankruptcy.
- **Family protocol**
  Because it is the first generation there is no succession plan and the founder is young. Regarding the connection of people in the family to the company, it is observed that if professional training requirements are required for the position to be performed. However, this does not guarantee the suitability of the brother-in-law. The company was purchased from a married couple due to financial crises 8 years ago.

- **Company B**
  This company is not totally familiar because the owner is just one of the brothers and he gives his brother a job but he does not have property in the company. However, when it was founded, it was carried out with the brother-in-law, but then he bought the part.

- **Family Assembly**
  You can see a relationship of harmony and respect between the two brothers since the owner says that so far no major conflicts have arisen.
- **Family Counsil**
  The owner sometimes asks his brother about the decisions that are to be made. In addition to the brother has the position of superior operator who autonomy in his position, likewise he has his employment contract as any employee of the company. There is a great communication and trust between the brothers, since when the legal representative is absent his brother is the one who takes the direction of the organization and in turn makes the decisions.
- **Family protocol**
  There are no succession plans, "so far have not been made," to withdraw the legal representative: "would look for a buyer, or soon my brother would follow"; who has the knowledge of the operation of the industry. There are no personnel selection procedures. It is highlighted that this is a micro-enterprise of 6 employees. There are no sons. Do not think about the long terms, it's time to think about a succession plan.

4. CONCLUSION

As can be concluded in the group of companies studied, there is a decrease in agency problems, because the ownership of the companies is concentrated in one or two people and they are the ones who direct and control the company. Likewise, the time taken by the owners running the company is long, another factor that favors the reduction of agency problems. Therefore, it is consistent with the proposal of Jensen and Meckling (1976); Fama and Jensen (1983a and 1983b) who proposed this solution to mitigate agency conflicts between shareholders and managers. Besides, this characteristic is typical of small companies such as those studied, where the founder is who runs his company. However, in two cases, in which the owners of the company yielded the administration of the company to political relatives (wife and brother-in-law) if there were agency conflicts leading companies to bankruptcy doors, so it was necessary that the owner would take the administration again. Based on the results, it can be observed that among the members of the family, as administrators, relatives, and owners, there is an environment of harmony where the values of honesty, equality, respect, honesty, and trust have been inculcated. , participates in the family decisions of the members who hold positions in the company and is kept informed about the situation of the company to the members who do not work in the company. As we can see, these companies are generating an advantage for being a family business as exposed by Tagiuri R., & Davis J. 1.996. Since the family governance bodies are not formalized, these norms are not explicit, however, as could be evidenced by norms regarding the relationship of non-business relatives with the company and norms between the family that owns both professionalization and relationship contractual, however with respect to political relatives no rule is observed and is where the conflicts have been greater and have affected the management of the company. No company has a formalized succession plan, this maybe because five of them are managed by its founder and those are less than 20 years old, so the founders are young. However there are three companies in which the son or brother have been working for several years in the company for what is thought to be future successors.

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BANK, COMPETITIVENESS AND GROWTH IN MOROCCO

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ABSTRACT

The pursuit of competitiveness has become a major and permanent concern for both developed and developing countries in a highly competitive and constantly changing context. Morocco is engaged in a process of improvement and development of the business environment and the gradual liberalization of its foreign trade with a view to its integration into the world economy, through the signing of several free trade agreements and considerable efforts for the promotion of foreign trade (adoption of the Commercial Code, improvement of the business environment, adoption of Morocco Export Plans, Morocco Emergence Plan ...). In this article, we will focus on exploring recent developments in the Moroccan economy as well as the role of the banking system in encouraging investment.As a result, we will return to the major benchmarks of economic reforms taken by Morocco.Subsequently, we will treat the Moroccan context by analyzing the possible relationships that may exist between some macroeconomic indicators, as well as the evolution of investments and the structure of bank loans in Morocco.

Keywords: *Development, reforms, business environment, Morocco, banking system, the new economic reforms, economic context, the evolution of investments, the structure of bank loans in Morocco*

1. INTRODUCTION

Economists have been interested in the role played by banks in the industry (Smith[1] and Schumpeter[2]).Banks exert an influence on the industry from its supervisory role, overseeing the management of the sector and its role in financing projects to control the effects and consequences of the industrial environment on investment policy. In the so-called perfect situation where information is available, companies can invest and borrow optimally since liquidity will have no effect on investment decisions.The article by Franco Modigliani and Merton Miller, published in 1958[3], which is considered as the founder of modern finance, has shown that the financial structure becomes useless for real investment decisions whatever the means of financing is by debt or by own funds.In other words, the value of the economic asset would be independent of the financial structure of the company, because the risk attached to this asset remains the same, regardless of the financial structure of the company[4].But, in an asymmetric information context, this proposition is no longer true. However, the economic crises from the 1970s to the present have raised the instability and rigidity of the structure and economic activity of the world. With regard to this situation, the whole world has been interested in initiating the reflection on new orientations, new restructurings, at the same time, the relocation of economic activity to new countries, be it developing or emerging in order to

[1]Diatkine S., *les fondements de la théorie bancaire :bancaire : des textes classiques aux débats contemporains*, « Chapitre 1 : A. Smith : risque de crédit, monnaie et capital », Paris, Éditions Dunod, 2002, p. 13-36
[2]Idem
[3]Modigliani F. & Miller M., « The coast of capital, corporation finance and the theory of investment », *American Economic Review*, volume 48, issue3, June 1958
[4]Boschi N., *Le guide pratique du LBO : racheter une entreprise grâce à l'effet de levier*, Editions Eyrolles, 2009, p. 145

benefit from the taste of the workforce and the evolution and use of the new technology. Economic globalization is pushing the economies of the world to be interdependent. This interdependence is accompanied by an increasingly pronounced opening of economies. Similarly, the interdependence of economies at the international level increases economic risks. Nevertheless, the opening up of an economy at the international level is essential since it can be a source of growth and development.[5] As a result, economic shocks since the 2007 financial crisis have made it difficult to manage economic conditions in some developing countries. It should be noted that a new world economic order is emerging and the countries of the South are playing an increasingly important role. As pointed out by Chaponnière and Lautier: "In the medium and long term, the likely maintenance of a growth gap between the North and the South heralds the continuing shift in global trade. If current trends are prolonged, South-South trade could account for half of world trade in 2020. For the economies of the South, this global rebalancing causes, [...] a gradual distancing of the economies of the North and a strengthening of South-South trade interdependencies, sources of new tensions."[6] Morocco's economy has performed well in recent years as a result of Morocco's desire to enhance economic attractiveness through the implementation of economic reforms, social and institutionalwhich have provided a picture of change, modernization, improved and encouraged economic competitiveness, and supported economic growth and rapidly changing socio-economic context.[7] Morocco has launched a number of institutional, economic and financial structural reforms designed to strengthen human rights and democracy, and consolidate Morocco's global integration and promote its investment attractiveness, and economic activity.

2. REFORMS OF THE MOROCCAN SOCIAL AND ECONOMIC ENVIRONMENT

The brutality and scale of economic crisis certainly has influenced the strategies put in place by governments around the world. The loss of confidence of the economic actors and the climate of uncertainty which dominates the world situation forced the States to revise and to rehabilitate their strategies in order to exit the crisis and to revive themselves economically and socially.Thus, "Morocco has implemented an economic development strategy; we can conclude at this stage that its effects on growth are not really visible ... Logically, it seems that the analysis of the data of the Moroccan historical growth shows that the improvement (all relative and double, relative because compared with the worst period of Moroccan growth, that in the 90s; Moroccan performance is below that of almost all its neighbors ...) Moroccan growth since 1999 is much more likely to be due to favorable external circumstances (external situation, pure chance, other effects ...) than any other economic development strategy. For example, the rainfall explanation cannot be ruled out ... especially when one analyzes ... the rain alone seems to be an explanation much more statistically likely to explain the economic upturn of the early 2000s."[8] At the social level, Morocco has put an initiative to reduce poverty and social exclusion and precariousness that is part of the National Initiative for Human Development (NIHD). The aim of this initiative is to fight against rural poverty and social exclusion in urban areas as well as territorial upgrading and improvement of living conditions for the populations in the disadvantaged areas with the participation of the associations, co-operatives on the one

[5]Krugman P. R., *La mondialisation n'est pas coupable : vertus et limites du libre-échange*, Paris, La Découverte, 2000

[6]Chaponnière J.-R. et Lautier M., « La montée des échanges Sud-Sud dans le commerce mondial », *in* CEPII, *L'économie mondiale 2013*, Paris, La Découverte, 2012, p. 101.

[7]The stable outlook associated with the rating of Standard & Poor's Agency, which confirmed its rating of Morocco in its new semi-annual assessment published on October 7, 2018 "BBB-" long-term Morocco. This half-yearly valuation note shows a stable outlook for Morocco, influenced by the country's political and economic stability, growth prospects and moderate debt. Morocco thus becomes the 15 th country that acceded to Investment Grade, a decision already taken by Fitch Ratings in 2007 and confirmed in October 2009

[8]Abdelmoumni F., Akesbi N., Balafrej O., Bouabid A., Bouabid A., Charafi Y., Elhariry K., El Mesbahi K., Guedira N., Rachidi D., Rharbaoui O. et Tazi K., « *Le Maroc a-t-il une stratégie de développement économique ? Quelques éléments de réflexion pour un véritable décollage économique et social* », Fondation AbderrahimBouabid, June 2010

hand and the State on the other. It should be noted that Morocco's strategy for the development of the agricultural sector is now considered as one of the main engines of growth of the national economy. In this sense, Morocco has adopted the Green Morocco Plan (GMP), which aims at the accelerated development of a modern and competitive agriculture through the realization of large projects that allow creating added value and based on the investments or in the agri-food industry, with the aim of integrating Moroccan agriculture into the international market. This Green Morocco Plan also aims to increase the production and living standards of disadvantaged regions with state intervention in these areas to protect natural resources. Morocco has also opted for territorialized development policies in all regions of the country through the launch of major projects, airports, highways, ports, railways, high-speed railways, tramway, communication infrastructure, and construction of free zones, construction offshore areas, with the aim of making up for lost time by taking the rail of globalization. To do this, the regions of Morocco are trying to specialize and this policy is part of a Keynesian stimulus[9] approach orientated according to their regional capacities to offer real investment opportunities for the purpose of the integration of Morocco in the global economy. Morocco has put a vision of development of the sector in a strategy of human and economic development of the country. This strategy aims to make information technologies accessible to the needs of public administrations and other economic sectors in order to help them develop and create added value. In essence, tourism has always been a strategic sector for the socio-economic development of Morocco. Since then, the sector has experienced many development programs either in urban or rural areas. In this sense, Morocco launched the Azur Plan, with the support of public-private partnerships, with a target of 10 million tourists set in 2010. By taking a new tourism strategy to strengthen the positioning of the sector which aims to increase the hotel capacity and accommodation to reach a 70% occupancy rate with increased promotion and improvement of the price/quality ratio (lower package cost via the liberalization of air transport) and reinforce the training and employment. On the other hand, the development of the industrial sector is included in the National Plan for Industrial Emergence, whose main objectives are the creation of wealth and jobs. The State, with the aim of strengthening the industrial sector, has focused competitive and innovative aid for SMEs / SMIs, through development programs to strengthen their competitiveness and improve the business climate in a policy of human and economic development. Similarly, the Moroccan economy has attracted investment in several sectors, such as offshoring by exploiting the geographical and cultural proximity between Morocco and Europe. As a large part, of the country masters French and another who masters Spanish in the north of the Kingdom. In the same perspective, and in its strategy of openness to the world, Morocco has signed free trade agreements with several countries, the European Union (entered into force on March 1, 2000), the United Arab Emirates (entered in force on 09 July 2003), the United States of America (concluded in 2004), Turkey (entered into force on 1 January 2006), with the Arab Mediterranean countries (Agadir Agreement, implemented on 27 March 2007), as well as with other African countries. These ties in with the goal of encouraging and promoting exports of Moroccan products that will benefit more benefits as well as increase the volume of exchange between Morocco and these countries.

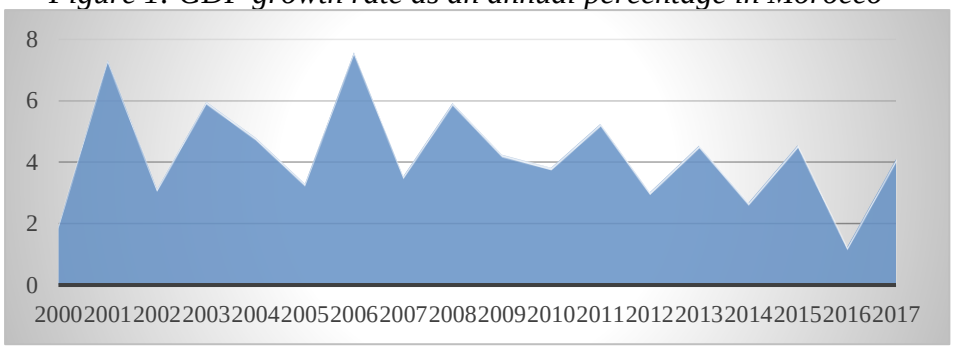
3. TREND OF THE MOROCCAN ECONOMIC ENVIRONMENT

The Moroccan economy has felt the effects of the crisis on its main sectors, which are of great importance for the development and growth of the economy, were directly affected by the crisis.

Figure following on the next page

[9]Keynes J.M., *Théorie générale de l'emploi, de l'intérêt et de la monnaie*, Paris, Éditions Payot, 1942.

Figure 1: GDP growth rate as an annual percentage in Morocco[10]

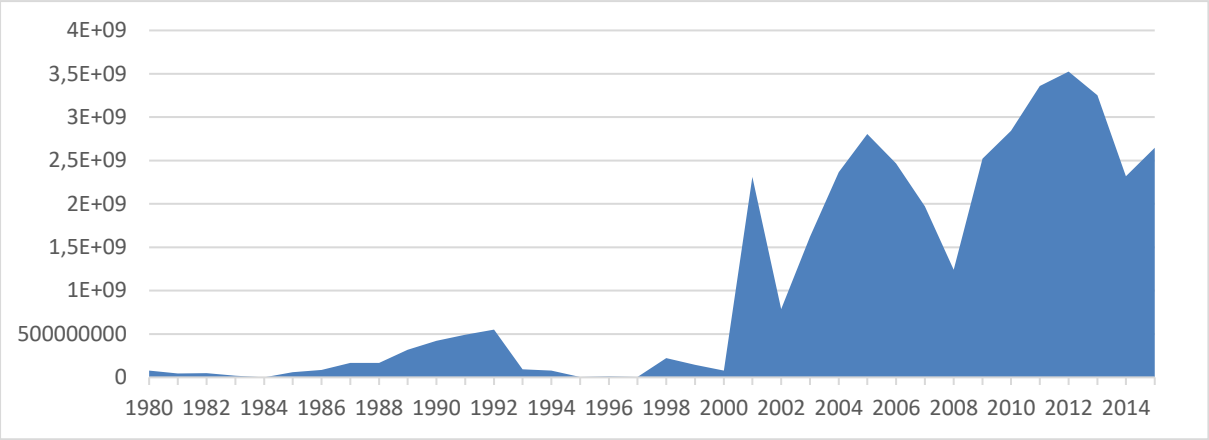


From 2002, GDP grew at a slightly slower pace, following the consequences of poor rainfall on agriculture, by 3% with a non-agricultural GDP of 3.4% in 2002. Following the good harvest in 2009, the 2009-2010 farming season was marked by a good trend with a rise of 22% compared to the average of the past five years. The secondary and tertiary sectors were the main sectors that boosted growth in 2010 outside the agricultural sector. The Moroccan economy continued its trend in 2011, with a real GDP increase of 5%, driven by an increase in non-agricultural GDP of 5.6%. On the other hand, GDP growth in 2012 was estimated at 3.6% due to unstable world demand and average agricultural activity. On the other hand, GDP growth has risen from 1.1% in 2016 to 4.1% in 2017, due in large part to the positive impact of the good 2016-2017 crop year. Yet the agricultural sector has been the main driver of growth, with its value added increasing by 15.4% in 2017, compared with a decline of 13.7% in 2016. While the non-agricultural sector is not yet in place to achieve a sufficiently high growth rate; its value added increased slightly from 2.2% to 2.7% between 2016 and 2017, driven mainly by growth in the secondary sector, particularly mining and processing. The tourism sector, which is one of the sources of foreign exchange for the country, has, according to the Ministry of Tourism, a slight increase of 2% in 2009, while overnight stays in classified accommodation establishments have declined. of 1.4% and tourism receipts decreased by 5% which seems to be less affected by the crisis. In 2010, travel receipts and tourist arrivals increased by more than 6.8% and 11%, respectively, compared to 2009, and then increased by more than 4.4% and 0.6% in 2011. By travel receipts fell by less than 1.7% in 2012 and tourist arrivals increased by more than 0.4% even with the crisis in the European Union and wars in the region Mediterranean, Morocco has been able to control and stabilize the evolution of the sector. Despite this, the tourism sector has also been affected by the decline in foreign direct investment. The latter fell respectively by 26.3% and 29.2% in 2008 and 2009. The following graph shows the evolution of foreign direct investment. According to which, the investment rate, which has risen sharply to 30% of GDP in 2007 has experienced some setbacks during the crisis period. This development had an effect on the unemployment rate, which went from 9.6% in 2008 to 9.1% in 2009.

Figure following on the next page

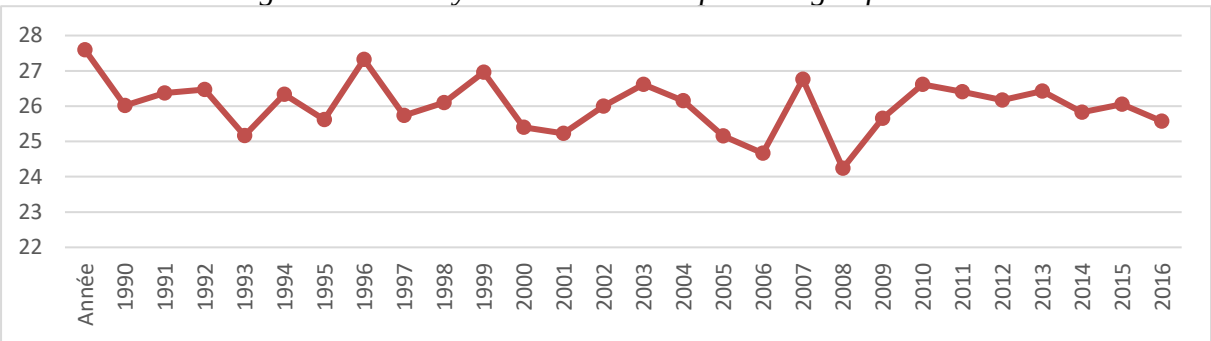
[10] Source: Developed by the author from data provided by the World Bank

Figure 2: Net inflows of foreign direct investment (BDP, current US $)[11]



However, the investment experienced its best evolution compared to gross domestic product in 2007 with 0.84%, 0.64% in 2010 and 0.38% in 2012. This evolution of the foreign direct investments is related to the efforts of the government to put a favorable environment and improved economic conditions that enabled Morocco to significantly and gradually increase the inflow of foreign direct investment by six times between 2002 and 2007 according to an OECD report. The period between 2013 and 2014, has seen a decline in net inflows of foreign direct investment. But in 2015, net inflows of foreign direct investment increased and reached $ 2.7 billion.

Figure 3: Industry value added as a percentage of GDP[12]



Despite investment efforts in the industrial manufacturing sector and the rapid and continuous development of exports of some of Morocco's global trades (automotive and aeronautics), the value added of the entire sector of processing industries continues to evolve a fairly modest pace that does not exceed 2.2% in 2017.This situation reflects the coexistence, in a dual industrial sector, of dynamic and well-integrated trades with global value chains, alongside sectors with limited productivity and low added value, and this, together with the persistence of informal economic activities. As part of strengthening the industrial fabric, it should be recalled that the end of 2017 was marked by the signing of more than 26 investment projects in the automotive sector. These investments should allow Morocco to position itself on new compartments of the automotive value chain, without omitting the signature of the memorandum of understanding which took place during the same year and which concerns the Chinese investment project of the Group BYD specializes in the electric car. Nevertheless, the profit that Morocco could derive from the various foreign investments, in terms of transfer of

[11] Source: Developed by the author from data provided by the World Bank
[12] Source: Developed by the author from data provided by the World Bank

know-how and technology, depends on the one hand, on the availability of a qualified human capital able to absorb and master the technologies and the intensification of upstream and downstream relations between major investors and the fabric of small and medium-sized domestic firms. The latter could only ensure such a role if they benefit from the financial and technical support needed to meet the requirements of major investors in terms of quality standards, mastery of technologies, management methods, and responsiveness. In 2012, the Moroccan economy went through a very difficult period because of the increase in the price of energy products, compensation expenditure rose by 12% to reach 55 billion dirhams[13] which aggravated external imbalances and budget, which has impacted economic growth. According to the report Economic, Social and Environmental Council, domestic demand was again, in 2017, the main contributor to growth, representing 3.6 percentage points, despite the slowdown in its growth rate of 5, 1% in 2016 to 3.3% in 2017. On the other hand, external demand, approached by net exports of goods and services, saw its contribution to growth return to positive values, amounting to 0, 5 point, after a negative contribution of - 4.3 points the previous year. Despite this improvement, the contribution of external demand to GDP growth remains structurally weak. This weak performance is also reflected at the micro-economic level with a limited focus of Moroccan small and medium-sized enterprises towards exports. Faced with this situation, the State has sought facilities from the international financial institutions to ensure and control the external balance.

4. CAPACITY AND FUNCTIONING OF THE BANKING SYSTEM IN DEVELOPMENT AND ECONOMIC GROWTH

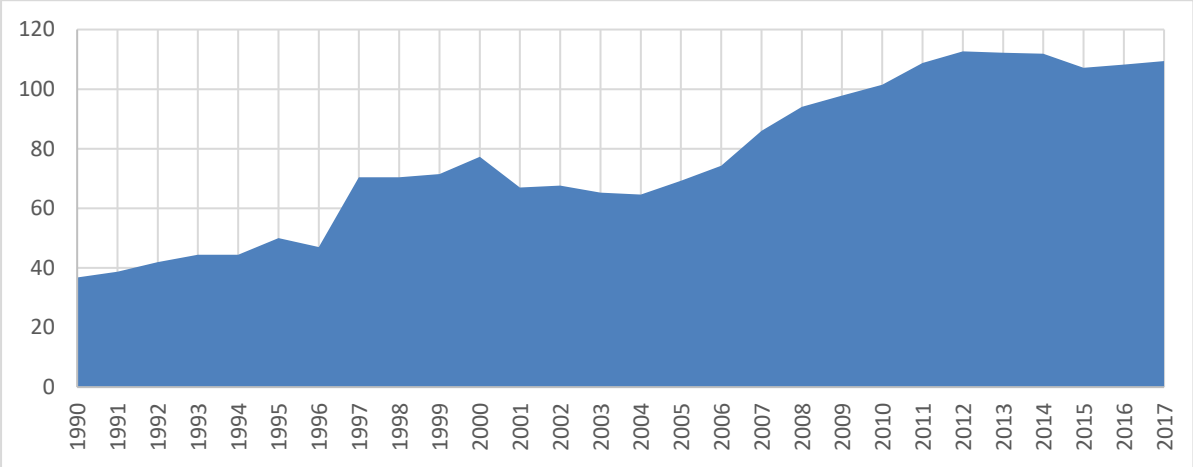
The openness of the global economy, the liberalization movement, and the evolution of the financial system in general, has influenced the evolution and dynamics of economic growth.
However, in the economy of each country, awareness of the importance of the financial system is confirmed by support and support for the efforts of growth. However, the realization is based on the assumption that the development of the financial sector must lead to a development of the real sector. Indeed, the banks differ according to the functions and the structures of the banking system of the different countries. The careful examination of the structure of the banking system is part of its role in creating a strong and dynamic economy through the transformation of savers' funds into agents that provide opportunities for investment and through the next to create added value. In spite of this, the banking system carries risks to guarantee the transfer of savings for the benefit of creative and productive projects instead of unprofitable investments. In general, the impact of the crisis remains variable depending on their degree of integration into the global economy, and the soundness of the financial system. According to a study by the High Commissioner for Planning, on June 30, 2010, the Moroccan economy was able to escape the financial crisis of 2007 following two main reasons: the weak integration of the Moroccan economy into the world system as well as the regulatory framework of the Moroccan financial system complies with the prudential rules Basel II example. In this perspective, the Moroccan banking system has evolved and is one of the engines that helps the development and creation of wealth in the national economy. It has become one of the best Arab and African banking systems. Even if the Moroccan banking system is judged to have a very high tariff compared to other countries. However, according to the report of the World Bank, published in 2009, Morocco is one of the leaders of the banking sector compared to the Arab and African countries with a rate of 62%[14] (including customers of the Bank Postal), against 42% in Tunisia, 35% in Jordan, 30% in Algeria and 28% for Egypt. These results may explain because Moroccans allow themselves to open bank accounts to benefit from the services

[13] Annual report of the Economic, Social and Environmental Council
[14] According to Attijariwafa Bank CEO Ismail Douiri at a meeting on "The Role of Banks in Financing Arab Countries", June 19, 2014

and benefits that are offered by Moroccan banks. While, the rate of bancarization of the population in Morocco is 71%[15], which displays a higher level compared to other countries. It is therefore 57% by accounting forPostale'sBank clientele, compared to 42% in Tunisia and 35% in Jordan. Algeria and Egypt are at the bottom of the list with a respective banking rate of 30% and 28%. The behavior of Moroccan banks towards individuals or companies is characterized by:

- Significant decline in interest rates;
- Differentiations and homogeneities of banking products;
- Facilitation and reduction of delays in granting credits;
- The amount of deposits and credits.

Figure 4: Domestic credit provided by the financial sector (% of GDP)[16]



According to the data of the World Bank, the evolution of the companies which resorted to bank financing evolved during the period 2004 and 2007 respectively an evolution of 26,48% and 12,3% compared to the total of the companies. After the crisis, some companies encountered difficulties in meeting their commitments, as well as the decline in their activity. For its part, the banking sector has become attentive to granting credit except businesses that meet the requirements of banks who ask for bonds or guarantees to deal with the difficulties of non-repayment of debts. Following various reforms that are adapted to the needs of society in general and the adaptation of prudential standards meeting international standards, including the ratio of "Cook", which can cover all bank risks and a control of the banking activity. These reforms have helped the Moroccan banking system to open up and invest in African countries as the example of BMCE, BCP, Attijariwafabank. The role of the Moroccan banking system remains limited in development and economic growth since Moroccan banks is closed to themselves with little competition between them and strategies that can be almost the same for all banks. The latter do not make it possible to finance most of the projects proposed by investors as a result of their requirement to limit the risk and collateral requested from investors, especially small and medium-sized companies, which is facing funding difficulties. In order to cancel and limit financing difficulties, the bank and the company have an interest in creating a partnership environment of transparency and assistance. The banking sector must help the company to correct these weaknesses, by giving it the necessary information so that it can have access to financing. We must not neglect the place of supervision and monitoring for small and medium-sized companies to help them integrate into the market since Small and Medium Enterprise are the keys to growth for the Moroccan economy.

[15] According to the statistics of Bank Al Maghrib for the year 2017
[16] Source: Developed by the author from data provided by the World Bank

In this sense, the banks have to face the new challenges of the Moroccan economy and open up on the strategies set by the Kingdom, which are based on transparency, dialogue and help to create partnerships with the Very Small Business and Small and Medium Enterprises that are the engine of economic and social development.

5. CONCLUSION

At the global level, the recovery of economic growth that began in late 2016 has been confirmed in several countries in 2017, with a slightly more apparent acceleration in advanced economies. Major emerging countries such as China and India continued to post high growth rates. Brazil and Russia, for their part, returned to positive growth rates, confirming their exit from the economic recession. Moreover, and despite persistent threats of protectionism, the volume of world trade has accelerated somewhat in 2017. As for the commodity market, it is worth noting the increase in the price of oil compared to the year last under the effect, inter alia, of the renewal of OPEC's offer and of a higher international demand. At the regional level, the year 2017 was marked by the consolidation of Morocco's commitment to the African continent. Indeed, after its reinstatement to the African Union at the beginning of the year, the Kingdom officially submitted its application for membership to the Economic Community of West African States (ECOWAS). This is an area whose weight in the total Moroccan trade with the continent has increased from 19.9% to 22.9% between 2010 and 2016. This favorable development is an index in favor of an integration further development between Morocco and the ECOWAS countries, although Morocco still does not appear in the list of the top 10 commercial partners of this community. However, the final decision on whether to accept our country's membership has not yet been formally declared. However, the national economy is running out of steam since it has not been able to continue its transition to a higher growth stage, as was the case between the 1990 - 1999 and 2000 - 2009 phases. This observation questions the capacity of the model. of current growth to create enough wealth and jobs for current and future generations.

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HOW DOES CORRUPTION AFFECT ECONOMIC GROWTH? - A CASE STUDY OF SOUTH ASIAN COUNTRIES

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ABSTRACT

Corruption threatens the integrity of markets, weakens fair competition, misleads resource allocation, damage public trust; undermine the rule of law and also its impact on the development of the economy as a whole. However, this is not always true, as the cases of Denmark, New Zealand and Singapore, where government plays a major role; the country steadily receives the highest scores in the world as a corruption-free economy. Despite such exceptions, there is no common agreement about relationship between corruption and economic growth and the main objective of this study is to examine the impact of corruption on economic growth. Using international, macro-level panel data from four South Asian countries, the study specifies and estimates the multiple impact of corruption on economic growth for the period of 2002-2016. This study used the Phillips and Hansen (1990) Fully Modified Ordinary Least Square (FM-OLS) technique. The results suggested that corruption has both direct and indirect influence on economic growth in four countries; India, Pakistan, Bangladesh and Sri Lanka. First, the findings claimed that a one-unit increase in corruption retards economic growth by roughly 0.0282 percent for the period under consideration. Second, the econometric results revealed the positive effect of physical and human capital on economic growth. Third, results claimed that the effect of corruption on economic growth is sensitive to the inclusion of the transmission channels including physical capital and human capital. According to the findings, it is evident that actions should be taking to curb corruption at every level among the sample countries. Laws to decrease corruption should be vigorously pursued and imposed. Institutions should be established to enforce corruption laws and proper implementation of the existing laws is vital for reduce corruption among these countries. In doing so political commitment and support is an essential. Also, introducing the subject of professional ethics in field of education may form an important solution to combat the corruption.

Keywords: *Corruption, economic growth, human capital, physical capital, Transparency index*

1. INTRODUCTION

Recently the corruption is one of the biggest issues around the world. The corruption is closely linked with the governments' behavior and their activities and also with some of the government affairs in the economy. It is a hazard facing society and exits both in the developing and also the developed economies but more witness in the developing nations. Therefore, it is an indicator of a poorly functioning nation. The World Bank defines the corruption as 'the abuse of public power for private benefit". It does not mean that corruption is limited to only the public sector. It can be seen especially in large private enterprises also. Tanzi (1998) showed the corruption also occurs with private sector activities which are regulated by the government. Further, it highlighted that in many countries some proceeds of corruption go to funding the events of the political parties. Therefore, corruption has attracted a great deal of attention among researchers and international financial institutions during the last few decades, indicating its implications for economic growth. Johnston (1997) said that there was a high tendency to bring rapid political and economic change due to corruption but its consequence varies from one nation to another: It collapses some economies while gaining beneficial effect to some others. Further, researchers indicated that corruption was an increasingly important political and trade issue among countries and in international organizations.

Three are two thoughts of schools on corruption and economic growth relation. First thought of economics believed that corruption brings benefits to the economic development. Leff (1964) argued that politicians like to eliminate corruption since it can erode the power of the leading political party, mainly in a country with ethnic minorities or foreign business persons. Meanwhile, the repot highlighted that corrupt administrators can force the government to become involved in promoting economic activities and corruption provides safeguards against serious policy errors. Acemoglu and Verdier (1998) suggested that corruption enhanced efficiency in the economy and have a positive effect on economic growth. The view of second school of thought shows that corruption has harmful effects on economic growth. Several authors have acknowledged in the literature that corruption reduce the productivity of the government expenditure, distorts the allocation of resources and therefore, reduce the economic growth. Monte and Papagni (2001) examined the long-run effect of corruption on the productivity of expenditure on public investment using a dynamic panel data approach. The result showed that the effect was significant and distinct from a direct negative effect of corruption on the growth rate. According to the World Bank's estimate in 2017, businesses and individuals paid $1.5 trillion in bribes each year. This was about 2 percent of global GDP—and 10 times the value of overseas development assistance. Mo (2001) examined the role of corruption in economic growth. Findings of the study showed that a 1 percent increase in the corruption level reduces the growth rate by about 0.72 percent. The important finding of the study was that major source of corruption was from political instability which accounted about 53 percent of the total effect. Further, it revealed that corruption reduces the level of human capital and the share of private investment. Mauro (1995) investigated the relationship between corruption and economic growth by considering, the amount of red tape, the efficiency of the judicial system, and various categories of political stability for a cross section of countries. The study found that corruption reduces investment, thereby lowering economic growth. Corruption is on the rise in South Asia and failure to tackle it will threaten the region's economic progress, as well as efforts to share that progress equitably. The average score of South Asian countries Corruption Perception Index (CPI) in the 2013 was about 30 – lower than any other sub-region in the world. 80 percent of people in the region now feel that their government's actions in the fight against corruption are ineffective (Transparency International, 2014). Majority of the findings are consistent with the view that corruption is deleterious for economic growth. As for South Asian countries particular, there has been little research in this field and thus the motivation of this study is the lack of evidence on this issue in this region. The main objective of this study is to examine the impact of corruption on economic growth, in South Asian Counties. Using international, macro-level data from four South Asian countries, the study specifies and estimates the multiple impact of corruption on economic growth for the period of 2002-2016. The following section presents the earlier published theoretical foundation of the corruption and economic growth. Section 3 introduces the data and model of the empirical estimations. Section 4, discusses the empirical results of the study. The last section covers concluding remarks.

2. LITERATURE REVIEW

There is a growing trend of research in recent years on the relationship between corruption and economic growth. The general conclusion is that corruption slows down the long-term economic growth of an economy through different channels. Mauro (1998) examined the relationship between corruption and government expenditure on education. The results revealed that there was a negative significant relationship between the variables. Mauro (1995) found strong empirical evidence to support the negative relationship between corruption and long-term growth. Mauro (1995) showed a 1 percent increase in the corruption level reduces the growth rate by about 0.72 percent after controlling for the level of per capita real GDP.

Meanwhile this study found that political instability channel is the most important channel through which corruption affects economic performance. Ratbek (2014) examined how the quality of governance, the size of public spending, and economic development affect the relationship between bureaucratic corruption and economic growth. The result indicated that the interaction between corruption and governance shapes the efficiency of public spending. As a result of the efficiency of public spending this determines the growth effects of corruption. At the same time, the study revealed that corruption improves economic efficiency if the actual government size is above the optimal level. Further, it found that the occurrence of corruption declines with economic development. The argument behind this view is that because of economic advancements wage rate increases and it leads to higher seeking cost of private rent, thereby, discouraging corruption. Enrlich and Lui (1999) examined the relationship between corruption, government and growth. In this study, the researchers have employed endogenous growth model. The result showed that a "balanced growth" is derived as a balancing act between accumulating human capital, which stimulates the economic growth. It revealed that the relationship between corruption and the economy is explained as endogenous outcome of competition between growth-enhancing and socially unproductive investments. In addition, findings of the study showed that the relationship between government, corruption, and the economy's growth is nonlinear. Blackburn and Downing (2015) indicated that the way of influencing decentralisation to reduce the level of corruption and, thereby foster economic development. The analysis was done by employing a dynamic general equilibrium model. This study was emphasis that corruption affects growth through entry regulation and the costs of doing business. The study revealed that the decentralised structure of the government is associated with lower bribes, higher capital and higher economic growth. Monte and Papagni (2001) examined sources of corruption arises from purchases made by government officials. This study used dynamic panel data approach to economic growth based on time series for the period 1963-1991 for 20 Italian regions. Basically the study focused on the determinants of the rate of growth, corruption, public infrastructures and public expenditures. The results indicated that negative effects of corruption on economic growth from private investment and public investments. Pellegrini and Gerlagh (2004) studied empirically connection between corruption and economic growth directly and indirectly through several indicators like trade policy, human capital, investment, and political instability. The findings of the research confirmed a negative effect of corruption economic growth. The outcomes further suggested that the most influential policy variables of corruption as investment and trade openness. Gyimah-Brempong (2002), examined the effects of corruption on the growth rate of per capita income and the distribution of income for 21 Africa countries from 1993 - 1999. The results showed that corruption decreases economic growth directly and indirectly through decreased investment in physical capital. According to empirical results, a one unit increase in corruption decreases growth rates of GDP by 0.75 and 0.9 percentage points and per capita income reduces between 0.39 and 0.41 percentage points per year in Africa. Further, it showed that corruption decreases growth directly through decreased productivity of resources and indirectly through reduced investment. Méon and Sekkat (2005) investigated the relationship between the corruption and growth investment and the quality of governance in a sample of 63 to 71 countries for the period 1970 and 1998. The findings of the study showed that negative effect of corruption on growth and investment. Moreover, they explained that a weak rule of law, an inefficient government and political violence lead to negative impact of corruption on investment. Méndez and Sepúlveda (2006) studied the effects of corruption on long-run growth incorporating measures of political freedom as a key determinant of the relationship. They found the evidence of a non-monotonic relationship between corruption and growth after controlling for several economic variables for free countries. Moreover, the results showed that the growth-maximizing level of corruption was significantly greater than zero.

Aidt et al. (2008) examined the role of political accountability as a determinant of corruption and economic growth. They defined two governance regimes as low quality and high quality institutions and observe that corruption has no impact on growth in countries with low quality institutions. Meanwhile the results indicated that corruption has an adverse impact on economic growth in countries with high quality institutions only. Kholdy and Sohrabian (2008) examined whether foreign direct investment can stimulate financial development in countries with the leaders who engage in corruption. They found that foreign direct investment may jump-start financial development in developing countries. Moreover, most of the causal links were found in developing countries which experience a higher level of corruption in the form of excessive patronage, nepotism, job reservation, 'favor-for-favors, and secret party funding. Furthermore, the results revealed that there is a suspiciously close relation between politics and business. Swaleheen and Stansel (2007) investigated the relationship between corruption and economic growth by incorporating the impact of economic freedom. The results showd that in countries with low economic freedom, corruption appears to reduce economic growth while in countries with high economic freedom, corruption is found to increase economic growth. Ehrlich (1996) examined the relationship between corruption, government, and growth. In contrast to the traditional perspective, the results showed that wealth and crime are positively related while corruption and per capita income levels are negatively related across a wide range of economic development. Leff (1964) and Huntington (1968) revealed that the economic growth increases due to corruption in various ways including helping entrepreneurs to avoid bureaucratic delay by bribing officials. Lui (1996) also showed that increase corruption leads to increase progress of the economy by minimizing waiting costs thus reducing inefficiency in economic activity. It is clear that there is no common conclusion about relationship between corruption and economic growth from the previous studies. There are claims on both sides of the impacts regarding corruption and economic growth. Studies, which claim that corruption has a negative effect on economic growth, tend to emphasis on the consequences of corruption for efficiency. The researchers who support this argument show that corruption influenced the growth of an economy through various channels; such as reductions in the quality of production of goods, investment in both physical and human capital. Corruption not only increases the cost of production but also reduces the quality of resources. On the other hand the studies which show the positive side of the corruption on economic growth advocate that corruption greases the wheels of business and trade and thus, contributes economic growth and investment.

3. DATA AND MODELS

This study used panel data in selected countries of South Asian Association for Regional Cooperation (SAARC) namely, India, Pakistan, Bangladesh and Sri Lanka. The country selection was done on the basis of availability of data on Corruption measures. Annual data spans from 2002-2016 and have extracted from World Development Indicators (World Bank) and World Economic Outlook (WEO) and Transparency International. The data used in this study consist of annual observations on corruption index (COR), economic growth (EG), physical capital (K) (proxied by investment as percentage of GDP), human capital (POP); the population growth is the proxy for human capital because the data on population is more reliable, and initial output (PC) (proxied by GDP per capita lagged by one period) for selected SAARC countries. The corruption index ranges from 0 to 100, with 100 indicating a highly clean country and 0 indicating a highly corrupt country. The study employed the Phillips and Hansen (1990) Fully Modified Ordinary Least Square (FM-OLS) technique to find the long run estimates for the variables. The FM-OLS is particularly suitable for the study because it enables us to simultaneously correct for the effect of serial correlation in the error term and the endogeneity of the independent variables.

The FM-OLS test for a panel case was based on estimating the following equations:

$$EG_t = \beta_0 + \beta_1 POP + \beta_2 COR + \beta_3 K + \beta_4 PC + \varepsilon_t \quad (1)$$
$$EG_t = \beta_0 + \beta_1 POP + \beta_2 COR + \beta_4 PC + \varepsilon_t \quad (2)$$
$$EG_t = \beta_0 + \beta_2 COR + \beta_3 K + \beta_4 PC + \varepsilon_t \quad (3)$$
$$EG_t = \beta_0 + \beta_2 COR + \beta_4 PC + \varepsilon_t \quad (4)$$
$$K_t = \beta_0 + \beta_1 POP + \beta_2 COR + \beta_5 EG + \varepsilon_t \quad (5)$$
$$POP_t = \beta_0 + \beta_2 COR + \beta_3 K + \beta_5 EG + \varepsilon_t \quad (6)$$

In equation (1), population growth (POP) and capital (K) was expected to have positively influence on economic growth (EG) (i.e. $\beta_1 > 0$ and $\beta_3 > 0$). However, corruption could either have positive or negative effect on the economic growth (i.e. $\beta_2 > < 0$). On the other hand, corruption could have an impact on economic growth either directly or indirectly or both. Corruption reduces economic growth directly by promoting misallocation of resources and discouraging productive utilization of resources. And also indirectly, there is an impact on economic growth by reducing investment in the country. Based on these views, we developed equation (1) to account for the direct effect of corruption on economic growth meanwhile, the indirect effect of corruption on economic growth through equations (5) and (6), respectively. We used equation (5) to estimate the effect of corruption on investment. In equation (5), population growth (PG) was expected to have negative effect on capital (K) ($\beta_1 < 0$). We developed equations (2) and (3) to assess the impact of transmission channels including physical capital and human capital, respectively on economic growth. The equation (4) shows the effect of corruption on economic growth without transmission channels.

4. EMPIRICAL RESULTS

Table 1 shows the descriptive statistics for economic growth (EG), human capital (POP),corruption index (COR), physical capital (K) and initial output (proxy by lagged value of GPD per capita) (PC) for the period of 2002 to 2016 . As can be seen from Table 1, the mean values of EG, POP, COR, K, and PC are 5.93 percent, 1.42 percent 29, 26.84 percent and US$1264, respectively. The maximum and minimum values indicate cross-country variability among the variables used in the study. The average corruption index for the sample countries is approximately 29, which is at the high end of the corruption scale. Economic growth on the other hand, averaged about 6 percent among the sample countries for the period of 2002 - 2016.

Table 1: Descriptive Statistics

	EG	POP	COR	K	PC
Mean	5.932461	1.419643	29.03571	26.83929	1263.969
Median	6.013693	1.400000	28.50000	27.20000	1028.739
Maximum	10.25996	2.300000	40.00000	39.10000	3842.164
Minimum	1.606692	-2.100000	13.00000	14.12000	400.6136
Std. Dev.	1.964454	0.630561	6.483445	7.281203	864.1379

Source: Author Compiled

Table 2: Pearson Correlation Matrix

	EG	POP	COR	K	PC
EG	1				
POP	0.00687	1.00000			
COR	0.52715	-0.49784	1.00000		
K	0.57429	-0.62570	0.54941	1.00000	
PC	-0.01538	-0.54772	0.65101	0.30896	1.00000

Source: Author Compiled

Table 2 presents the Pearson's correlation coefficients corruption index, economic growth, physical capital, human capital, and GDP per capita. The results indicate that human capital, corruption and physical capital are positively correlated with economic growth. In contrast, GDP per capita and economic growth is negatively correlated.

Table 3: Levin, Lin & Chu Panel Unit Root Test Results

	First Difference	
Variable	Statistics	Probability
Economic Growth (EG)	-2.91821	0.0018
Human Capital (POP)	-5.28036	0.0000
Corruption (COR)	-3.16701	0.0008
Physical Capital (K)	-3.16158	0.0008
GDP Per Capita (PC)	-3.15093	0.0008

Source: Author Compiled

Table 3 presents Levin, Lin & Chu (LLC) panel unit root test results or the time series data from 2002 - 2016. Results suggest that the null of non-stationary cannot be rejected at levels for all the individual series, but at first difference, the null is rejected at 1 percent level of significance, thus suggesting that all the variables are first difference stationary. In all, the results from the LLC panel unit root suggest that the series have same order of integration [I (1)]. Hence, we estimate long-run relationships by using a FM-OLS model.

Table 4: Fully Modified OLS Results - Long-Run (Dependent Variable- Economic Growth)

Independent Variables	Equation			
	1	2	3	4
Human Capital (POP)	0.061349* (1.810574)	0.041444 (6.190753)***	-	-
Corruption (COR)	0.028166 (4.875192)***	0.052618 (1.190141)	0.026440 (4.589075)***	0.000174 (6.198883)***
Physical Capital (K)	0.277829 (4.359438)***	-	0.279970 (4.250093)***	-
GDP Per Capita (PC)	1.95E-05 (0.413484)	0.000193 (5.163261)***	1.22E-05 (0.248927)	0.041171 (4.478408)***

Source: Author Compiled

*Notes: Value of t -statistics are in parentheses; * significant at 10%; ** significant at 5%; *** significant at 1%.*

After establishing the order of integration for the series, we next apply the FM- OLS to obtain the long run estimates for the variables. Before interpreting the findings, it is important to note

that high corruption index implies low corruption; meanwhile low corruption index indicates high corruption. We first estimate the equation (1) and Table 4 presents the results for this model. The specification in columns 3 and 4 includes our transmission channel variables but not the corruption index. The FM-OLS regressions reported in Table 4 show the sensitivity of the estimated effect of corruption on the growth rate. The results of the columns 3 and 4 in Table 4 show that the effect of corruption on economic growth is sensitive to the inclusion of the transmission channels including physical capital and human capital. In column (5), COR coefficient indicates that corruption has a significant negative effect on the growth rate when the plausible transmission channels are not included in the regression. From column 5 of Table 4, we note that the regression coefficient on corruption is 0.000174. This coefficient is smaller than that of in columns 3 and 4 where the transmission channels were included separately. However, when both channels were included as in column 2, regression coefficient on corruption is 0.028166. Out of four in three cases, the regression coefficient on corruption is statistically significant at the 1 percent level. The results indicate that physical capital has positive and significant impact on economic growth. This is consistent with economic theory, which specifies that capital stock is a vital factor for economic growth. Turning to the effect of population growth on economic growth, we observe that increases in population have enhanced economic performance, as the regression coefficient on POP is positive and statistically significant. The results confirm that in addition to direct effect, there is an influence from corruption to economic growth through physical capital and human capital. The results in Table 4 reveal that low corruption is stimulated economic growth in South Asian Countries.

Table 5: Fully Modified OLS Results - Long-Run
(Dependent Variables- Physical and Human Capital)

Independent Variables	Dependent Variable	
	Physical Capital	Human Capital
	Equation (5)	Equation (6)
Economic Growth (EG)	7.043694 (2.230744)**	0.043244 (0.148304)
Human Capital (POP)	-3.658493 (-3.187512)***	-
Corruption (COR)	-0.246142 (-1.128974)	-0.023815 (-1.297201)
Physical Capital (K)	-	-0.047580 (-3.166991)***

Source: Author Compiled

*Notes: Value of t -statistics are in parentheses; * significant at 10%; ** significant at 5%; *** significant at 1%.*

Next we next investigated the indirect effect of physical and human capital on economic growth. We report results of two regression models of the transmission variables on corruption in Table 5. As can be seen, corruption is found to be related to these variables in both positive ways, and this relationship is not statistically significant. From the result in column 2, we infer that a 1 percent increase in corruption increases physical investment by about 0.246 percent. This indicates that low corruption is associated with low investment for South Asian countries. Additionally, the results reveal that both economic and population growth have significant effect on investment. These results indicate both economic and population growth rates are important determinants of investment in South Asian countries. Column 3 of Table 5 presents the indirect effect of corruption on economic growth through human capital. The results reveal

that corruption has positive (higher corruption level) influence on population growth, as the regression coefficient on COR is negative. This finding confirms the notion that corruption misuses talents of humans. It is clear that that in the presence of corruption, rent seeking tends to be more lucrative than productive work. Ehrlich and Lui (1999) showed that corruption encourages officials to engage in rent seeking and in the process accumulate political capital, which was socially unproductive. Economic growth has positive impact on population growth. From this result, there is an interesting point to note, which is human capital is positively correlated with growth suggests that corruption hence has shown growth-enhancing effect. Finally, results show that physical investment has negative significant influence on population growth at the 1 percent level of significance. This result implies that as investment decreases, population growth rises.

5. CONCLUSION

This paper has employed the FM-OLS procedure to examine the long-run relationship between economic growth and corruption for panel of 4 South Asian countries. Specifically, the study used the Levin, Lin & Chu panel unit root procedure to determine the time series properties for economic growth, corruption, physical investment and human capital. As the panel unit root test results revealed, the data series was integrated of order (1), the study applied the FM-OLS procedure by using a panel data of four South Asian countries spanning over 2002-2016. The results suggested that corruption has both direct and indirect influence on economic growth in four countries. The results revealed few significant implications for these countries. First, the findings claim that a one-unit increase in corruption retards economic growth by roughly 0.0282 percent for the period under consideration. This finding was consistent with the findings of Gyimah-Brempong (2002). Second, the econometric results reveal the positive effect of physical and human capital on economic growth. Third, results claim that the effect of corruption on economic growth is sensitive to the inclusion of the transmission channels including physical capital and human capital. A study done by Mauro, (1995) reported that corruption was strongly negatively related with the private investment and, hence, it lowers the rate of economic growth. Fourth, results indicate that the indirect effect of physical and human capital on economic growth. As can be seen from the findings, corruption is found to be related to these variables in both positive ways, and this relationship is not statistically significant. This reveals that low corruption is associated with low investment and low level of human capital for South Asian countries. Additionally, the results reveal that economic growth has significant positive effect on investment. Finally, results reveal that physical investment has negative significant influence on population growth at the 1 percent level of significance. This result implies that as investment decreases, population growth rises. According to the findings, it is evident that actions should be taking to curb corruption at every level among the sample countries. Laws to decrease corruption should be vigorously pursued and imposed. Institutions should be established to enforce corruption laws and proper implementation of the existing laws is vital for reduce corruption among these countries. In doing so political commitment and support is essential. Fostering fundamental ethical and moral values among the society is also important. Encouraging accountability and transparency in public sector, active engage of the public and civil society is vital in order to curtail corruption in public sector of South Asian countries. Thus, it is more important than ever for governments to be doing the right thing, to retain public trust and gain a competitive advantage in an ever more accessible and transparent world.

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DOES THE REMUNERATION IMPACT JOB SATISFACTION OF ACADEMIC FACULTY MEMBERS OF STATE UNIVERSITIES IN SRI LANKA

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ABSTRACT

The main purpose of this study was to examine whether the remuneration of the state university lectures had an impact on their overall job satisfaction and to assess the overall level of job satisfaction of university lectures of state universities in Sri Lanka. A quantitative approach was employed in this study, and a structured questionnaire was used to collect data from university lectures in fifteen state universities in Sri Lanka. Out of fifteen state universities, a representative sample based on a multi-stage stratified random sampling method was used, where 500 questionnaires were distributed and 423 questionnaires deemed usable for further analysis were identified. In terms of findings, the multiple regression analysis performed to test the research hypothesis on the relationship between remuneration and overall job satisfaction indicated that the factor 'remuneration' is a significant positive factor affecting the overall lectures job satisfaction of academics in Sri Lankan state universities. Further, in terms of the overall job satisfaction of academic staff members of Sri Lankan state universities, the median and mean values of were found to be 3.95 and 3.93 (in a 1-5 Likert scale), respectively, and in addition, the mean value was also found to be significantly higher than the neural value 3 (based on one-sample t-test). This means that the university lectures are generally satisfied with their jobs in the Sri Lankan context.

Keywords*: Job satisfaction, State Universities in Sri Lanka, University lectures, Remuneration*

1. BACKGROUND OF THE STUDY

Job satisfaction is of major interest to the field of organizational behavior and the practice of human resource management. Alniacik, Akcin, and Erat (2012) Gurinder and Gursharan (2010) point out that job satisfaction "is the positive emotional response to the job situation resulting from attaining what the employee wants from their job". Job satisfaction is vital for personal well-being and organizational effectiveness (Lim, 2008). Job satisfaction has been a significant contemporary issue (Akpofure et al., 2006). An employee who is satisfied with his job will perform his duties well and be committed to his job, and subsequently to his organization. Thus, it is of utmost importance for employers to know the factors that can affect their employees' job satisfaction level since it can affect the performance of the organization as well; this is especially true in the university sector. The excellence of a university is directly related to the excellence of its faculty members; higher education is the foundation for nearly all professional careers. Higher education plays an important role in the socio-economic development of a country. Due to the fast pace of growing technology and changing environment, today countries such as Sri Lanka are concerned about to be more adaptable to these changing trends, helping them to face the challenges of the globalized world. It should be noted that education is considered as the most important aspect of everyone's life. Especially higher education plays a vital role in the deployment of the country. And also the excellence of a university is directly related to the excellence of its faculty members; higher education is the foundation for nearly all professional careers. Higher education plays an important role in the socio-economic development of a country. A quality higher education has now become an integral part of the development and prosperity of a country.

Many countries are paying greater attention to delivering their higher education, bringing structural and technological reforms, whilst efficiently utilizing their intellectual resources consistently to the needs of higher education, thus, becoming the leading giants in this globalized world. A country that has been equipped and highly supported by quality institutions that are enriched with a creative, talented pool of academic staff will be the market leader in innovations. To have this particular aspect of quality education and creative academic staff, job satisfaction among faculty members is the key and therefore requires its various dimensions to be studied, as satisfaction contributes highly to the productivity and performance of individuals, which in turn will benefit the organization. Due to these observations, (Küskü, 2003) argues that employee satisfaction in higher educational establishments can be considered as an immensely important factor. The main reason for such enhanced attention is since institutions of higher education have become highly labor-intensive. Having established the importance of job satisfaction, many research studies have indicated that several factors contribute to the job satisfaction among university faculty members that include, work environment, work content, work autonomy, development, financial rewards, promotion, supervision, communication, co-workers, workload, etc. However, the authors of this study do not observe sufficient studies performed on the relationship between remuneration and university faculty members' job satisfaction particularly in the context of developing countries as Sri Lanka and observe it as a research gap that needs to be addressed. Accordingly, the present research study mainly focuses on remuneration as a significant factor that contributes to the job satisfaction of university lectures in state universities in Sri Lanka.

2. RESEARCH QUESTIONS AND OBJECTIVES

Based on an above research problem, there are two main research questions addressed in this study are; first, what is the association between remuneration and job satisfaction, and the second, what is the level of the overall level of job satisfaction, of university lectures of state universities in Sri Lanka. Accordingly, there are two main objectives of this research study are; first objective is to investigate the impact of remuneration on job satisfaction of university faculty members of state universities in Sri Lanka; and then, the second research objective is to assess the degree of the overall level of job satisfaction of the university lectures of state universities in the Sri Lankan context. Apart from these main objectives, this study also attempts to examine the impact of selected demographic factors on the level of job satisfaction of university lectures of state universities in Sri Lanka.This research paper is structured as follows: Section 2 discusses the literature about the association between remuneration and job satisfaction and develops the related hypothesis proposed to be tested in this study. Section 3 discusses the methodology in testing this proposed hypothesis and other methodological dimensions of the study. Section 4 presents the data analysis and findings, while the final section provides the related conclusions derived under this study.

3. LITERATURE REVIEW

3.1. Sri Lankan Context

In the present Sri Lankan context, there are 15 state universities with approximately 91,063 internal students and more than 5,700 lectures (University Grants Commission, 2017). These universities are under the control of the Ministry of Higher Education, which was established in March 1978, and is governed by the Universities Act No. 16 of 1978. According to Samaranayake, (2010), the University Grants Commission (UGC) serves as a buffer between the universities and the government. The main functions of the UGC include planning and coordinating in keeping with national policy, regulation of administration, maintenance of academic standards, selecting of students for state universities, and allocating public funds to higher educational institutions and control of expenditure.

3.2. Job Satisfaction and Remuneration

3.2.1. Job Satisfaction

Alniacik, Akcin, and Erat (2012) define job satisfaction as the result of an employees' perception of how well their job provides those things they view as important. Further, Akpofure et al. (2006) found that job satisfaction can be considered as an overall feeling about an individual's job or the specific dimensions of the job. Furthermore, Lim (2008) indicated job satisfaction is vital for personal well-being and organizational effectiveness. Job satisfaction can be understood as the way employees feel about their jobs and the different aspects of their jobs. Most of the extant literature explains employee job satisfaction as a function of the employee's features and the features of the job itself (Santhapparaj & Alam, 2005b).

3.2.2. Remuneration

According to Gerber et al. (2003), individuals perceive the remuneration they obtain as a signal of worth to their respective organization. However, Bergh and Theron (2001) argue that employees should be remunerated according to the amount of effort they put into their jobs to create a sense of job satisfaction. Based on several extant research findings, between employee salary and the degree of satisfaction with a job, a constructive association has been regularly found. Souza-Poza and Souza-Poza (2000) found that salary could be considered as a forecasting variable for job satisfaction. Similarly, Miller (1980) indicated that significant worker rewards result in higher degrees of employee satisfaction, as well as enhanced performance. Saba (2011) identified pay as the most determinant factors of job satisfaction while examining the job satisfaction of Bhawalpur's teachers. Several research findings (Berg, 2002a, 2002b; Scott, Stone, & Dinham, 2001; Zembylas & Papanastasiou, 2006) assert that employee salary is one of the main variables that cause different levels of job satisfaction in the academic environments in developed countries of the world. Hamermesh (2001) indicates that changes in wages have an impact on job satisfaction. Layard (2003); (Layard, 2006) and Clark (2005) indicated that despite rising wages there are stagnant levels in job satisfaction. (Clark & Oswald, 1996) support the idea that a comparison of income, is significantly correlated with the reported levels of job satisfaction. Santhapparaj & Alam, (2005a) identified that pay has a positive and significant effect on faculty job satisfaction. Frye (2004) found the link between salary and job satisfaction has a constructive relationship between them. Tessema and Soeters (2006) identified a positive relationship between compensation practices and job satisfaction in developing countries. According to a Bangladeshi s tudy (Tasnim, 2006), a lower salary does not facilitate job satisfaction as it is not consistent with socio-economic conditions. Nguyen, Taylor, and Bradley (2003) identified during the tests in their study that the relationship between pay and job satisfaction very much depended on income. In other research conducted at the Universities of Rawalpindi and the Islamabad region (Bilal, 2012) the studies found a strong interrelation between salary and job satisfaction among university lecturers. Heywood and Wei (2006) found that employees are very much concerned about the payment schemes of their organizations; periodical and regular salary increments, allowances, bonuses, fringe benefits and other compensation reviews within a specific period helps keep morale high and results in greater motivation and contribution to job satisfaction (Danish & Usman, 2010b). Shahzad et al. (2010a) found a positive impact on faculty compensation on faculty job satisfaction. Shields and Price (2002) identified that income is important for worker's "satisfaction with pay" and for "overall job satisfaction". Chimanikire et al. (2007) argued that academicians in institutions at the tertiary level are not satisfied or committed to their job, this is because of inadequate salaries, allowances, and other incentives. Furthermore, Brainard (2005) argued that pay and benefits are highly associated with job satisfaction. Kinaki (2000) found that academic staff working in public sector organizations are less satisfied with their pay compared with academic staffs working in private sector organizations.

However, Belfield and Harris (2002) found no evidence that job satisfaction depends on income among those who are working in higher educational institutions. Strydom (2011b) found that remuneration plays a significant function in job satisfaction and dissatisfaction of university academicians. Similarly, Maniram (2007) found that remuneration is one of the major factors that have a major impact on job dissatisfaction. However, Awang and Ahmed (2010) argued that remuneration has a very low correlation with job satisfaction compared to other factors. However, Mustapha (2013) argued that there is quite a low correlation between remuneration and an academic faculty member's job satisfaction. Accordingly, the above discussion indicates that there is mixed evidence regarding the association between remuneration and job satisfaction of the faculty members. Therefore, considering the information discussed, the following hypothesis is developed and proposed to be tested in this study:

- H1: Remuneration is positively associated with job satisfaction of state university lectures of Sri Lanka.

4. METHODOLOGY

The research methodology is defined as the philosophical framework that provides guidance to the research activity and also sets the basis as the paradigm or tradition in which the problem of the research is formulated (Henning, Rensburg, & Smit, 2004). In this research, a quantitative research approach used as an association is examined, which is based on the dominant extant literature (Amarasena et al., 2015).

4.1. Population and Sample

In this study, the population is considered to be all university lectures of state universities in Sri Lanka. There are fifteen state universities under the University Grant Commission in Sri Lanka (University Grants Commission, 2017). The total university lectures in the accessible population are nearly 5,700 (University Grants Commission, 2017) in the all-state universities in Sri Lanka. The sample consisted of male and female university faculty members, professors, senior lecturers and lecturers of all state universities in Sri Lanka. The multi-stage stratified random sampling method was used to select respondents for the study, which consisted of responses from 423 university lectures out of 5,700 lectures in Sri Lanka.

4.2. Data Collection

Primary and secondary sources of data are used in this study. As a primary data collection tool, the questionnaire-method was used for this study. The structured questionnaire was developed based on the Minnesota Satisfaction Questionnaire (MSQ) (Weiss et al., 1967). Secondary data was collected from the University Grants Commission (UGC), University Administration units as well as using books, specials reports, and annual reports, etc.

4.3. Data Analysis Methods

In this study, quantitative analytical techniques are used to describe and explore the association between the remuneration and job satisfaction of university lectures in Sri Lanka. In terms of the data analysis strategy, descriptive statistics, correlation analysis, and multiple regression analysis are proposed and used in describing the data as well as testing the research hypothesis indicated in Section 2. The model, which is constructed, based on the related extant literature that is proposed to be tested using the multiple linear regression analysis, is as follows:

$$OS=\alpha+\beta_1\ RM+\beta_2\ ControlVars+\beta_3\ Demo\ Vars+\varepsilon \qquad \text{(Model 1)}$$

Where: OS: Overall job satisfaction of academic staff members of state universities. RM: Remuneration of university lectures of state universities.

Control Vars: Work Environment and Workload of academic staff members of state universities (based on the Minnesota Satisfaction Questionnaire (MSQ) (Weiss et al., 1967)). Demo Varrs: Current Working Status, Teaching Experience, Gender, Age, the Highest level of education, Monthly Salary, and Marital Status of university faculty members of state universities. The dummy version of these variables will be used. The next section indicates the findings that are derived by adopting the methodology suggested in this section.

5. FINDINGS AND DISCUSSION

5.1. Validity and Reliability

There are 8 items (sub-questions) in the remuneration (RM) construct. The Cronbach's Alpha value for the remuneration construct was .842, meaning that the measured items have high internal reliability and consistency. The inter-item correlation values for remuneration (RM) items were above .3, thus all the items (except item 7) were consistent with the construct (Hair et al., 1998). There are 7 items in the construct. The inter-item correlation values are shown in Table 1. There are 8 items in the construct. The inter-item correlation values are shown in Table 1.

Table 1: Inter-item Correlation Values for Items in Remuneration

	RM1	RM2	RM3	RM4	RM5	RM6	RM7	RM8
RM1	-							
RM2	.342	-						
RM3	.532	.360	-					
RM4	.620	.278	.509	-				
RM5	.497	.251	.464	.545	-			
RM6	.535	.365	.437	.505	.359	-		
RM7	.178	.145	.123	.200	.083	.209	-	
RM8	.456	.259	.419	.479	.390	.476	.149	-

Source: 'Researcher 's Field Survey Report, 2015

In table 1, the highest correlation is observed for item RM7, this is less than 0.3. Hence, item RM 7 was dropped. In FA, the Kaiser-Meyer-Olkin (KMO) value was 0.887, which is considered to be good. A single factor was extracted that explained 51.95% of the variance in the 7 items. Therefore, RM which is considered to be acceptable. Accordingly, the factor analysis performed and a single factor was extracted that explained 52% of the variance in these 7 items (not tabulated). Thus, only one item needed to be dropped at this stage and the construct validity is ensured. Therefore, the mean for these seven items was computed and saved as the variable: Remuneration (RM) to be used in further analysis. As noted in Table 1 earlier, the inter-item correlation values for remuneration trait items were above .3, and thus all items were consistent with the construct (Hair et al., 1998). Furthermore, the Cronbach's Alpha value for the remuneration construct was .842 reflecting that the measured items have high internal reliability and consistency.

5.2. Descriptive Statistics

In this study, responses were obtained from fifteen state universities in Sri Lanka. As indicated under the methodology section of the paper, the population of academic staff members is 5,700 approximately in Sri Lanka all state universities (University Grants Commission, 2017), and 423 academic faculty staff members were selected as the sample. As indicated in Table 2 below, out of these 423 academic members, 51% were males and the rest of them (49%) were females.

Table 2: Demographic Analysis

Demographic Characteristic	Category	*N*	%
Current Working Status	Professor	45	10.6
	Senior Lecturer	231	54.6
	Lecturer	147	34.8
	Total	**423**	**100**
Teaching Experience of the Respondents	Less than 5 Years	113	26.7
	5 ≤ Years < 10	100	23.6
	10 ≤ Years < 15	84	19.9
	15 ≤ Years < 20	50	11.8
	20 ≤ Years < 25	37	8.7
	Over 25 years	39	9.2
	Total	**423**	**100**
Gender of the Respondents	Male	216	51.1
	Female	207	48.9
	Total	**423**	**100**
Age of the Respondents	Less than 30 years	59	13.9
	30 ≤ Years < 40	161	38.1
	40 ≤ Years < 50	110	26.0
	50 ≤ Years < 60	**77**	18.2
	Over 60 years	16	3.8
	Total	**423**	**100**
Highest Level of Education of the Respondents	Bachelor's Degree	66	15.6
	Master's Degree	138	32.6
	Doctoral Degree	186	44.0
	Other	33	7.8
	Total	**423**	**100**
Monthly Salary of the Respondents	Less than Rs. 35000	13	3.1
	35000 ≤ RS< 50000	22	5.2
	50000 ≤ RS< 65000	51	12.1
	65000 ≤ RS< 80000	75	17.7
	80000 ≤ RS< 95000	65	15.4
	More than RS 95000	197	46.6
	Total	**423**	**100**
Marital Status of the Respondents	Married	354	83.6
	Unmarried	62	14.7
	Divorced/Widowed	7	1.7
	Total	**423**	**100**
Number of Children of the Respondents	None	129	30,5
	One	115	27.2
	Two	141	33.3
	Three	35	8.3
	Four	3	0.7
	Five	0	0
	Total	**423**	**100**

Source: 'Researcher 's Field Survey Report, 2015

Most of the respondents (55%) were senior lecturers, while in terms of teaching experience, the majority (70%) have at least 15 years teaching of experience. In terms of gender, it is observed that there is a similar proportionate between males and female academics in the selected sample.

The majority (77%) of respondents have either a Masters or a Doctorate in terms of their highest academic qualifications. Further, a majority of respondents (47%) had a monthly salary of more than Rs. 95,000. In terms of marital status, out of total respondents, 84% were married.

Table 3: Descriptive statistics on the overall level of Job Satisfaction (OS) of university lectures

	N	*Minimum*	*Maximum*	*Mean*[a]	*SD*	*Percentiles*			*Skewness*	*Kurtosis*
						25	*50*	*75*		
OS	423	3	5	3.93***	.568	3.57	3.95	4.33	-.239	-.635

Note: The one-sample t-test indicates whether the mean value (M=3.93) is statistically significantly different from the neural value of 3 on the Likert scale (1-5).
**p< .05, ** p< .01, ***p< .00*
Source: Researchers' Field Survey, 2015

In Table 3 above, the descriptive statistics of the overall job satisfaction of the academic staff members in Sri Lankan state university is depicted. Based on the results indicated in this table, the mean overall job satisfaction is 3.93 and the median value is 3.95 (50th percentile) on a 1-5 Likert scale. Further, the one-sample t-test indicates that the mean value, 3.93 is statistically significantly higher than the neutral value of 3 (i.e., the neutral value is 3 in the Likert scale of 1-5). Accordingly, these results indicate that the academic members, in general, are quite satisfied with their job.

5.3. Results from Multiple Regression Analysis

The purpose of multiple linear regression analysis is to help to understand the prediction between more than two quantitative variables. Sekaran and Bougie (2010) highlighted the multiple linear regression analysis presents a method of objectively examining the extent and the nature of the association between the predictor variables and the outcome variable. As proposed under Model 1 in the methodology section of this study (section 3), a multiple linear regression analysis is used to evaluate how well the construct: Remuneration (RM) predicted the overall job satisfaction of the university lectures in the Sri Lankan state universities.

Table following on the next page

Table 4: The Results from Regression Analysis, Model 1 (Dependent Variable: Overall Job Satisfaction)

	Coefficient	*Std. Error*	*t-value*	Collinearity Diagnostics	
				Tolerance	VIF
Work Environment	.254***	.039	6.448	.781	1.280
Remuneration	.060*	.035	1.693	.796	1.257
Work Load	.341***	.048	7.065	.698	1.433
Current working status – Senior Lecturer	-.218**	.108	-2.012	.225	4.441
Current working status –Lecturer	-.159	.154	-1.032	.121	8.235
Teaching Exp.: 5 ≤ Years < 10	-.046	.093	-.489	.419	2.389
Teaching Exp.: 10≤ Years < 15	-.035	.116	-.302	.308	3.247
Teaching Exp.: 15 ≤ Years < 20	-.050	.138	-.360	.328	3.051
Teaching Exp.: 20 ≤ Years < 25	-.138	.150	-.920	.363	2.752
Teaching Exp.: Over 25 Years	-.062	.169	-.366	.274	3.650
Gender- Female	-.049	.055	-.904	.879	1.138
Age: 30 ≤ Years < 40	-.096	.122	-.786	.186	5.372
Age: 40 ≤ Years < 50	-.069	.150	-.460	.151	6.626
Age: 50 ≤ Years < 60	-.184	.171	-1.076	.150	6.682
Age: Over 60Years	-.187	.232	-.804	.333	3.001
Master's Degree	.100	.113	.890	.235	4.252
Doctoral Degree	-.022	.129	-.167	.159	6.277
Education-Other	-.072	.151	-.475	.399	2.506
Salary-35,000<=Rs<50,000	.563***	.189	2.975	.371	2.694
Salary-50,000<=Rs<65,000	.473***	.171	2.765	.211	4.733
Salary-65,000<=Rs<80,000	.417**	.166	2.505	.162	6.173
Salary-80,000<=Rs<95,000	.477***	.182	2.617	.152	6.596
Salary->95,000	.641***	.179	3.593	.083	12.110
Marital Status – Unmarried	-.098	.084	-1.173	.746	1.341
Marital Status - Divorced/widowed	.120	.210	.571	.914	1.095
Intercept	1.687	.275	6.132		
F-value	9.115***				
R^2	36.5%				
N	423				

*p< .05, ** p< .01, ***p< .00.

6. CONCLUSION AND RECOMMENDATIONS

A survey of related extant literature indicates that only a few research studies on job satisfaction of university lectures have been conducted in the context of developing countries. Therefore, it was highlighted that there is a need for more research studies from developing countries like Sri Lanka. Thus, this study attempted to identify the impact of remuneration on overall job satisfaction of university lectures of state universities in Sri Lanka.

In addressing the first objective of the study, i.e., assessing the degree of the job satisfaction of the university lectures of the state universities in Sri Lanka, the study finds that the median value is 3.95 and the mean value of overall job satisfaction is 3.93 (in a1-5 Likert scale). This value is also found to be significantly ($p<.01$) higher than the neural value 3. Thus, these results indicate that the university lectures in the Sri Lankan state universities are in general quite satisfied with their jobs. In terms of the second objective of examining the association between the Remuneration and job satisfaction of university lectures of state universities in Sri Lanka, the results of the multiple regression analysis indicate that the one of important predictor is the Remuneration that confirms the hypothesis established regarding these two variables, which is also consistent with the findings of extant literature Many previous research studies Souza-Poza and Souza-Poza (2000), Miller (1980), Saba (2011), Nadeem (2010), Hamermesh (2001), Grace and Khalsa (2003), Frye (2004), Shields and Price (2002), Oshagbemi (2000) found that remuneration will influence faculty job satisfaction. However, Awang and Ahmed (2010) argued that remuneration has a very low correlation with job satisfaction compared to other factors. Many researchers, however, have highlighted that salary has been identified as one of the main predictors that lead to different levels of job satisfaction in the academic setting the developed countries (Berg, 2002a, 2002b; Scott et al., 2001; Zembylas & Papanastasiou, 2006). Furthermore, some researchers Shahzad et al. (2010a), Zhou and Volkwein (2003), (Santhapparaj & Alam, 2005a), Tessema and Soeters (2006), Shahzad et al. (2010a) found that there was a positive significant relationship between remuneration and job satisfaction. This result amounts to valuable policy recommendations, and the relevant authorities could use remuneration as an important factor and should take active steps to enhance the remuneration policy in state universities in Sri Lanka to increase job satisfaction of academic staff members. It should be noted that there are few limitations in the present study and the findings and related conclusions should be interpreted subject to these limitations. The study was conducted only in the Sri Lanka context as well as the focus was only state universities within Sri Lanka, and therefore the findings and related conclusions may not be able to be generalized and compared with rest of the other countries and other types of universities in the Asia region and the world. As future research directions, it is suggested to consider other Asian counties and other types of universities such as some private universities.

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TOURISM EXPERIENCES AS EXPERIENCE ECONOMY

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ABSTRACT

The development of tourist products based on experience as the key exchange value requires an interdisciplinary approach, which, with applied marketing activities and competitive positioning by means of identity affirmation, leads to the positioning of tourist offer from the aspect of the experience economy. Experience economy facilitates the achievement of competitive advantage on the basis of differentiation by quality. The main goal of this paper is to represent how that concept reflects advantage in (tourist) experiences promotion, based on unique attributes which do not utilise the competitive destination of the area. It is due to the nature of the resource basis itself that the experience dimension of the entire tourist offer should represent a dominant direction in consolidation of the tourist offer elements. Marketing actions must omit the stress from the traditional elements of receptive tourism and focus on the exploitation and promotion of the dominant resources, whose value is exceptionally high and/or on the unrepeatable quality of the local destination identity. The authors are of the opinion that the destination's attractive elements have to be completed with additional activities while the tourist destination's quality is measured solely on the basis of experience, and experience providers in a tourist destination could be tour operators.

Keywords: *Tourist destination, Tourism trends, Experience economy, Tourist, competitiveness*

1. INTRODUCTION

A modern tourist product, which is adjusted to the needs of new tourists, no longer includes a tourist partnership role, but individualisation and personalisation of the experience itself. Should such a base be accepted, it is to be concluded that traditional positioning of destination tourist offers on both macro and micro levels is no longer sufficient, i.e. positioning based on comparative advantages. By traditional positioning, it is not possible to differentiate the tourist offer from the competitors' tourist offer, which ultimately implies a request for competitive tourist offer positioning, enriched by new requirements and needs. Such an approach negates the conventional attitude that the existence and availability of comparative advantages is, in itself, sufficient in order to generate tourist demand and creation of a competitive experience economy. Global tourist trends impose new perceptions of tourism and the emergence of "new" tourists. People who get involved in tourist trends are today becoming increasingly experienced. They are expressing an increased number of needs, not only within the destination, but also during their journey to the destination. Attractive destination elements must be complemented by additional activities and the destination excellence measured by expectations and experiences, i.e. realised experience. It is this very diversification of needs and motives for which people choose visits to, and stays in, a particular tourist destination which leads to a qualitative shift from the standard tourist offer. The accent, therefore, is on tourist product quality, by which a qualitative differential factor in competitive tourist destination positioning is achieved, according to the regional and national level.

If tourism is interpreted as a social phenomenon, it is necessary to consider it not only at economic sciences level, but that consideration needs to be extended also to history, political sciences, sociology, geography and cultural anthropology (Cohen, 1995). Such a wider perception implies a lack of a one-sided perception of tourism where, as an observation base, the category of growth and not of development is taken. From that aspect, the space which represents a tourist base should not, at any time, have an exclusively tourist purpose, although it is the bearer of the tourist function. Therefore, no method of evaluation which is used to assess spaces with a dominant tourist function is applicable, but rather the method of equilibrium between protection and tourist demand, which later also facilitates tourist offer market differentiation and positioning. Taking into account the main, dominant, motive for travel as a need to acquire an unrepeatable, unique experience in parallel with increase in travel, we come across an expansion of an increased number of tourist products based on the experience economy. Following socio-economic trends, i.e. interpreting recorded changes in the form of a demographic societal picture, a better education and a higher standard of living, a change in the structure of demand for products and services can also be noticed. A transition from a service economy to an experience economy occurs and increasingly the purchase of objects and services is exchanged for the purchase of experiences. Such purchases represent specific exchange of values for money, which is characteristic for traditional understanding of the experience economy. This paper contributes a review of the background literature and deals with an innovated approach to the positioning of tourist destinations. The research presented in this paper focuses on the context of the development of tourist products established on experience as the key exchange value and requires an interdisciplinary approach which, together with the applied marketing activities and competitive positioning through identity affirmation, leads to the tourist offer positioning from the point of view of the experience economy. Setting out tourist offer concepts on the principles of experience economy represents also a regulatory phenomenon, which not only protects the resource base but also, by means of the decrease in negative external factors, affects the quality of life of the domestic population. At the global level, the concept of experience economy has still been theoretically insufficiently researched and implemented.

2. LITERATURE REVIEW

The development of tourist products based on experience as the key exchange value requires an interdisciplinary approach. By means of further analysis, distinction imposes between perception of experience as a separate product and the aggregate set of experience economy. The absence of experience economy factors in the creation of a modern tourist product achieves extremely negative results. Historically speaking, the category of national economy competitiveness has suppressed the once dominant category of comparative advantage. The same situation can be noticed in observation of tourism, where added value progressively increases when competitiveness is based on experience economy (Vitasović, 2012). De-regularised tourist offer growth irreversibly decreases the exchange value of the resource base and, accordingly, also the income from tourism (Vitasović, 2012). The realisation of an experience and its qualification depend on motivation, perception, value, significance, satisfaction and life style. Experience represents a psychological category, thus being the subject of psychological studies. Comprehension of experience is linked to the explanation of perception. It is possible to link experience as a psychological process to the process of perception of stimuli. Perception is, therefore, an active process of organising, integrating and interpreting of sensorial information, which facilitates familiarisation with and recognition of the meanings of objects, phenomena and occurrences in the environment. Persons do not have clear senses; they have precepts – as senses are only elements of which a complete experience is made up (lat. percipere = adopt).

Perception is not only a sum of elements, but it is also the structure of those elements, active processing of all received and already existing information, their interpretation based on previous knowledge, memory, expectations, attitudes, motives, emotions and personal characteristics (Petz, 2010). A tourist product within the tourist system represents a complex concept, which includes services, people, organisations and ideas with the aim to realise travel, stays and tourist activity away from of their familiar surroundings (Smith, 1994). Tourist product consumption affects experience realisation. Experience, therefore, depends on the type of tourist product. Tourism and expenditure during the course of tourist activity perceives tourism as a form of expenditure. Tourism can, therefore, be observed as a specific form of expenditure in which a change in the structure of expenditure occurs (Laws, 1995). During the course of tourist activity, perception of authenticity, i.e. the authenticity of content (of purchased products and services) affects expenditure. Tourists, therefore, expect authenticity in the destination (MacCanell, 1992) as opposed to pseudo-events (Boorstin, 1964). The search for authenticity in a tourist destination can also have negative impacts and bring pressure on sustainability and local community life. Tourist expenditure pertinent to authenticity is, therefore, observed in relation to modern and post-modern perspectives. In modern perspective, tourists are always in search of authenticity which is perceived through authenticity of the presented content, while tourists in the phase of post-modern perspective are directed to activities, entertainment and enjoyment and do not care about the content authenticity (MacCannell, 1976, Urry, 1990, Cohen, 1995). Consequently, it can be presumed that tourists consume tourist products in relation to previous knowledge, experiences and expectations which, later, in a tourist destination, leads to expenditure driven by emotions and expenditure in the heat of the moment, looking for experiences and entertainment (MacCannell, 1976, Urry, 1990, Cohen, 1995). Tourists expect a temporary escape from their everyday lives through something unrepeatable, spectacular and unique. It can be concluded that activities for the channelling of tourist expenditure structure within a tourist destination should be directed towards tourist expectations and realisation of their desired experiences. Experience economy represents creation of a new value (economic and social), where experience is an integral part and starting point of a product or service and not only their expansion or added benefit. Systematic impacts of the elements of offer, therefore, must enable creation of memory, which then becomes experience, i.e. in fact, becomes a product or a service. Such perceptions emanate from research on the behaviour of consumers themselves or service and product users. Initial papers define purchase as being for the purposes of a meaningful and realistic observation and thinking process (Holbrook, O'Shaughnessy, Bell, 1990). With the emergence of the criticism that cognitive models insufficiently define and explain behaviour (Hoch, 1991; Holbrook and Hirschman, 1982), however, a change in the study starting point occurs. The emphasis is put on the experience and expenditure. Even Levy (1959) states that people do not purchase a specific product because of what it is intended for, but because of what they think it is, i.e., what it represents for them. Thus Holbrook and Hirschman, in 1982, define products as having two fundamental functions and that their indivisible wholeness is needed. They define usable and hedonistic product functions. Usable functions represent what a product or a service is literally intended for and hedonistic values are those which are described by users as entertaining, fantastic and pleasant for perception. The hedonistic function, therefore, illustrates subjectivity and individualisation of both products and services. Dhar and Wertenbroch in 2000 prove that, by the usable function in the goods consumption itself, people retain a neutral position in experience consumption, while hedonistic aspects represent a method for improvement in the experiential component of the expenditure itself. Despite the quoted efforts, academic literature determines a lack of a systematic approach in observation of a realised experience (Gentle et al., 2007). By consumption of a tourist service as opposed to the experience, expectations and realised experience, the importance of the intensity of individual

perception of the said experience and functions of use are noticed. In conclusion, the experience economy therefore is not a generic creation of the experience itself, but it is based on the individualisation of the personal experience by a person in his/her social surroundings. All experiences are individual; some occur more or less within a social construct or are cultural. A common link for all categories is that they are markedly prone to emotional influence and that they affect the realisation of, let us say, a new person, discovery of innovations and research of the unexplored. Kelemen (1974) states that, apart from the emotional category, excitement creates a link and a desire for progress. The main product in a destination, therefore, is experience. The perception of a destination is a combination of factors, comprising a "collection of experiences gained by the traveller" (Gunn, 1997, p. 32). Increase in tourist travel, fast and expansive growth of the tourist industry, globalisation conditions and innovativeness confront the tourist industry with product differentiation. New tourist demand requirements condition the level of profits from tourism and even question market cost-effectiveness. In conditions where competitiveness is extremely important, even crucial, a challenge is set for comprehension and a more detailed definition of the tourist experience, i.e. experience (Perdue, 2002). For a more detailed comprehension of the concept of the experience economy, tourism is clearly the best example of application of the concept. The first applications were implemented at the beginning of the 70's of the 20th century (MacCannell, 1976, Dann, 1977, and Cohen, 1979). It is, therefore, deemed that tourist experience represents a unique, indivisible entity, pronouncedly filled with the emotional factor, containing almost immeasurable personal value. Tourism facilitates realisation of an alternative experience of time i.e. time spent far away from everyday life, usual routines and familiar, usual surroundings (Wang, 2000:216). Tourists wish for and expect a unique, authentic experience (MacCanell, 1976). Tourist experiences cannot be purchased; they can merely be channelled or adjusted. Nobody apart from the tourist himself/herself has direct control over the power of perception and motives and, ultimately, their own value scale of the experience which they had. Tourists, therefore, independently combine elements such as time and skills in pre-expenditure set for experience creation (Rustichini and Siconolfi, 2004). When a tourist joins a tourist activity, nobody knows in advance either the result of the realised expectation, or the intensity of the experience. The complexity of the concept of experience economy and its elements requires more detailed determination. Innovation can be defined as a complex process in which organisations transform an idea into a new or improved product, service or a process of advancement, competition or successful differentiation in the market (Baregheh et al., 2009). Joseph Schumpeter (1961) focuses on the role of innovations in economic and social development, explaining innovation as a process of development in which an individual approach is contained. Innovation in tourism is generally characterised by distancing from the usual practice of tourist sector business, with the emphasis on quality (Hjalager, 2010).

3. TOURIST DESTINATION

Destination, as a part of the tourist system, affects the experience creation. The impact of destination on the realisation of the experience is observed through the perception of tourist supply competitiveness and the phase of stay in the destination. The tourist system is, therefore, simply observed as an interaction between tourists and the tourist destination. Such a perception is based on the production and expenditure of tourist products and services (Gunn, 1994). Tourists represent an element of tourist demand and tourist destinations, an element of tourist supply. Tourists are connected to the destination by means of traffic accessibility, information accessibility and by marketing mix elements. The marketing mix tools are: product, price, promotion, place, people, physical evidence and process (Križman-Pavlović, 2008). Furthermore, tourists are exposed to the influence of destination promotional activities, price-forming strategies and the development of tourist product in the destination.

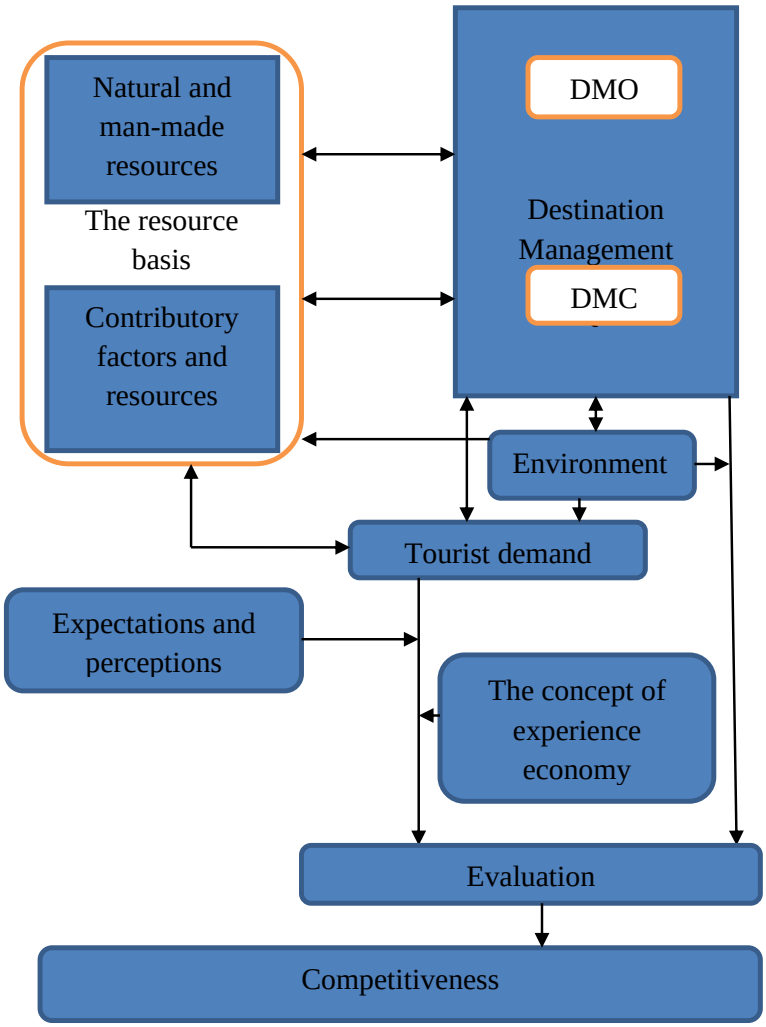
The interaction between tourists and the tourist destination becomes reciprocal and the interaction intensity and content are determined by the willingness of both sides (Formica and Uysal, 2006). In order for destination marketing and management strategies to be fully successful, creative opportunities should be sought to encourage the co-creation of positive, unique, and quality tourist experiences that can attract visitors efficiently (Binkhorst & Dekker, 2009; Jennings & Nickerson, 2006; Mossberg, 2007) and contribute to the competitiveness and sustainability of destinations (Ritchie & Crouch, 2000). The sustainable approach to tourism aims to optimise the use of the local resources and harmonise the needs of local stakeholders and the community, while simultaneously focusing on the high satisfaction of tourists by ensuring a meaningful, authentic experience (Kastenholz, Carneiro, & Marques, 2012). Considering that tourists seek multiple experiences, destinations should articulate their endeavours in facilitating diversified, quality tourist experiences (Lane, 2009; Agapito et al., 2014).

4. TOURIST DESTINATION AND A MODEL OF DESTINATION COMPETITIVENESS

Tourist expenditure products represent products which are predominantly used by tourists during their stay in the destination (accommodation, transport, food and tourist activity services). General consumption products are those products which are mostly used by the local population, but which can also be used by tourists (hospital, post office, hairdressing services, and lotteries). A tourist destination attractive base represents the totality of attractions and, as a rule, is the main motive for travel, being an equal factor in realisation of experience in a destination (Uysal, 1991), by which tourist destination competitiveness is affected. A tourist destination, i.e. a competitive tourist destination, represents the destination which provides a higher level of realised experience qualification (Dwyer and Kim, 2003). In order to perform the positioning of tourist supply, i.e. a tourist destination based on the principle of experience economy, it is supposed that the tourism system takes into consideration competitiveness factors. By positioning, competitors' activities are directly differentiated and a free market niche for a specific tourist product, i.e. destination, is identified (Krupka and Zečević, 2003: 68). Therefore In developing a model of destination competitiveness (Figure 1.), therefore, it can be noted that the area of tourism is under the constant influence of macro-environment of the tourist destination (financial conditions in international markets, changes in the demographic picture, lifestyle change, concern for the environment and the emergence of new requirements of participants of tourist flows). Thus the category of competitiveness is a category that is observed from the viewpoint of tourists, compared to their desires, motivations, needs and preferences. Macro- and micro-environment destination affect the perception of destination competitiveness, which implies a dynamic character of competitiveness and its perception is constantly being changed and updated. Figure 1 shows the model of destination competitiveness. In structuring an optimal model of destination competitiveness, it was noted that different destination tourist products depended on the values of the individual elements of the model. Resources and attractions are certainly important for the competitiveness of tourist destinations, but their existence without the proper infrastructure is insufficient to build a strong competitive position in the market.

Figure following on the next page

Figure 1: A model of destination competitiveness



Source: Prepared by the authors

Tourist demand is a definition of destination competitiveness. The determinant model is a representation of the interaction between the elements of destination competitiveness. This model therefore, represents an integrated approach and, as such, suggests that the goal of tourism policy by destination competitiveness, as the basic unit, achieves economic development at the national level. With contributory factors of synergistic action, natural and man-made resources make an attractive destination for potential tourists and provide a basis for tourism development. The combination of natural and man-made resources, namely newly created means of tourism infrastructure, organisation of special events, tourist activities in the area, entertainment and shopping opportunities are all contributory factors and resources are presented as the necessary required infrastructure (traffic), quality of service, availability and hospitality destinations (home communities and employees). The mentality of host destinations was also observed. The above resource base influences the competitiveness of tourist destinations. It is emphasised that the competitiveness of tourist destinations depends on the ability of destinations to evaluate their resource base along with the achievement of added value. Tourism destination management by the DMO (Destination Management Organisation) requires the connection of all factors in a functional unit. The activity of public tourism policy is reflected in the realisation of the conditions for the improvement of tourist facilities as well as facilities that implement the DMCs (Destination Management Companies) policies.

Furthermore, the optimal management model has been identified as IQM (Integrated Quality Management). Tourist demand implies a level of demand for destinations. The same is associated with preferences and expectations. Destination marketing activities, implemented by the DMOs, have a significant influence on the formation of the perceptions of tourist destinations. The destination image influences the tourists' expectations about the holiday destination, also influencing the choice of holiday destination and the destination with the strongest image has the higher probability of being chosen (Matos, Mendes, Valle, 2012). The model is defined in the way that the differentiation in quality conditions the elements of economy experiences. The environment in the model represents the environment of national economies, such as for example the position of destinations, safety and price level. The role of tour operators is the articulation of demand requirements and the formulation of a competitive tourism product (e.g. agrotourism, heritage tourism, local cuisine, ecotourism, indigenous tourism, sightseeing, etc). The model proposes the concept of competitiveness of tourist offer on the basis of experience. All elements of the model show the interconnectedness and interdependence and competitiveness have been identified as categories of perception by tourists. Planning, development and public tourism policy are not presented by separate elements, but are integrated into the system of tourism destination management. Innovation in tourist service, and also in the destination tourist product itself, can advance its competitiveness level. Goods and services are no longer enough. In order to be competitive on the growing tourism market destinations must differentiate their products by transforming them into ‘experiences’ for consumers (Amin and Thrift, 2002; Pine and Gilmore, 1999). Competitiveness imposes the need for sale of integral services which, on the other hand, aggregate the entire destination offer quality due to the fear of a fall in prices. In the event that exchange value conditionally becomes an experience with repositioning of the destination, maximisation of foreign currency flow will also be achieved and the level of discretionary expenditure in the destination will be increased. A tourist product should improve the guest's life (Pollock and Benjamin 2001); new technologies should simplify the communication between the destination and the tourist, alleviating fulfilment of tourists' expectations by means of feedback. By applying new interactive technologies, tour operators can considerably contribute to the fulfilment of tourists' expectations. Although the number of individual tourist overnights in relation to the number of organised tourist overnights is on the increase, the advantage of tour operators lies in their market specialisation, as well as in their strong advisory and informative role. They achieve market differentiation by powerful vertical integration, i.e. purchase of principals in the offer chain in order to strengthen the brand and raise the quality of service provision. All affirmed and serious tour operators, therefore, make every effort to include innovations in their business in all phases of integrational relationships, in order to make consumers interested in their offers and contribute to the tourist experience. As the industrialised world is in transition from the service to the experience economy (Dwyer et al., 2008), tour operators need to undertake some changes in their core businesses. Specifically, they should focus on delivering unique experiences that personally engage consumers. Consumer values in major origin countries worldwide are changing towards preferences for more product and experience customisation, authenticity, learning, self- improvement and transformation, implying a role for technological innovations to facilitate interpretation of cultural and natural heritage (Molz, 2013). As travellers become more experienced, they are no longer satisfied by being processed through an impersonal, non-interactive system of ‘mass tourism’. Moreover, a larger number of tourists would like to see themselves as `individuals', even though they are engaging in mass tourism such as group package tours. Therefore, tour operators are becoming more specialised and holidays increasingly include some kind of educational or cultural experience. Tourists are increasingly interested in discovering, experiencing, participating in, learning about and more intimately being included in the

everyday life of the destinations they visit (Dwyer et al., 2008). Destination management and tour operators, therefore, should create unique experiences in their destinations that differentiate themselves from other destinations. Tour operators should become 'experience providers' developing personal encounters and authentic experiences in order to create long lasting memories and customer loyalty (Dwyer, Seetaram, 2013). Therefore, the focus should be on 'experiences' rather than 'products'. The Tourism Development Strategy of the Republic of Croatia is an umbrella developmental document of Croatian tourism, which provides guidelines and offer structure. In other words, the Croatian Tourism Development Strategy until 2020 represents an integral conceptual framework which facilitates:

- Coordinated involvement of tourist policy bearers and a systematic coordination of tourist policy measures,
- Full understanding of key directions of Croatian tourism development as a prerequisite for attracting potential interests of domestic and foreign investors and
- Target orientation of the developmental and investment process and efficient drawing of EU funds.

This facilitates a systematic approach and a balanced involvement of the tourist offer stakeholders for the purpose of refinement of the aggregate tourist offer. Efficient implementation of the Croatian Tourism Development Strategy until 2020 conclusions includes organisational adjustments at the level of the Ministry of Tourism, functioning of the tourist organisation system, but also mutual cooperation among the ministries related to tourist activity to date. In other words, the tourism system needs to be revised and rationalised in order to increase its total effectiveness, especially at regional and local (destination) levels, where tourist activity itself takes place. Through the aforementioned process of system rationalisation and territorial expansion, tourist organisations would be transformed into destination management organisations (DMOs). This includes staffing and additional training for the jobs of destination development management, with the aim of strengthening of destination competitiveness and to coordinate and harmonise often opposed interests of the stakeholders in the destination. For the purposes of overseeing the impacts of the Croatian Tourism Development Strategy until 2020 (and tourism, generally speaking) it is necessary to define the indicators which are monitored and referential starting points for development and that for each of the three indicator groups, namely: economy, environment and society.

5. RESULTS

The competitive positioning of a tourist destination must take into account the concept of the experience economy, communicational attributes and economically rational tourist offer valorisation chain. Taking into consideration the postulates of the experience economy, which facilitates the achievement of competitive advantage on the basis of differentiation by quality, marketing actions must omit the stress from the traditional elements of receptive tourism and focus on the exploitation and promotion of the dominant resources, whose value is exceptionally high and/or on the unrepeatable quality of the local destination identity. In order to provide sustainable tourism development at a destination, in the short term, the quality of tourist sites and landscapes and of the experiences sought by tourists must be maintained and, in the long term, the negative impacts that tourism can have on local communities and the environment must be minimised and positive contributions to the local population and the environment should be maximised. From the above quoted, it can be concluded that the positioning of the tourist offer on the principles of competitiveness and experience economy implied a higher level of achievement of the tourist offer added value, with the conception of a rational valorisation chain of the tourist offer elements where cultural heritage represents the basis.

6. CONCLUSION

The development of tourist products based on experience as the key exchange value requires an interdisciplinary approach, which, with applied marketing activities and competitive positioning by means of identity affirmation, leads to the positioning of tourist offer from the aspect of the experience economy. The tourist destination positioning should be carried out with consideration for the specific destination recognition and the experience of it, affirming the principle of differentiation by quality. The resource base is evaluated by the destination geographical location, cultural and heritage context which competitive tourist offers cannot evaluate. From the above stated, it can be concluded that tourist offer positioning, based on the principles of competitiveness and the principles of experience economy, implied a higher level of realisation of tourist product added value. The base for creation of experience economy is the experience as a complex category. The experience which a person, i.e. tourist, had in a tourist environment is individual and subjective for each of them. For future research of issues it is suggested that they are focused on the research of attitudes, the process of choosing a destination, the process of creating experiences within the destination and ultimately the formation of a competitive tourism product. Such an approach would allow consideration of the overall process in creating added value and predicting future trends in tourism.

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IMPLEMENTATION OF STATE DEFENSE CHARACTERS IN EARLY CHILDHOOD EDUCATION

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ABSTRACT

Dealing with potential threat to the integrity of the Unitary State of the Republic of Indonesia, the National Education should provide Indonesian youths with a full understanding of the policy of the State Defense. Early childhood education is one of the most basic education and occupies a golden age position and occupy a very strategic position witin human resource development (ECE Directorate, 2005). Today, there are institutions that carry out Early Childhood Education (ECE) implement various methods and curricula and are generally influenced by educational foundations in charge. Early childhood education is considered as a reflection of a social order, but there is also a view that suggests that moral attitudes and behavior of a society are seen as success or failure in education system and the successful of early education depend on the good implementation of early children education. The education process at the age of adolescence, could be affected as well. Looking into the diversity of ECE education models, the question arised on how the country's defense values are implemented in character building in ECE. From research conducted at The Ministry of Defense and the Ministry of Education and Culture come a results that both institutions have played their roles by implementing the state defense character education policies for ECE. However, there is a lacked of socialization and cooperation with other institutions so that the implementation of the policy run smoothly, in accordance with the targets and the objectives that must be achieved. This research used qualitative research methods.

Keywords: *State Defense Character, Early Childhood Education (ECE), Defense Management.*

1. PRELIMINARY

1.1. Background

The dynamics of changing threats that are influenced by the strategic environment, as well as the rapid development of technology, especially information technology, raises new types of threats consisting of military, non-military and hybrid threats (Indonesian Defense White Paper, 2015). The threat is growing, dynamic and has a multidimensional scope where it affects various aspects of life. Matthews (2017) in his presentation at the Indonesia International Defense Science Seminar stated that because the strategic environment is very dynamic, a country might not face the current threat but get many threats later on.

Therefore, at present all countries are preparing to face threats that arise as a result of dynamic strategic environmental changes. To deal with these dynamic threats, the community, especially the younger generation, must be smart, have the knowledge and understanding of state defense, and the strong character gained through good education. National education aims to educate the life of the nation and develop whole people, namely human beings who believe and devote to God Almighty and have a noble character, have knowledge and skills, are physically and mentally healthy, have a solid and independent personality, and social and national responsibility. Through national education, it is expected to be able to improve the quality of national education so that it can produce educated, faithful, knowledgeable, skilled and responsible people (Law No. 20 of 2003 concerning the National Education System). Every citizen has the Rights and Obligations to participate in efforts to defend the country in accordance with the provisions of legislation Law No. 39 of 1999 article 68. One of the provisions of the legislation concerning citizens in defending the country is through education. This state defense education is an effort to realize the rights and obligations of every citizen to participate in the defense efforts of the state as a reflection of national life which guarantees the rights of citizens to live in prosperity, justice, security, peace, and prosperity. The rights and obligations regarding defending the state for every citizen are regulated in the Law, namely in the amendments to the 1945 Constitution, article 27 paragraph 3, stating that every citizen has the right and participation in the state defense and article 30 paragraph 1, that each - every citizen has the right and obligation to participate in state defense and security efforts. Besides that in Law No. 3 of 2002 concerning National Defense in article 9 paragraph 1, that every citizen has the right and interference in efforts to defend the country which is manifested in the implementation of defending the country. Within the framework of the National Education System, the formation of students who have the attitude of defending the State is regulated in Permendikbud No. 39 of 2008 article 31 verse 1 concerning student development in the formation of students to become citizens of democratic and responsible countries. The education in question is at all levels starting from early childhood education up to college level. Early childhood education is considered a reflection of a social order, but there are also views that suggest that attitudes and behavior of a society are seen as a success or as a failure in education and the success of education depends on early childhood education, because if the implementation of education in children good early age, then the education process in adolescence, adulthood will rise as well. With the diversity of ECE education models, the problem is how the country's defense values are implemented in character building in ECE. Based on the threat to the survival of the nation and the Republic of Indonesia which is very dynamic, and the importance of planting state defense values to early childhood, it becomes interesting and needs to examine the role of the ministry of defense and the ministry of education and culture in the formation of country in early childhood education.

2. LITERATURE REVIEW

2.1. Role theory

Elif (2015) said that the role is a set of behaviors expected by others towards someone according to their position in a system. In this case, the educational institution is expected to do counter radicalization as part of the learning system implemented in its institution.

Whereas according to Soerjono Soekanto (2014), the role is an action or behavior carried out by someone who occupies a position in social status, role requirements include 3 (three) things, namely:

1. Roles include norms that relate to a person's position or place in society. In this case, the role in question is a series of rules that guide a person in social life;

2. Roles include behavioral concepts about what can be done by individuals in society as organizations. So that it can be said that the role as individual behavior, which is important for the social structure of society; and
3. Role is an orderly series caused by a position. In this case, humans as social beings have a tendency to live in groups. So that in the life of the group, there will be an interaction between one community member and another community member. Interdependence grows because there are interactions between them. In community life, what is called a *role* emerges? Someone is considered to play a role if he carries out his rights and obligations in accordance with his position, this happens because the role is a dynamic aspect of one's position. To provide a clearer understanding, it is better to first understand the notion of roles. From the explanation above, in this study, the role of the Alkhairaat foundation educational institutions in counter-radicalization is inseparable from the learning system carried out by the institution.

2.2. Definition of State Defense

The rights and obligations of each citizen to participate in the defense of the state must be understood and internalized in the context of defense security. Therefore education to defend the country is directed at the realization of the spirit of all citizens to defend the country against every possible threat. The final form of defense of the state is the universal people's resistance, which is carried out both with and without weapons. To build a solid moral foundation, the National Defense Preliminary (PPBN) programs are held for every country, both in the formal education environment, in the work environment and in the residential environment. Darmadi (2012: 66) suggests keywords in the defense of the state are sovereignty, unity and unity and the philosophy of the nation and the territorial integrity of the country. Understanding and deep awareness of these words is the basis of the people's enthusiasm to fight in every way every effort that endangers the safety of the country and nation. Basically, the introduction of state defense education is held to promote the defense of the state by making people aware of their rights and obligations in the effort to defend the country. Realizing the above, the development of awareness of defending the state will be successful if implemented by taking into account the level of readiness and the level of development of the students. In the context of the process of internalizing state defense awareness students should be given the opportunity to be able to develop their personalities as well as possible on the basis of personal experience gained through interaction with the environment. Hamid Darmadi in his introductory book on citizenship education (2012: 67) states that preliminary education in defense of the state contains the following meanings:

1. Education is a conscious effort to prepare students through activities, guidance, teaching, and training for their role in the future.
2. Preliminary Education for State Defense is a basic education to defend the country in order to foster the love for the country, Indonesian consciousness, and state, belief in the power of the Pancasila as a state ideology, willingness to sacrifice for the country and provide the ability to defend the country.
3. State defense is an orderly, comprehensive, integrated and continuous determination, attitude, and action based on love for the country, awareness of Indonesian nation and state, and believes in the power of the Pancasila as a state ideology and willingness to sacrifice to eliminate any threat, either from abroad and within the country, which endangers national independence and sovereignty, national unity and unity, territorial integrity and national jurisdiction and the values of the Pancasila of the 1945 Constitution.

State defense is defending national interests in all aspects of national life, this provides clarity that defending the state is not merely a military interest, but the interests of the entire nation

which is consistent with its ideals when it wants to establish a unitary state of the Republic of Indonesia. The form of state defense will depend on the type of threat faced, if the threat is in physical form, of course, citizens must prepare themselves in physical form such as after independence, the rebellion/separatism between 1945-1956 continues and efforts to defend the country are directed towards physical preparedness, through preliminary resistance education based on Law No. 29/1954 concerning the points of popular resistance. So it can be concluded that education defending the country is a process of interaction that occurs between students and educators in teaching and learning activities that assess basic material defending the country with the aim of fostering awareness of defending the state to students. The essence of Preliminary Education of State Defense aims to grow:

1. Love of the homeland
2. Awareness of the Indonesian nation and state
3. Confidence in the power of the Pancasila as a state ideology
4. Willingness to sacrifice for the country
5. Having the initial ability to defend the country (subagyo et al, 2004: 41)

2.3. Character Learning Methods in Early Childhood

2.3.1. Habitual Method

Etymologically, the habitual (pembiasaan) comes from the word "habit (biasa)". In the Indonesian Dictionary, "habit(biasa)" is common or common; as always; already a thing that is not separated from everyday life. With the *prefix*, "pe" and the suffix "an" indicate the meaning of the process so that habits can be interpreted by the process of making something/someone become ordinary. In relation to learning methods in Islamic education, it can be said that habituation is a way that can be done to familiarize students to think, behave and act in accordance with the demands of Islamic teachings. Habits are considered very effective if the application is carried out at an early stage or at the participant stage children aged early. When young children are always accustomed to always carrying out religious teachings, the child will be used to implementing it. Without training and accustomed experience, it will be difficult for a child to carry out religious teachings. The Qur'an as a source of Islamic teachings contains general principles of the use of habituation methods in the educational process. In changing negative behavior, for example, the Qur'an uses a habitual approach gradually. *Khamr ban* case for example.

2.3.2. Exemplary Method

In the Great Dictionary of Indonesia, it is stated that "salvation" is the basis of the word "exemplary (keteladanan)" which is an act or an item that should be imitated and emulated. Therefore "exemplary (keteladanan)" are things that can be imitated and emulated. In Arabic exemplary is expressed by the words " *uswah* " and " *qudwah* ", which means a situation when a person follows other human beings, whether in kindness, ugliness, evil or apostasy. Thus exemplary are things that can be imitated or emulated by someone from another person. But the example referred to here is exemplary which can be used as Islamic education, which is a good example. As education that comes from the Qur'an and the Sunnah of the Prophet, the example method is certainly based on that source. In the Qur'an "exemplary" is termed the word *uswah*.

2.3.3. The Story Method

The story method implies a way of conveying the subject matter by chronologically telling about how something good actually happened or just happened. In applying this method to the Teaching and Learning Process (PBM), the story method is one of the best-known and best educational methods.

Because it is able to touch the soul if it is based on deep sincerity. Besides that, the story method has an important role in obtaining children's memories and awareness of thinking.

2.3.4. Tourism Works Method

According to H. Zuhairini et al, the method of tourism is a teaching method that is carried out by inviting children out of class to be able to show things or events that have something to do with the lesson. The Methodic Diktaktik Team Curriculum explains, that means Tourism Works method is a teaching method where students and teachers leave the school to go to a place to investigate or learn certain things. From some of the meanings above, it can be seen that this method is an alternative that is intended for students to get/obtain learning experiences that are not obtained directly in the classroom. This method is very well done as an interlude outdoor study because students can be invited directly to the real world.

2.3.5. Demonstration Method

What is meant by the method of demonstration is a method of teaching by using demonstrations to clarify an understanding or to show how a particular process of formation goes to learners.
According to Piaget (1932), there are three stages of moral development followed by age provisions, namely:

a) Pre-moral stage, namely children who are aged under 4 years
b) Heteronomous stage, namely children aged between 4-8 years
c) Autonomous stage, namely children who are aged 9-12 years old

The stage of the developmental stage of moral reasoning cannot be reversed (irreversible), namely that a stage that has been achieved by a person cannot possibly return backward under him. (Kohlberg, 1964). Noor Rochman Hadjam, SU. explained that educating characters not only introduces cognitive values but also through affective appreciation and practices those values in real life. Student activities such as scouts, flag ceremonies, teenage red bars, theater, fieldwork practices, volunteering for natural disasters, or sports and art competitions are effective ways of instilling good character values in students. He emphasized that character-based education is not a separate subject but the expected impact of accompaniment. Meanwhile the Ministry of National Education mentioned several principles for developing character education and national culture in schools, namely: (1) Continuity; namely that the process of developing character values and national culture starts from the beginning of students entering to completion of the education unit. (2). Through all subjects, self-development and school culture (3). Values are not taught but developed; that is, character values are not a subject that must be taught, on the contrary subjects are used as a material or the media develop character values. (4). The process of character education is carried out by students actively and pleasantly.

3. RESEARCH METHODS

This research will take a lot of data in the form of words and activities of people or groups of people, as well as supporting documents in the form of notes, administrative documents, photos, and others as supporting data. So that in this study, researchers chose to use qualitative research methods. The researcher will carefully and carefully examine an activity, event, activity, process or group of individuals in the time and region that has been determined (Creswell, 2010). In this study, the types of data sources that will be used are primary data consisting of several informants and secondary data from the results of literature studies. To test reliability and validity data in qualitative research, explained by Sugiono (2015) includes tests, internal validity (credibility), external objectivity (confirmability).

4. RESULTS AND DISCUSSION

The government through the related Ministries and Institutions has made efforts to implement the values of the State Defense in character building in ECE. This is indicated by the results of research at the Directorate General of Early Childhood Education at the Ministry of Education and Culture, and the Directorate General of Defense Potential at the Ministry of Defense. The Ministry of Education and Culture through the Directorate of ECE Development in the Directorate General of Early Childhood Education has developed the vision, mission, and strategy for ECE development until 2045. From the research results, library data is obtained in the form of ECE curriculum books (what, why and how), early childhood education Law Number 20 of 2003 concerning Article 28 National Education System. Furthermore, the Ministry of Education and Culture has the direction of ECE 2011-2045 development which is divided into 5 stages, namely: 2002-2011 service expansion phase, 2011-2015 quality stabilization stage, 2015-2025 national quality standardization stage, 2025-2035 stages of international quality standards, 2035-2045 plenary service stage. The Directorate of Early Childhood Education Development in 2015 issued a Guidebook used in ECE implementation, the guidebook consisted of 10 guidebooks; 1. Guidelines for Assessment of ECE Learning, 2. Guidelines for Management of ECE Classes, 3. Guidelines for ECE Attitude Formation, 4. Guidelines for Preparation of ECE Learning Plans, 5. Guidelines for Development of ECE Learning Themes, 6. ECE Learning Management Guidelines, 7. Guidelines for Curriculum Development ECE Education Unit Level (KTSP), 8. Basic Framework and 2013 ECE Curriculum Structure, 9. ECE curriculum. What, Why, And How, 10. Guidelines for Preparing Standard Operating Procedures for ECE Units. In addition, in the 2013 ECE Curriculum which was also made by the Directorate of Early Childhood Development, explained the importance of forming the attitudes. Forming attitude is closely related to character building. By looking at the development of science and technology that has developed very quickly, resulting in competition for human resources to be so sharp. This requires the implementation of future education not only to equip students with mere knowledge and skills, but the development of strong, persistent and creative characters becomes far more important in education. The Ministry of Education and Culture, in this case, has very clearly determined that education at every level develops competency in attitudes, knowledge, and skills with different compositions. The earlier the education level, the greater the composition of attitude competency development. As the most basic level, ECE is expected to be a strong foundation to shape the attitudes and character of students. This is implemented in the 2013 ECE Curriculum, building children's character is done by cultivating attitudes through attitude competency development, which is not only a follow-up impact (nurturan) from the development of knowledge and skills, but components that must be planned more deeply and carried out continuously so that forming habits further becomes a behavior which eventually becomes a good attitude and character. The development of attitude competency requires a long and consistent process, but in its implementation, it must still be adapted to the way of early childhood learning carried out through fun and meaningful activities. The most important thing in this learning is the example of the teacher team which is certainly a model for students. In the 2013 ECD curriculum the core competency of the attitude that must be developed consists of:

a) Core 1 Competency Spiritual Attitude. "Accept the teachings of the religion He adheres to". Reflecting spiritual intelligence as an attitude of awareness of knowing the religion they embrace.
b) Core Competence 2 Social Attitude. "Having healthy behavior, curiosity, creativity and aesthetics, confidence, discipline, independence, caring, being able to work together, being able to adjust, be honest, and polite in interacting with family, educators and / or caregivers, and friends," Reflect social-emotional intelligence as attitudes and behaviors that become

feelings of self, other people, and social values that are in accordance with applicable norms and culture. Core competencies are achieved at the end of the ECE program after the child has finished taking ECE services.

Furthermore, Core Competencies developed into Basic Competencies include:

1. Basic Competency 1 Spiritual Attitude.
   a) Believing in the existence of God through His creation.
   b) Respect yourself, others, and the surrounding environment as gratitude to God.

2. Basic Competence 2 Social Attitudes.
   a) Having behavior that reflects a healthy life.
   b) Having behavior that reflects an attitude of curiosity.
   c) Having behavior that reflects a creative attitude.
   d) Having behavior that reflects aesthetic attitudes.
   e) Having behavior that reflects an attitude of confidence.
   f) Having behavior that reflects an attitude of obedience to the daily rules for training discipline.
   g) Have behaviors that reflect patience (want to wait their turn, want to hear when other people talk) to train discipline.
   h) Having behavior that reflects independence.
   i) Having behavior that reflects an attitude of caring and willingness to help if asked for help.
   j) Having behavior that reflects respect and tolerance to others.
   k) Have behaviors that can adjust.
   l) Having behavior that reflects an attitude of responsibility.
   m) Having behavior that reflects honesty.
   n) Having behavior that reflects a humble and polite attitude to parents, educators, and friends.

In the 2013 ECE curriculum also explained the role of parents to be a good example or role model for children, as well as fostering the values of virtue in children. In addition, the role of the teacher is very important in planting the attitudes of children in school. The Ministry of Defense through the Directorate General of Defense Potential (Ditjen Pothan) in 2011 issued an Implementation Guideline Number: Juklak / 03 / X / 2011 on Guidelines for Guidance on State Defense for Kindergarten (Elementary School) - Elementary School (SD), and at in 2015 the Implementation Guidelines were issued Number: Juklak / 06 / VIII / 2015 concerning Guidelines for Guiding State Defense for SD / MI Teachers. The aim of developing state defense awareness as explained in the implementation guidelines number 03 / X / 2011, is to support the development of Indonesian human resources in understanding and realizing the rights and obligations of defending the country democratically, through fostering efforts to foster, maintain and develop state defense values. To realize this goal at the kindergarten / elementary level is to form the personality of devoted students, have discipline, can apply national values in daily life, realize themselves as social beings who are tolerant and recognize the environment based on the personality that understands diversity and can apply national values in everyday life. It was also explained that the goal is implicitly already accommodated in the Competency Standards (SK) and the Basic Competency (KD) the relevant subject (for instance Civics / Civic Education) but not explicitly stated in the indicator need subjects. In the guidelines numbers, 03 / X / 2013 also described the scope of the State Defense Development Awareness (PKBN) at the kindergarten, which can be implemented through of integration PKBN in subjects relevant, local content, and/or personal development in a sustainable manner.

In accordance with the level of development of students, the scope still refers to the goals and objectives concerning the cognitive, affective, psychomotor domains through various kinds of coaching with an emphasis on psychological and physical development. In detail the scope of PKBN for kindergarten are:

1. Psychological Development
   a) Introduction to the love of the homeland through flag ceremony, singing, play, and recreation.
   b) Introduction of a sense of solidarity through playing together.
   c) Introduction to a sense of cleanliness and environmental preservation, through walking and light work.
   d) Introducing discipline, through simple lines.
   e) The introduction of obedience, obedience, and respect for parents as well teacher through exemplary stories.

2. Spiritual Development
   a) The introduction of religious beliefs through stories of the greatness of God All The Mighty and simple practices about the teachings of the religion He adheres to.
   b) The introduction of moral character through stories and pictures, about religious and national cultural diversity.

3. Personality Coaching
   a) Introduction of good and bad behavior through stories, songs, and socio-drama.
   b) Introduction of traditions and historical heritage that has valued the noble value of the nation's struggle in the surrounding region.
   c) Introduction of good and correct language.

4. Knowledge Development
   a) Introduction to state symbols.
   b) Introduction of national and regional songs.
   c) Introduction of traditional musical instruments and dances.
   d) Introduction to traffic through illustrated stories, singing, tours and play in the traffic park.
   e) Introduction to the location of residence, school and the surrounding environment.
   f) Introduction of various types of Family Medicinal Plants (TOGA).
   g) Habit tells stories of heroism from parents, teachers and other media.

5. Physical formation
   a) Introduction to sports through Indonesian Morning Gymnastics (SPI), Gymnastics Physical Fitness (SKJ) and other exercises that have PKBN value (eg gymnastic creation accompanied by regional and national songs).
   b) The introduction of simple traditional dance moves.
   c) The introduction of various skills through the form of play.

The essence of the implementation instructions made by the Directorate General of Defense at the Ministry of Defense is essentially the same as those made by the Ministry of Education and Culture when viewed from character building in ECE, but the implementation instructions made by the Ministry of Defense are more implementative regarding all state defense values that can be instilled in ECE students. Efforts made by the Ministry of Education and Culture and the Ministry of Defense regarding the implementation of planting state defense values on character building in ECE can be seen through the matrix below.

Table 1: Matrix Efforts to implement the planting of state defense values on character building in ECE

No.	Material	Ministry of Defense	Ministry of Education and Culture
1.	- Socialization.	- Has carried out socialization about the State Defense to the public in general and to the education manager, but it is still done in a limited manner so that there are still many ECE managers who have not received socialization about Bela Negara (the values of State Defense that must be invested in ECE)	- What has been socialized is the ECE curriculum and the ECE implementation manual (10 Guidelines).
2.	-Formulating of Guidelines / Guidelines.	- Juklak / 03 / X / 2011 about Guidelines for Guidance for State Defense for Kindergarten (Elementary School) - Elementary School (SD). - Implementation Guidelines Number: Juklak / 06 / VIII / 2015 concerning Guidelines for Guiding State Defense for SD / MI Teachers	- The guidebook used in conducting ECE, the guidebook consists of 10 guidebooks; 1. Guidelines for Assessment of ECE Learning, 2. Guidelines for Management of ECE Classes, 3. Guidelines for ECE Attitude Planting, 4. Guidelines for Preparation of ECE Learning Plans, 5. Guidelines for Development of ECE Learning Themes, 6. ECE Learning Management Guidelines, 7. Guidelines for Curriculum Development ECE Education Unit Level (KTSP), 8. Basic Framework and 2013 Curriculum Structure ECE, 9. ECEcurriculum. What, Why, And How, 10. Guidelines for preparing Standard Operating Procedures for ECE Units.
3.	- The content of operational guidelines/guidelines.	Clearly, it has explained in detail the planting of state defense values in ECE	Has not specifically included the 5 values of defending the country as a whole, and only mentions the love of the country, as well as national consciousness.
4.	- Perception of the importance of planting state defense values.	Very important, seen from the massiveness of the state defense program carried out by the Ministry of Defense	Important, visible from the already mentioned about the love of the homeland and national consciousness in the early childhood curriculum guide but it has not yet carried out a massive state defense program, possibly because of the Ministry of Defense a*s the sector* head for the state defense program.

From the research both through interviews and field observations, it was seen that the socialization of the forming of state defense values to ECE managers and to the Education and Culture Office in the regions was still lacking. So that eventhough the essence of the values of national defense is evident in the ECE curriculum, the teachers and managers of ECE still think

that this is part of the teaching and learning process in ECE which aims to develop aspects of cognitive, motoric and other development, and not from awareness of the importance of implementing state defense values early in early childhood. It means that a comprehensive step is still needed, either through direct socialization through face-to-face meetings or through social media, which can now be used to socialize the importance of planting state defense values in ECE. The Ministry of Defense can directly involve the Village Guidance Officers (Babinsa) from the Army, to help disseminate information about State Defense, especially the planting of the values of the State Defense in ECE in coordination with the Department of Education and Culture in the area, and ECE managers in their area. To anticipate the limitations of funds, the material in the form of implementation instructions and socialization guidelines can be accessed by Babinsa online and can be shared with ECE managers online as well. The Ministry of Defense can also coordinate with the National Police to assist through the Community Security and Order Development (Babinkamtibmas). Because many ECEs are spread throughout Indonesia, this socialization must be carried out massively by involving the Regional Government (Pemda), especially through the Office of Education and Culture in the regions.

5. CONCLUSION

The government through the relevant Ministries and Institutions has made efforts to implement the values of the State Defense in character building in ECE. This is indicated by the results of research at the Directorate General of Early Childhood Education at the Ministry of Education and Culture, and the Directorate General of Potential Defense, Ministry of Defense. The Ministry of Education and Culture through the Directorate of ECE Development in the Directorate General of Early Childhood Education has developed the vision, mission, and strategy for ECE development until 2045. From the research results, library data is obtained in the form of ECE curriculum books (what, why and how), early childhood education Law Number 20 of 2003 concerning Article 28 of the National Education System. Furthermore, the Ministry of Education and Culture already has a direction for the development of ECD 2011-2045. Likewise with the Ministry of Defense, in the context of efforts to implement state defense values in ECE, the Ministry of Defense through the Directorate General of Defense Potential (Ditjen Pothan) issued 2011 Implementation Guidelines Number: Juklak / 03 / X / 2011 on Guidelines for Guiding State Defense for Kindergarten (Elementary School) - Elementary School (SD), and in 2015 Implementation Guidelines Number: Juklak / 06 / VIII / 2015 concerning Guidelines for Guiding State Defense for SD / MI Teachers. Information about planting state defense values to ECE managers as well as to the Education and Culture Office in the regions is still lacking, so even though the essence of national defense values appears in the ECE curriculum, it is still part of the teaching and learning process in ECE which aims to develop aspects of cognitive, motoric and other development, and not from awareness of the importance of planting the values of defending the state early on in early childhood. Comprehensive steps are needed both through direct socialization through face-to-face meetings as well as through social media which can now be used to socialize the importance of planting state defense values in ECE. The Ministry of Defense can directly involve the Village Guidance Officers (Babinsa) from the Ar my, and coordinate with the Indonesian National Police through the Community Guidance for Security and Order (Babinkamtibmas) to help socialize the State Defense, especially the cultivation of the values of the State especially in ECE with the Department of Education and Culture as well as ECE managers in their area. To anticipate the limitations of funds, the material in the form of implementation instructions and socialization guidelines can be accessed online by various parties who need them. Because many ECEs are spread throughout Indonesia, this socialization must be carried out massively by involving the Regional Government (Pemda), especially through the Office of Education and Culture in the regions.

5.1. Suggestion

From the results of the research that has been carried out, there are several recommendations in the form of input suggestions both from the point of view of the theoreti cal for the development of science and practical suggestions for improving the implementation of activities. These suggestions include;

5.1.1. Theoretical Recommendation

Theoretically, there are several recommendations given by researchers, such as:

a) The theory and the results of this study can be used as a reference for the next researcher.
b) There are several topics that have not been discussed in this study, for example about the synergy between institutions in state defense education so that they can be used as research and can be developed to provide recommendations to the Ministry of Defense especially in the field of state defense.

5.1.2. Practical Recommendation

From the results of the research that has been carried out, several things become recommendations to be taken into consideration by decision-makers both from the government and stakeholders who have an interest in the issue of implementing state defense values in character building in ECE as follows;

a) The synergy between the Ministry of Defense and the Ministry of Education and Culture must continue to be maintained and improved so that the implementation of state defense values can be carried out well in the ECE environment. Synergy is needed in the implementation of socialization, especially at the District / District Education and Culture Office level in collaboration with TNI elements as executors of the Ministry of Defense.
b) Government regulations made by the Ministry of Defense should be accessible online so ECE managers can easily access the curriculum as well as the ECE guidebook from the Ministry of Education and Culture.
c) State defense training or socialization of state defense values needs to be done at the institution of ECE education, especially for ECE managers and teachers.

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ECONOMIC DETERMINANTS OF THE STANDARD OF LIVING – INCOME SITUATION OF POLISH HOUSEHOLDS

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ABSTRACT
The standard of living, understood as the degree of satisfaction of human needs resulting from the consumption of material goods and services, and the use of natural and social environment values, is conditioned by a series of different determinants. They exert their impact on the macro- and microeconomic scale. The macro-determinants are the indirect conditions, deferred in time, non-measurable and independent from consumption entities. Factors affecting the households' standard of living on a micro-social scale have a different character. They much more often depend on the consumption of entities, i.e. the specific decisions and actions taken in the household, and their impact on the degree of satisfying needs is often referred to as direct and measurable. In this group there are distinguished economic, socio-professional and demographic factors, with the critical importance of the first parameter. This paper describes the economic internal factors, such as: income, savings, loans, household assets, leisure time and economic external factors, such as: supply, price, institutional information system. The main, theoretical aim of the present study is the demonstration of basic economic determinants of the standard of living of population. The additional aim is to present the changes in the households' incomes in Poland in the years 2004-2017. The basis of the research is the secondary sources of information.
Keywords: *economic determinants, standard of living, available income, households, Poland*

1. INTRODUCTION

Determinants shaping the standard of living can be divided into those operating on a micro and macro-scale. Micro-determinants of the standard of living represent a group of external objects, strengths, determinants, phenomena and trends whose impact on meeting the needs of the entities of the living standard can be described as significant but not direct. The main economic determinants of the standard of living on a macro-social scale can include, among others, the level and pace of economic growth, the system of organisation and functioning of economic life, political system and state policy, as well as the situation on labour market. Macro-determinants affect economic factors of the standard of living of a household relatively the fastest, yet in indirect way which is hard to measure. These determinants are in a close environment of the consumer and can have the character dependent on, or independent of, the household members. As far as independent determinants are concerned, the household does not have, as the name indicates, a direct impact on their shaping (for example price). The dependent determinants, on the other hand, are a result of choices made by household members (for example income). Without any doubts, income is the most important economic determinant (Grzega, 2012, p. 130). The level of incomes, their sources and character determine the structure of expenditures on consumption of households, and translate into the standard of living in micro and macro-social approach. The main, theoretical aim of the present study is the demonstration of basic economic determinants of the standard of living of population. The additional aim is to present the changes in the households' incomes in Poland in the years 2004-2017. The paper uses secondary sources of information (the macroeconomic data).

2. INTERNAL DETERMINANTS OF THE STANDARD OF LIVING

One of the most important factors of standard of living is income. The main relationship between income and standard of living is as follows, the standard of living is improved with the increasing levels of real income and vice versa. The income growth does not always improve the level of need satisfaction, because it can be designed to increase savings for purposes not connected with the functioning of a household or simply squandered. Furthermore, it is impossible to indefinitely raise a high or very high standard of living. Thus, a positive relationship between increased income and improving the quality of life can be and often is true, but only to a point. The importance of income as a basic factor of standard of living results from the fact that, inter alia, it is a primary factor in relation to others. It is also a measurable quantity, which enables the study of interdependence in the sphere of real phenomena and economic processes. Income indirectly expresses the changes taking place within other factors and enables the analysis of supply and consumption, according to many additional features differentiating households. Considering the impact of income on the standard of living, the category of available income is particularly taken into account. The largest part of households' available income comes from permanent paid work and related benefits guaranteed by law such as: pensions, sickness payments, paid maternity leave (Vogel, 2003, pp. 437-469). The level of household available income is also affected by income from other sources, including income handed over to the household by others, e.g. in the form of so-called 'transfers' from parents to children (Smeeding, Weinberg, 2001, pp. 22). The level and distribution of income of households are moulded by the configuration of three basic elements, such as: labour market, the role of the state in shaping the living conditions of households (the scope of public consumption, the level of social benefits) and family. With the increase of the available income households obtain greater market freedom. Significant differences in the way the remaining part of income is distributed appear after satisfying the needs at the elementary level. Higher-level needs are becoming increasingly important. A major role in this respect plays a free, remaining after covering basic expenses, part of the income called a discretionary fund. It is assumed that the normal level of life occurs when satisfying the basic needs does not exceed 80% of income. The remaining 20% is the discretionary fund (Zalega, 2007, p. 59). In the developed, stable economy, people get used to life at a constant level, and they estimate the situation of their own entity based on their past experience and level of prosperity around them. In the developing economy, however, households are willing to accept restrictions on their consumer choices, but usually on the condition that their standard of living increases (Dietsch, 2005). From the point of the presented considerations it is important to take into account the issue of cyclicality of obtaining income (regular and irregular), its nature (monetary and non-monetary) and the ways of allocating it (for meeting immediate needs or savings) (Smeeding, Weinberg, 2001, pp. 1-24).) A substantial part of regular income is spent on satisfying basic household's needs, while irregular income, in stable economic conditions, is used to meet the higher-level needs of households. Non-monetary household income additionally raises the standard of living of the entity. When it comes to income distribution into consumer spending and savings, then allocating a bigger part of income in savings can mean a lower level of satisfying current needs and vice versa. Household's savings, which are well-made and designed to achieve a particular goal may improve the standard of living of the entity in the future in general or with regard to specific groups of needs (e.g. saving for a house leading to its purchase will improve the degree of satisfying the housing needs of the household). However, not all savings need to transform into specific resources for satisfying the needs of the household. Some of them may simply be wasted or diverted for purposes other than the satisfaction of its needs. Therefore, this can lead to a conflict of interest in the household connected with the division of income, namely what proportion of income is to be spent on satisfying current needs and what proportion is to be devoted to savings that will address the

future needs of the household or needs unrelated with a given entity. They depend, *inter alia*, on households' expectations with respect to the future of own entity (Dumicic, Cibaric, 2010, pp. 220-226). The effect of savings is mainly visible in satisfying the higher-level needs, because this income is rarely, actually only in emergency situations, used to satisfy the basic needs. In general, 'the time delayed' income, that is savings, and also loans determine to a great extent the purchasing power of the household. However, they operate in two opposing directions. Loans, through the purchase of consumer goods, allow to satisfy multiple needs in a relatively short period of time. Though, due to the necessity to repay them with interest, they reduce the purchasing power of the household in the future. The savings, on the other hand, deplete the current fund, while increasing the household future purchasing power. In other words, savings delay the satisfaction of consumer needs in time, whereas loans accelerate them. In a politically and socially stable economy institutional savings increase and it is usually an expression of positive changes in the standard of living of country's population. Income and other material resources of the household co-determine the level of its wealth. Broadly speaking, this level affects the needs system in the household and the general directions of the income distribution. The household assets, defined as property and monetary assets, are one of the conditions for the functioning of this entity on the market (Mruk, 1984, p. 19). Assets are understood as a resource of durable goods as well as financial assets and intangible assets (including, e.g. securities or legal assets) at the disposal of the household (Bywalec, 2010, p. 63). The quantity and quality of the owned and used resources of households are most often the result of expenses incurred in prior periods. This stems from other factors, including the amount of resources received, inherited from other households, e.g. parents' households (Spilerman, Wolff, 2012, pp. 207-223). One of the most important elements of the household assets is a house or a flat, which usually constitutes the highest value in the asset portfolio of the family. An own house is a major tool in collecting other items of the household's effects. It also determines the ability to carry out the basic functions of the household (Arrondel, Lefebvre, 2001, pp. 112-137). Household assets influence consumption and the household's standard of living in two ways. Firstly, part of the assets directly satisfies the needs of selected groups, e.g. in the field of material development, housing, culture and recreation. Secondly, many assets (e.g. land, house) can be converted into cash and allocated to satisfy specific needs (Bywalec, 2010, p. 64). Hence they constitute a form of protection against the consequences of lowering the household's standard of living due to e.g. a job loss by one of its members. Depending on the level of wealth of a discussed entity there are different ways of managing the monetary budget, associated with the further accumulation of wealth. In low affluent households, the increase in assets can be achieved at the expense of lowering expenditure on the purchase of essential goods such as foodstuffs and clothing, while in highly affluent households the increase in assets typically leads to the purchase of complementary goods, and sometimes even a change in lifestyle. Material resources of households can have an impact on the status of intangible assets, such as: knowledge (through educational expenditure) and leisure time (Vogel, 2003, p. 450). Another economic factor is the leisure time. This is the time remaining for the members of the household after completing their professional, home and family duties, and after satisfying the physiological needs. Leisure can be freely disposed (Strzeminska, 1988, p. 5). When considering the impact of leisure on the household's standard of living, two main issues have to be considered. The first one relates to the understanding of leisure as good in itself, whose 'ownership' improves the degree of satisfaction of selected needs e.g. cultural, recreational, sports and education. The second issue relates to the understanding of leisure as a kind of a 'substitute' of income. Since leisure time can be devoted to work and then it 'turns into' income that can be spent on improving the household's standard of living. Leisure can also be converted to time of work in own household. Then it increases the size of non-market consumption, which also raises the degree of satisfaction of the needs of the household.

This is especially true in low affluent households. Therefore, it can be concluded that it is a so-called 'compensatory measure of the standard of living' of households (Folbre, 2009, pp. 77-83). A very important issue is the way of leisure time management which depends both on its size and income that the household has (Mattingly, Bianchi, 2003, pp. 999-1029). Leisure time can be spent both on satisfying basic needs, e.g. recuperation through passive recreation, as well as higher needs, e.g. human development through the participation in culture. It should be emphasized that the leisure time is largely spent on consumption and influences it in a similar way as income – the more of it, the greater can the consumption be and the higher degree of satisfaction of household needs is. From a certain, high level of household effects, the increase in leisure resources becomes downright prerequisite of the development of consumption and improvement of the standard of living. Indeed, time is required to be able to use the goods and services purchased on the market. Similarly, the shortage of free time can become a barrier to the development of households, as to the standard of living could grow, a household needs to use the discretionary fund, both in case of income and leisure (Bywalec, 2010, pp. 87-91). It is more often stressed that the barrier to the development of consumption is the lack of time to meet the needs, especially those of a higher level. In this context, the issue of an adequate supply of time-saving goods (i.e. increasing the resources of leisure time, e.g. a car) and time-consuming (i.e. aimed at increasing resources of leisure time, e.g. a game console) is also important (Greenwood, Seshadri, Youkoglu, 2005, pp. 109-133).

3. EXTERNAL DETERMINANTS OF THE STANDARD OF LIVING

One of the factors determining the boundaries of satisfying consumption needs is the supply, which is understood as an offer of sale of goods and services in specific ranges (assortment, qualitative, territorial and temporal). It may be a limiting or enhancing factor of the households' standard of living. An insufficient number of products on the market can lower the standard of living of entities, and ultimately lead to eliminating the satisfaction of some needs. In such a situation it is important to meet the needs outside the market, in the context of natural consumption. On the other hand, the abundance of consumer goods and services creates good conditions for meeting the needs of households. The consumer market, characterised by a wide range of products, competitive in terms of price and quality, provides greater consumerist freedom. However, this may complicate the purchasing decisions of consumers and often lead to the abandonment of purchase, resulting in failure to satisfy a given need (Grzega, 2012, p. 54). Analysing the impact of supply on the households' standard of living, the importance of the public offer should also be stressed. Its size and structure largely determines the degree of satisfying household needs, both in general as well as for selected groups. Substitution correlations between goods and services offered in the context of private and public consumption are widely known, which means, among other things, that a richer public offer reduces the need to earmark private financial means of the household to satisfy some needs (e.g. in the field of culture and education). It is also worth noting that some public goods are of 'irreplaceable' nature in shaping households' standard of living (e.g. public safety) (Fiorito, Kollintzas, 2004, pp. 1367-1398). Another economic factor of external nature determining the standard of living of households is the price. The confrontation of household needs occurs on the basis of prices for consumer goods and services (Lieu, Liang, Chen, 2008, pp. 224-235). The price impact is defined as indirect one because only in conjunction with income it translates into the choice of the set of goods and services intended to satisfy the needs. The role of the price in shaping the households' standard of living is mainly expressed in the cost of maintaining the household. Because this cost results from the market prices of consumer goods and services (Muller, 2002, pp. 187-203). The largest proportion of it compose prices of foodstuffs and housing fees and energy. The cost of living of households vary between individual households even when they encounter the same prices for goods and services.

These differences result from different needs, preferences of households as well as from different levels of wealth of entities. For example, less affluent households consume proportionately less expensive goods compared with highly affluent households, which lowers the cost of maintaining their families. On the other hand, their limited financial liquidity forces them to buy goods in small quantities (in small packages), often at higher prices, which increases maintenance costs. Another example is the lack of modern means of transport in less affluent households, which may result in higher transport costs in total in the household. The cost of living of households also depends on: the size of households (this variable is negatively correlated with the cost of living, which means that within an increase in the household size, the unit cost of maintaining its members decreases) (Rao, 1997, pp. 10-14), place of residence (higher maintenance costs borne by urban households, particularly those located away from discounters) (Chanjin, Myers, 1999, pp. 276-296), seasonality (cost of living is lower in summer than in winter, especially in the case of rural households). In the modern economy, the price performs several essential functions (income, informative, balancing, stimulating, redistribution). But from the point of its impact on the standard of living, the most important is the income function. It involves the shaping of real household income (any rise in prices reduces the real income of the household and vice versa) (Lewandowski, Sztyber, 1987, p. 13). What is important, this is not only the level of current prices, but also their dynamic changes as an expression of the state price-income policy. As to how price changes affect the satisfaction degree of consumer needs of households, this is mainly determined by the time associated with adapting to these changes. In general, the adaptation time is not long, and as the standard of living increases, it becomes shorter. It is also worth noting that there are different reactions of households to the price increases of goods and services depending on their level of wealth. Generally, less responsive to the increases are highly affluent households. This does not change the fact that they usually also attach considerable importance to the prices of consumer products and strive to achieve their usual basket of goods and services of specified quality at the lowest possible prices. The efforts of everyday savings may be offset by the purchase of any luxury product. Less affluent households are much more sensitive to price changes. In their case, it is the price that determines the basket of goods and services purchased. Generally, apart from modifications in the real income, changes in prices also shape the new conditions of substitution (Górecki, 1979, p. 36), which also translate into the degree and manner of satisfying the needs in the household. In the process of satisfying the consumer needs, households are to a large extent also driven by the institutional information system. This system consists of a set of measures by which market actors appearing on the supply side communicate with consumption entities. It allows households to acquire knowledge about how to satisfy the needs, including specific goods and services, their functional values, substitutes, etc. In addition to informing households about the possibilities of satisfying needs, the institutional information system contributes to the creation of entirely new needs and modifies those pre-existing ones.

4. INCOMES IN THE SECTOR OF HOUSEHOLDS IN POLAND

As abovementioned, income is one of the most important determinants of the standard of living of households. Generally, the higher the income, the higher the level of expenditures on meeting the needs, and vice versa. Changes in the size of income affect the level, as well as the structure of expenditures on consumption. On higher levels of consumers' wealth, the increase of income is mainly spent on meeting the higher needs, improvement of the quality of consumption and increase in savings. On lower level of wealth, increase of income is usually intended for meeting basic needs. Research on household incomes can be conducted on the basis of macro-economic data and studies of household budgets. In the first case, the essence of changes in calculation of income from GDP consists in separation of the household sector.

Household sector is one of six state institutional sectors. Gross disposable income of the household sector is the broadest economic category describing population income in macro-economic scale.

Table 1: Indices of real gross disposable income of the households sector in the years 2004-2017 (previous year = 100) (https://stat.gov.pl/wskazniki-makroekonomiczne/ 12.07.2019)

Years	Real gross disposable income in total	Subsector of employers and own-account workers		Subsector of natural persons		
		in private farms in agriculture	outside private farms in agriculture	employees	recipients of retirement and other pensions	recipients of non-earned income sources
2004	100.7	104.1	99.4	101.3	100.9	99.1
2005	100.8	104.9	101.0	100.8	99.5	100.1
2006	105.3	110.3	105.9	105.6	102.3	106.0
2007	104.9	108.4	105.1	107.8	97.8	98.7
2008	104.4	103.1	101.4	107.2	102.9	105.4
2009	105.1	104.5	107.2	103.4	106.7	104.1
2010	101.9	104.0	100.0	102.4	102.7	104.9
2011	101.4	103.0	102.8	101.3	99.0	100.1
2012	100.9	100.3	102.0	100.5	100.4	99.9
2013	100.8	102.8	99.7	100.8	102.0	101.9
2014	102.8	101.4	101.7	103.3	103.7	103.9
2015	103.5	102.0	104.5	102.9	104.1	103.6
2016	106.0	111.5	103.1	108.1	104.2	104.5
2017	102.7	107.6	101.3	103.5	101.5	102.3

Data presented in table 1 show that real increase of income in the household sector concern all types of income, however they are characterised by diversified dynamics of growth. This is especially about incomes obtained from social benefits, i.e. disability and old-age pensions and other non-earned income sources. The lack of growth of incomes in this sub-sector in 2005, 2007, 2011-2012 was not conducive to the general improvement in the standard of living of old-age and disability pensioners in Poland in the analysed period. Their incomes reached the highest dynamics of growth in 2009. In the last year of conducted analysis, they showed a moderate growth compared with the previous year. In the case of households of employers and own-account workers in private farms in agriculture, the trends of changes in the sphere of the dynamics of gross disposable income should be evaluated positively. However, in households of own-account workers outside private farms in agriculture, a slight real decline in incomes was reported in 2004 and 2013. Changes in gross disposable income in the sector of households also concern their structure (table 2). Over the analysed years, the share of incomes from employment grew by 2 percentage points and of incomes in private farms in agriculture by 1.3 percentage points. On the other hand, in 2004-2017 the share of income from own-account work outside private farms in agriculture declined by 1.7 percentage points and the share of incomes of households living on old-age and disability pensions decreased by 1.6 percentage points. Generally, constantly for many years, the largest part of incomes come from employment (around 47% in 2017). Incomes of employers and own-account workers outside private farms in agriculture represent slightly over ¼ total incomes in the whole sector of households in Poland. On the other hand, incomes from non-earned sources, including old-age and disability pensions constitute around 1/5 of total income.

Table 2: Structure of real gross disposable income of the households sector in the years 2004, 2010, 2017 (total income = 100) (Statistical Yearbook of the Republic of Poland 2005, s. 699; 2018, s. 731)

Subsector Years		2004	2010	2017
Employers and own-account workers	in private farms in agriculture	4.3	5.1	5.6
	outside private farms in agriculture	27.6	26.9	25.9
Natural persons	employees	44.9	46.1	46.9
	recipients of retirement and other pensions	20.2	18.9	18.6
	recipients of non-earned income sources	2.7	2.6	2.6
	others	0.3	0.4	0.4

Results of the analysis in micro-economic approach confirm transformations that took place in income situation of Polish households. Within its own purchasing power, each household determines upper and lower limits of their spending on consumption and thus, they decide about the level of satisfaction of specific needs. At the same time the size of the current consumption of households is highly determined by current budget disposable in a given household. The concept of available income is its best description. It represents the amount of current incomes of a household, reduced by the advance on personal income tax, health insurance and social security contributions. It is this part of the household income that can be used on spending, or growth of savings. Generally, in 2004-2017 there was a real growth of disposable income in each socio-economic group of households, nevertheless, the situation was diverse depending on the year of the analysis and group of households. The greatest growth was reported in the group of households of farmers, and the lowest in the households of the self-employed. Nevertheless, in 2017 incomes in farmers' households were still significantly lower than the incomes of own-account workers (by 18%). The highest average monthly disposable income in 2017 was reached by households of employees in non-manual labour positions and own-account workers (it was 20% higher than income in households in total). Furthermore, households of pensioners had the lowest disposable income (19% below the average in households in total) (*Household budget survey in 2017*, 2018, p. 112).

5. CONCLUSION

The standard of living of households is the result of cumulative, comprehensive impact of many different conditions and factors, among which there are cause-effect relationships. These links can be direct or indirect. Among them, there are various delays, multiplier effects, as well as substitution, complementarity, synergy and levelling phenomena. They always operate as a set of variable determinants as to the strength and direction of impact on the standard of living. Income is the determinant that most differs the possibilities of meeting the needs of households in Poland. This is proved, among others, by differences in spending on consumption depending on socio-economic group of household and the fact that income, in the light of research, is the determinant most diversifying subjective evaluation of the level of meeting the needs of households (Grzega, p.270). Over 14 years since Poland acceded to the European Union, the average real income of households has increased. Periods of inhibitions, declines and clear increases of incomes in specific groups of households were behind this general trend of changes. At the end of the analysed period, the structure of disposable income was slightly different from the one observed in 2004. Households of employees in non-manual labour positions and of own-account workers were the group of households of the highest disposable incomes per 1 person, whereas households of pensioners and then employees in labour positions were households of the lowest disposable incomes. Apart from current incomes, the standard of living of households in Poland is also clearly affected by income shifted in time, i.e. loans or

savings as well as the property the household has. Loans, as well as savings, mainly determined the level of meeting higher needs, whereas the property accumulated in the past enabled meeting both basic needs and higher needs. Leisure time of individual household members that could be changed into labour time or the time of performing household duties many times played the role of income "substitute". Shaping the costs of household maintenance was considerably determined by the prices of consumer goods and services, in the case of which diversified dynamics of growth was observed in 2004-2017 (standing charges associated with maintenance of the flat and energy products grew most, and then the prices of medical, transport and educational services). Concluding, it should be emphasised that the impact of economic factors somehow "proceeded" through the filter of non-economic factors, including social and demographic factors that were becoming an additional stimulator or impediment to the improvement of the level of life of Polish population. Several of them were directly associated with determinants of economic character (e.g. socio-professional determinants) and therefore their impact on the standard of living of the population should also be indicated as significant; others, even though they are important by nature, little affected the shaping of the standard of living of the population in the analysed period. In general, the standard of living in Poland was a result of many determinants at the basis of which there was always a need.

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TOURISM, ECONOMIC GROWTH AND EXCHANGE RATES: A STUDY OF GRANGER CAUSALITYFOR TWO FAMOUS TOURIST DESINATIONS IN THE SAARC REGION

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ABSTRACT

This study examines empirically the relationship between Tourism and Economic Growth of two tourist destinations in the SAARC region namely Sri Lanka and Maldives. The data set was for the period 1998 to 2016 for both countries. Analysis indicated that the variables taken namely Gross Domestic Product(GDP), International Tourist Arrivals (ITA) and US $ Exchange rate (ER) had long run association ship (cointegrated) for both the countries. For the case of Maldives, the Granger Causality test suggested that there is a uni-directional causality running from International Tourist Arrivals to Exchange Rate. For Sri Lanka, Johansen cointegration for the period 1995 to 2016 showed that there is long run equilibrium relationship between tourism and economic growth. The Granger causality test results suggested that there is uni -directional causality from GDP to Tourist Arrivals implying that accepted level of facilities for tourists has not been met, indicating that economic development focusing on enhanced facilities for tourist can attract increased volume of tourists to the country. The Sri Lanka Rupee being a weak currency against the US$ has no influence over tourism. Economic policies must be directed towards enhancing facilities related to tourism in order to attract increased number of tourists to the country.

Keywords: *Causality, Cointegration, Exchange Rate, GDP, International Tourist Arrivals*

1. INTRODUCTION

Tourism is defined as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure" (UNWTO). Improvements in technology and globalization, has resulted in the development of service sectors at a rapid rate resulting in international collaborations and benefits for all the nations. Service sectors are very large in scale and can be one of the main revenue earning sectors in any economy. One such specific and crucial industry in the service sector is the Tourism Industry. In the recent times, it has become the industry which contributed most to Gross Domestic Product(GDP) of most of the countries. Tourism can have a huge impact on economic growth of the countries Maldives and Sri Lanka are two countries in the SAARC region that are keen on developing the tourism industry as tourism can help achieve three major economic goals for developing countries, namely, the generation of income, employment, and foreign-exchange earnings. Thus tourism can play an important role as a driving force for economic development for these countries. Tourism industry is the largest industry in Maldives with over 59% contribution to the GDP in 2018 and in contrast it was 5.7% in 2018 for Sri Lanka. Maldives is a small archipelagic nation, with very limited resources but blessed with beautiful geography and unique natural beauty to which tourists can be much attracted to. It has become one of the most popular tourist destinations worldwide resulting in helping the country move forward to deal with most of the economic activities with full confidence. Thus, the development in Tourism has made a huge impact in the economic growth of Maldives. Maldives is considered as one of the countries with the highest per capita income in the SAARC region despite limited resources (Per capita income in 2018 was 10223.64 US$

in contrast to 4102.48US$ for Sri Lanka for the same year). On the other hand, economic growth can play an important role in the development of the tourism Sector in any country, and in addition economic factors such as exchange rate, FDI, and inflation rates also play an important role in the development of the tourism sector. As highlighted earlier, Sri Lanka has a lower GDP per capita and tourism sector has a comparatively lower level of contribution to the GDP compared to Maldives. Sri Lanka is an island country which is rich with golden beaches, world heritage sites and beautiful natures creations which can attract tourists to the country. However, there seem to be some issues in attracting tourists to the country. Thus, it is important and timely to study the situation in Maldives and compare it with the condition prevailing in Sri Lanka in order to identify the strategies to be adopted for a better tourism industry for the country.

2. REVIEW OF RELATED LITERATURE

There has been many empirical researches that studied the existence of a casualty between tourism economic growth and exchange rate. Balaguer and Cantavella-Jorda (2002) , Dritsakis, N(2004), Gunduz L and Hatemi-J (2005), Oludele A., et al(2007), Lau, E., et al (2007), Lee and Chang (2008), Zortuk (2009) , Belloumi, M (2010), Mahmoudinia, D et al(2011) , Yee, Y (2012) Arslanturk (2011), Kadir,N and Karim M (2012) have studied on the relationship between tourism earnings and economic growth. Balaguer, J and Cantavella-Jorda, J (2002) examines the role of tourism in the long-run economic development of Spain. The tourist-led growth hypothesis was tested and the results of Johansen cointegration indicated that the hypothesis of tourism-led growth was confirmed indicating that a long-run stable relationship between economic growth and tourism expansion exists. Dritsakis, N (2004) identified a 'strong Granger causal' relationship between international tourism earnings and economic growth. Gunduz, L and Hatemi-J (2005) examined whether tourism has really contributed to the economic growth in Turkey, and the results indicated that the tourism-led growth hypothesis is supported empirically in the case of Turkey. In support of these findings Zortuk (2009) also showed that there is long run equilibrium relationship between gross domestic product and tourism arrivals with a unidirectional causality from tourism development to economic development for Turkey. Oludele A. et al (2007) analyzed the casualty using a multivariate vector auto regression (VAR) model using real gross domestic product (GDP), international tourism earnings, real effective exchange rate and exports of South Africa, for the time period 1980-2005. The result of the study showed a unidirectional causality running from international tourism earnings to real GDP, both in the short run and in the long run. Lau, E., et al (2007) in their research investigated the co movements and the causality relationship between tourist arrivals and economic growth in Sarawak during the period of 1972 to 2004. The empirical results proved that there is a casualty between tourist arrivals and economic growth during the period. Lee and Chang (2008) using heterogeneous panel co-integration technique for OECD and Non OECD countries found in both samples there is panel co-integration between tourism development and GDP. Tourism development has greater impact on GDP in non OECD countries. Belloumi, M (2010) analyzed the role of tourism in Tunisian economic growth using a trivariate model of real gross domestic product (GDP), real international tourism receipts and real effective exchange rate to discuss the relationship between tourism and economic growth. The study results revealed that there is a cointegrated relationship between tourism and economic growth. Furthermore, the Granger causality test indicated that tourism has a positive impact on GDP growth unidirectionally. Mahmoudinia,D et al (2011) investigated the long run causality relationship between tourism receipts and economic growth in 17 selected countries during 1995-2007. The panel cointegration technique, showed that there is a bidirectional causality between tourism receipts and economic growth both in long run and short run. Yee, Y (2012) studied the causal relationship between tourist arrivals and economic growth in Cambodia, Vietnam, Myanmar, Laos, and Thailand using an Autoregressive Distributed Lag

(ARDL) model and the results indicated that there is a short-run causal relationship between tourist arrivals and economic growth in Cambodia, Thailand, and Vietnam. Arslanturk (2011) examined the casualty between economic growth and tourism receipts in turkey from 1963-2006 and found that GDP does not have predictive power for tourism receipts, and also tourism receipt positively Granger causes GDP after early the 1983s. This indicates that tourism receipts have a positive impact on the economic growth in Turkey. Kadir, N and Karim, M (2012) used panel time-series approach to study whether there is a causal relationship between tourism and economic growth in Malaysia which revealed that there is a cointegration between international tourism receipts and real economic growth. Results of the panel causality test based on the error correction model show Granger causality running from international tourism receipts to real economic growth indicating the existence of both short- and long-run relationship between the two. Some other studies, found positive relationship between, real exchange rate and economic growth as well as real exchange rate and tourism. Dritsakis, N (2004) identified a 'strong causal' relationship between real exchange rate and economic growth, and simply 'causal' relationships between economic growth and international tourism earnings and between real exchange rate and international tourism earnings. Pavlic, et al (2013) examined the long-run and short-run relationship between tourism, real effective exchange rate and economic growth in Croatia. The investigation resulted in a short-run causality between openness of the economy and GDP, as well as between real effective exchange rate and GDP. Mahmoudinia, D et al (2011) investigated the long run and causality relationship between tourism receipts and economic growth in 17 selected countries during 1995-2007, which showed that there is a bidirectional causality between tourism receipts and economic growth in long run and short run, and the results showed a unidirectional causality from exchange rate to economic growth and tourism receipts. Another study by Cagayan, E, (2012) used panel data of 135 countries for the period 1995–2008 , panel Granger causality analysis was carried out for 11 groups of countries .The categorization included: America (30 countries), Asia (34 countries), Europe (37 countries), East Asia (13 countries), South Asia (6 countries), Central Asia (5 countries), Latin America & Caribbean (28 countries), Oceania (7 countries), Middle East & North Africa (11 countries), Sub Saharan Africa (24 countries) and the world (135 countries). The results of the investigation showed a bidirectional causality in Europe between tourism revenue (TR) and gross domestic product (GDP). Furthermore, it showed that there is a unidirectional causality in America, Latin America & Caribbean and World from GDP to tourism revenue. While East Asia, South Asia and Oceania the reverse direction of causality was found from tourism revenue to GDP, no causal relationship was found in Asia, Middle East and North Africa, Central Asia and Sub Saharan Africa. Sri Lanka and Maldives are two countries in the SAARC region which are keen on developing the tourism industry, nevertheless not many studies have been conducted. Thus this study focuses on a comparison of two famous tourist destinations in South Asia, on identifying the relationship between economic growth and tourism.

3. OBJECTIVES OF THE STUDY

Main objectives of this study are to investigate

1. Whether there is a relationship between economic growth and tourism for the two countries selected.
2. Whether there are significant differences in this relationship between the two countries

4. RESEARCH DESIGN

The research design related to this study is presented under subheadings of Data and Methodology.

4.1. Data

This study is based on secondary data obtained from the statistics maintained by the Maldives Monetary Authority, International Financial Statistics. World Development indicators and the Central bank of Sri Lanka. For the purpose of the study, the annual data for, for GDP, international tourist arrivals and foreign exchange rates for Maldives and Sri Lanka were acquired. International Tourist Arrivals (ITA)is the number of foreign tourists who visited a particular tourist destination, round the world. Gross Domestic Product (GDP) is the fiscal value of all the finished goods and services produced in a particular country over a given period of time. GDP is expressed in US dollar millions for the purpose of the study. Foreign exchange rate (ER) is the rate at which one currency is exchanged in terms of another currency. US dollar against the local currency rate was taken for this study. Annual time series data from 1998 to 2016 compiled by the Central Bank of Sri Lanka and World Bank are used and the data length was limited by the availability of data. GDP is measured by million US$, ITA by the amount of tourism visitors, million people; and ER by US$/ LKR rate and US$/MDR rate.

4.2. Research Methodology

Unit root test, Co-integration test, optimal lag length, Vector Auto-Regression (VAR) and Granger causality will be employed in this research in order to investigate the relationship between GDP, ER and ITA. All variables will be operated on econometric software EVIEWS.

4.2.1. Unit Root Test

Unit Root Tests are carried out to test the stationarity of the variables which is the fundamental test in which the findings direct further investigation, thus testing stationarity of the time series implements the econometric methods using the appropriate model. Moreover, testing for stationarity is crucial for causality analysis. If the data of the variables are proven to be non-stationarity at level, it indicates an existence of a long-run relationship between the variables. To test the stationarity of the variables, two individual tests are carried out namely Augmented Dickey Fuller Test (ADF) and Phillips Perron (PP) test. Both the tests intend to achieve same objective which is testing for unit roots and thus a single hypothesis is used as below:

- H0: There is a unit root (data series are non-stationary)
- H1: There is no unit root (data series are stationary)

4.2.2. Optimal Lag Length Test

The number of lagged terms is chosen to ensure that the errors are uncorrelated. To determine the suitable optimal lag length, two most popular methods are the Akaike's information criterion (AIC), and Schwarz information criterion (SC) are used for Vector Auto regression (VAR).

4.2.3. Co-integration Test

Co-integration implies that causality exists between the two variables, but it does not indicate the direction of the causal relationship. This paper applies Johansen co-integration test to examine whether GDP, ER and ITA have long run equilibrium interaction.

4.2.4. Granger Causality

Can be used to verify whether one-time series is capable of forecasting another (Granger, 1969). As mentioned earlier, if the variables have on unit root and are co integrated, then VECM is specified and estimated. The Granger causality test is then conducted in the context of the VECM. If the two series have one-unit root and are not co integrated, then VAR is specified and estimated.

Thus, in this study, long run association among variables was detected, and VECM will be estimated. This analysis will reveal whether there is causality relationship between FDI, ITA and GDP or no causality between these variables for Maldives/Sri Lanka.

5. DISCUSSION

5.1. Behaviour of Variables

To commence the discussion, the variables in this study are explained in order to gather a general idea their behavior.

5.1.1. GDP and Tourism in Maldives

The GDP of the Maldives in 2016 was reported to be $3591 million which was $156 million more compared to 2015. (World Bank, 2016). The annual GDP growth rate of 2016 was computed as 4.1% (World Bank). The main contributors to the GDP of Maldives are its two largest industries, fishing and tourism where tourism contributed approximately 35% to the GDP. The GDP per capita was 8,601.63 USD as per World Bank records. Figure 1 depicts the behavior of GDP for the time period of interest.

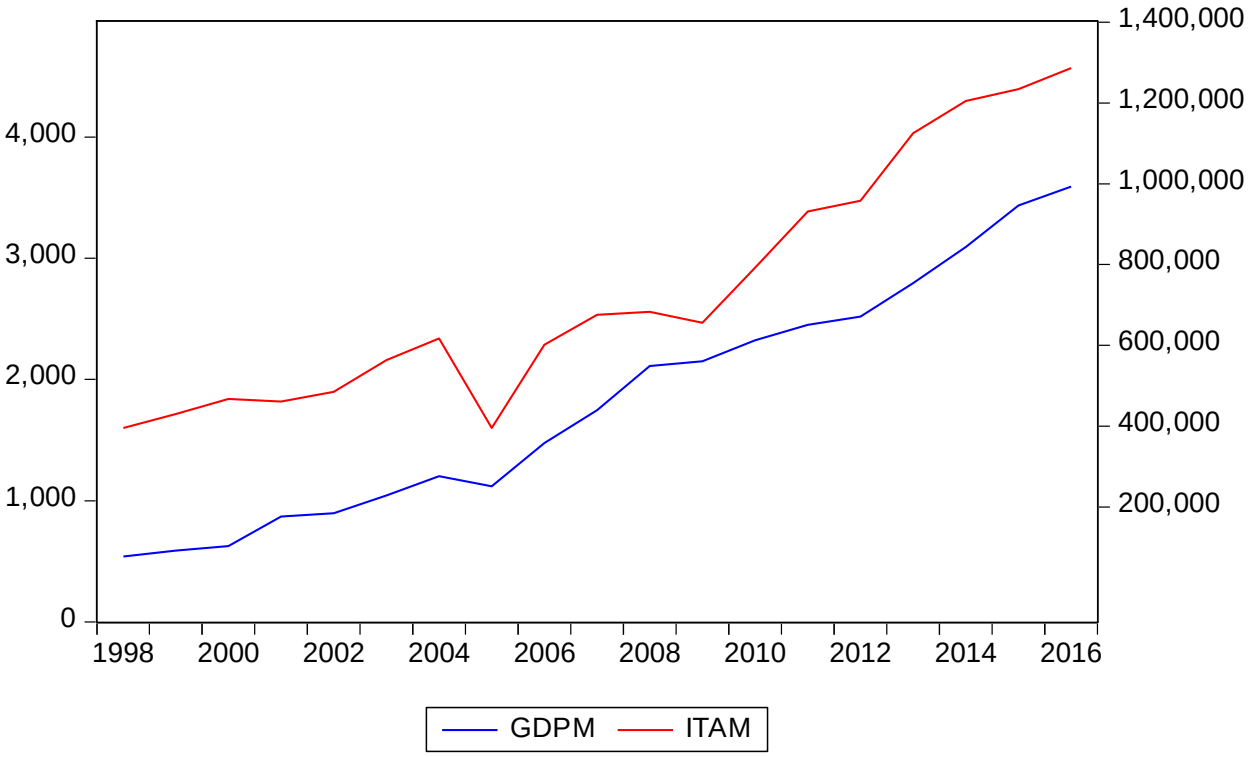

Figure 5: GDP for Maldives/ ITA for Maldives (author's calculations using WDI data)

Tourism industry is the largest industry in Maldives with over 35% contribution to the GDP, and over 90% of the government revenue comes from import duties and foreign exchange. Since 1987, tourism industry has grown rapidly over the years achieving several milestones and global awards to the country. Figure 1 depicts the ITA for the period 1998-2016 for Maldives.

5.1.2. GDP and Tourism in Sri Lanka

GDP was US$ million 15 761 in 1998 which had increased to US$ million 81876in 2016. indicating a growth of 2.2% compared to the previous year. An acceleration in growth of GDP can be observed from 2009 onwards, the obvious reason being the end of the civil conflict which continued for more than 30 long years.

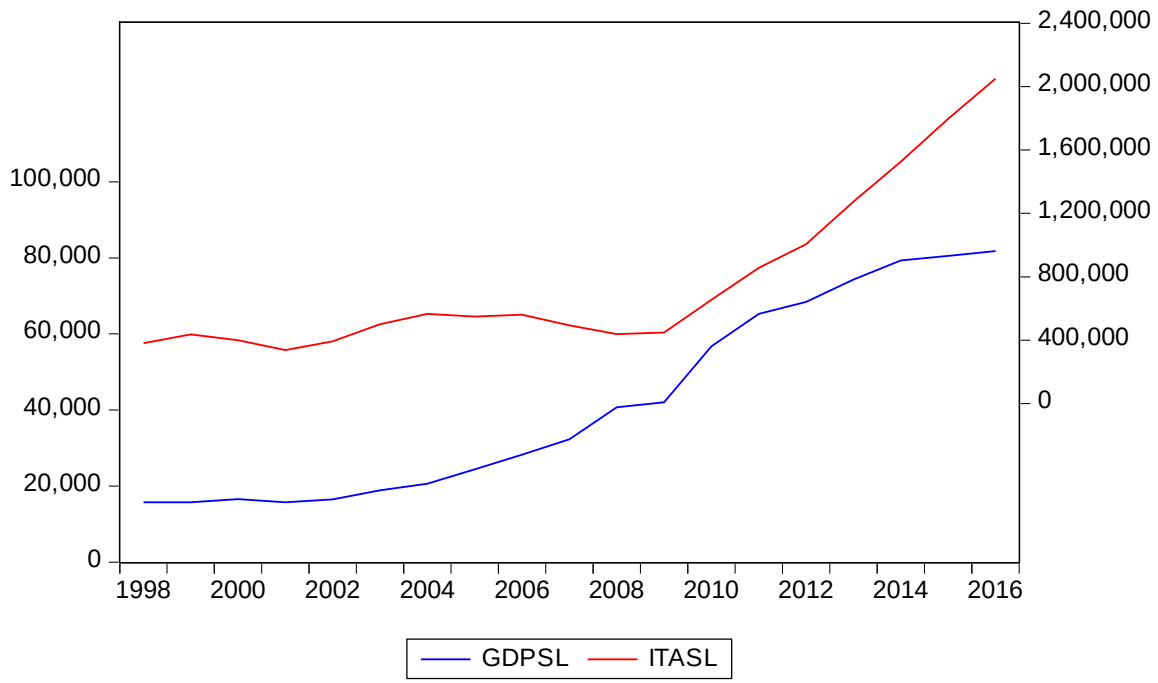

Figure 2: GDP/ ITA for Sri Lanka (author's calculations using WDI data)

Tourist arrivals which was 381,000 persons in 1998 has increased to 2,050,832 in 2016. As clearly depicted by Figure 2 there has been a steady increase in tourist arrivals since 2010, which marks the end of the civil conflict prevailing in the country.

5.2. Descriptive Statistics

Table 1 consists of the basic descriptive statistics of the testable variables in order to provide an elementary summary about the sample of 19 observations each for the two countries.

Table 1: Descriptive Statistics of the Variables for Maldives /Sri Lanka (author's calculations using WDI data)

	ERSL	GDPSL	ITASL	GDPM	ERM	ITAM
Mean	108.1147	41796.58	771997.8	1819.644	13.45579	734854.4
Median	109.08	32350	549000	1745.999	12.8	655852
Maximum	149.8	81776	2050832	3591.113	15.41	1286135
Minimum	64.59	15711	337000	540.0964	11.77	395320
Std. Dev.	22.97392	25722.89	517727.4	988.448	1.400699	300397.5
Skewness	-0.12028	0.433937	1.360506	0.304967	0.547407	0.636867
Kurtosis	2.569189	1.550731	3.52671	1.842811	1.682192	2.029757

The mean amount of tourist arrivals to Maldives during the sample observation of 19 years is 734854 tourists annually. The mean GDP for the time period $1819 million dollars and the binding exchange rate for the period gave a mean of $13.4558 per MVR. The skewness of all three variables fall in the range +½ and +1 thereby indicating all three variables, ITA, GDP and EXR are moderately skewed over the period of 19 years. The mean amount of tourist arrivals to Sri Lanka during the sample observation of 19 years is 776320 tourists annually compared to 734854 for Maldives. The mean GDP for the time period US$40144 million and the binding exchange rate for the period gave a mean of $103.15 per LKR. The skewness of all three variables fall in the range +½ and +1 thereby indicating all three variables, ITA, GDP and ER are moderately skewed over the period of 19 years.

5.3. Unit Root Test

The Augmented Dickey-Fuller test statistic for the two countries was carried out in order to check whether the variables are stationary.

Table 2: Augmented Dickey- Fuller Test Statistics, Maldives/ Sri Lanka
(author's calculations using WDI data)

variable	Stat	Levels	1st Diff
GDPM	T Stat	-1.22994	-5.32301
	Prob.	0.6364	0.0006
ITAM	T Stat	1.087502	-5.03224
	Prob.	0.9951	0.0012
ERM	T Stat	-0.91682	-4.38939
	Prob.	0.7585	0.0037
GDPSL	T Stat	0.043265	-3.29005
	Prob.	0.9511	0.032
ITASL	T Stat	0.092333	-3.34434
	Prob.	0.9551	0.0848
ERSL	T Stat	-1.9454	-3.98239
	Prob.	0.3059	0.0043

The variables for both countries become stationary at their first differences as indicated by Table 2

5.4. Optimal Lag Length Selection Criteria

Table 3: Optimal Lag Length Maldives/Sri Lanka
(author's calculations using WDI data)

VAR Lag Order Selection Criteria						
Sample: 1998 2016						
Included observations: 16						
Endogenous variables: LNGDPM LNITAM LNERM						
Lag	**LogL**	**LR**	**FPE**	**AIC**	**SC**	**HQ**
0	**27.88839**	**NA**	**8.95E-06**	**-3.11105**	**-2.96619**	**-3.10363**
1	**63.97971**	**54.13698***	**3.13e-07***	**-6.497463***	**-5.918022***	**-6.467791***
2	**69.42066**	**6.121078**	**5.71E-07**	**-6.05258**	**-5.03856**	**-6.00066**
3	**76.67241**	**5.43881**	**1.12E-06**	**-5.83405**	**-4.38545**	**-5.75987**
* indicates lag order selected by the criterion						
Series: LNGDPSL LNITASL LNERSL						
Lag	**LogL**	**LR**	**FPE**	**AIC**	**SC**	**HQ**
0	**-0.63226**	**NA**	**0.000301**	**0.403584**	**0.55198**	**0.424046**
1	**71.36301**	**111.9926***	**2.80e-07***	**-6.595890***	**-6.002309***	**-6.514043***
* indicates lag order selected by the criterion						
LR: sequential modified LR test statistic (each test at 5% level)						
FPE: Final prediction error						
AIC: Akaike information criterion						
SC: Schwarz information criterion						
HQ: Hannan-Quinn information criterion						

In order to check the causality between the variables it is important to select an optimal lag length to ensure that errors are uncorrelated. The lag length suggested by the criteria LR, FPE, AIC, SC and HQ is 1 for both the data sets representing the two countries, as the calculations in Table 3 indicates.

5.5. Johansen Cointegration Test

The Johansen Cointegration test is used in order to examine whether a conintegration exists among the variables under review.

Table 4: Johansen Cointegration Test Maldives/ Sri Lanka
(author's calculations using WDI data)

Unrestricted Cointegration Rank Test (Trace)				
Trend assumption: Linear deterministic trend				
Series: LNGDPSL LNITASL LNERSL				
Lags interval (in first differences): 1 to 1				
Unrestricted Cointegration Rank Test (Trace)				
Hypothesized		Trace	0.05	
No. of CE(s)	Eigenvalue	Statistic	Critical Value	Prob.**
None *	0.87774	44.90209	29.79707	0.0005
At most 1	0.295948	9.174763	15.49471	0.3495
At most 2	0.172039	3.20941	3.841466	0.0732
Trend assumption: Linear deterministic trend				
Series: LNERM LNGDPM LNITAM				
Lags interval (in first differences): 1 to 1				
Unrestricted Cointegration Rank Test (Trace)				
Hypothesized		Trace	0.05	
No. of CE(s)	Eigenvalue	Statistic	Critical Value	Prob.**
None	0.517812	19.79395	29.79707	0.4369
At most 1	0.238236	7.393785	15.49471	0.5323
At most 2	0.150248	2.767774	3.841466	0.0962
**MacKinnon-Haug-Michelis (1999) p-values				

Table 4 depicts the Johansen Test of Cointrgration for the two countries Maldives and Sri Lanka. GDP, ITA and ER for Maldives as well as Sri Lanka indicate long run association.

5.6. VECM model

It is observed that the variables are stationary for both countries and they are cointegrated, thus a VECM is specified and estimated. The lag length can be taken as one from the previous calculation. The estimated model taking GDP as the dependent variable is as follows.

D(LNGDPM) = C(1)(LNGDPM(-1) - 4.05251426809*LNITAM (-1) + 10.6344281605*LNERM (-1) + 19.4680756481) +C (2) *D (LNGDPM (-1)) +C (3) *D (LNITAM (-1)) +C (4) *D (LNERM (-1)) + C (5))----------Equation 1*

R-squared 0.184075
Adjusted R-squared -0.0879

However, the strength of this equation in explaining GDP with the support of the two independent variables exchange rates and tourists arrivals is low as indicated by the R squared and the adjusted R squared.

D(LNGDPSL) = C(1)(LNGDPSL(-1)-4.72576940659*LNITASL(-1)+9.37451740323*LNERSL (-1) + 8.89686753188)+C (2) *D (LNGDPSL (-1))+C (3) *D (LNITASL (-1)) + C (4) *D (LNERSL (-1)) + C (5)----------Equation 2*

R-squared 0.526046
Adjusted R-squared 0.368062

This equation looks little better than the estimation from Maldives. The R squared and the adjusted R squared indicates the explainability of the dependent variable using the two independent variables.

5.7. Granger Causality

Pairwise Granger Causality test is carried out in order to test the causality among the variables.

Table 5: Pairwise Granger Causality for Sri Lanka / Maldives
(author's calculations using WDI statistics)

Sample: 1998 2016			
Null Hypothesis:	Obs.	F-Statistic	Prob.
LNITASL does not Granger Cause LNGDPSL	17	1.25398	0.3202
LNGDPSL does not Granger Cause LNITASL		6.94609	0.0099
LNERSL does not Granger Cause LNGDPSL	17	2.1301	0.1616
LNGDPSL does not Granger Cause LNERSL		2.42272	0.1307
LNERSL does not Granger Cause LNITASL	17	5.43975	0.0208
LNITASL does not Granger Cause LNERSL		4.77598	0.0298
Sample: 1998 2016			
Null Hypothesis:	Obs.	F-Statistic	Prob.
LNITAM does not Granger Cause LNGDPM	18	0.36321	0.5557
LNGDPM does not Granger Cause LNITAM		3.49109	0.0814
LNERM does not Granger Cause LNGDPM	18	0.00148	0.9698
LNGDPM does not Granger Cause LNERM		2.52725	0.1327
LNERM does not Granger Cause LNITAM	18	2.10415	0.1675
LNITAM does not Granger Cause LNERM		4.68258	0.047

It can be observed that uni-directional causality runs from tourist arrivals to exchange rate for Maldives. Which means that the number of tourists coming in to the country will influence the exchange rate. As depicted by Table 5, it is observed that there is unidirectional causality from GDP to ITA. It means that if GDP increases tourist arrivals will increase. Increased facilities in terms of food lodging and infrastructure facilities would attract more tourists to the country. Further, it can be observed that there is bi- directional causality between US$/LKR exchange rate and ITA. This means that a weaker currency against US$ is motivating tourists to visit the country on one hand, .and the exchange rate is influenced by the supply of UD$ to the local market by the visiting foreign tourists. It can be concluded that both GDP and exchange rate are factors that influence tourist arrivals to Sri Lanka.

6. SUMMARY OF THE FINDINGS

In order to test the causality between Tourism and Economic Growth, for the two countries three variables were used. International Tourist Arrivals (ITA), Gross Domestic Product (GDP) and exchange rate against US$ (ER) The variables were tested individually for stationarity using Augmented Dickey Fuller (ADF) test statistic. The variables were non-stationary at levels but were stationary at their first differences for both the countries. The Johansen Cointegration test results showed that there is cointegration among the variables implying long run association between the variables for both the countries. This enabled the use of restricted VAR model(VECM) and test for causality between the variables using Granger Causality test. In order to test for causality a n optimal lag length was required which was gained through Optimal Lag Length test and a lag of 1 was taken going in line with of Akaike Information Criterion (AIC) and Hannan-Quinn Information Criterion (HQ). The Granger Causality test was conducted to identify causal relationship among the variables and results were different for the two countries. The Johansen cointegration test, results indicated that variables depicted long run association for both Maldives and Sri Lanka. This finding is in conformity with the study by Lau, E,etal (2008) for Sarawak, Davoud M, et al (2011) for OECD and non OECD countries and Norsiah K, et al (2012) for Malayasia. Granger causality studies for Maldives revealed that uni-directional causality runs from tourist arrivals to exchange rate. Which means that the number of tourists coming in to the country can have an influence on the exchange rate. Depreciation of the Maldivian rupee against US$ can bring in additional benefits such as competitiveness among the other Asian tourist destinations. The Granger causality tests for Sri Lanka revealed that GDP causes ITA, which means that increase in GDP would result in increased tourist arrivals to Sri Lanka. Many studies including Mounir B, et al (2010) has found the reverse i.e. ITA causes GDP, which implies that increased tourist arrivals would make a positive impact on the country's development. Nevertheless, the case for Sri Lanka implies that facilities for tourists must be improved for the country to attract more tourists. For example, investments and improvement of food lodging and infrastructure facilities would make it more comfortable for the foreign tourist. Further, the causality test indicates that bidirectional causality exists between ITA and ER, implying that a favorable exchange rate would increase tourist's arrivals to the country.

7. POLICY IMPLICATIONS

According to the objectives and research questions of the study, the key findings of the research can be concluded as follows.

1. There is long run association between the variables International Tourist Arrivals (ITA), Gross Domestic Product (GDP)and Exchange Rate (EXR) for the two countries Maldives and Sri Lanka
2. There is a unit-directional causal relationship from ITA to ER for Maldives
3. There is a uni-directional causality from GDP to ER for Sri Lanka
4. There is bi- directional causality between ITA and ER for Sri Lanka

The findings of this study could be useful to the economic and tourism policy makers. They should consider the interventions in terms of investments and regulations. Thus, increased resource allocation to tourism and travel industries, promotion of cultural and natural resources, develop rules and regulations to develop the sector, education and training for the tourism workforce and create a safe environment for tourists can be recommended as important aspects to be considered in policy making.

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DO PERSONALITY TRAITS AFFECT TO COMMUNICATION STYLES OF THE SECONDARY SCHOOL STUDENTS: SRI LANKAN EXPERIENCES

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ABSTRACT

The paper is aimed to discuss the impact of personality traits on the communication styles among the secondary school students in Sri Lanka because of lacking the empirical evidences to show the impact of personality types on communication styles. 686 students were selected randomly as the sample and used two structured scales of big five personality traits and communication styles to gather the primary data. The data were analyzed using correlation, simple regression and multiple regression analyses. Positive and significant impact of expressiveness style of communication with extraversion, openness to experience, agreeableness and conscientiousness traits of students is one of the major finding of the study. Positive and significant impact of preciseness style of communication with extraversion, openness to experience, agreeableness and conscientiousness traits of students is another finding of the study. Third finding of the study is that there is a positive and strong impact of neuroticism trait with the verbal aggressiveness, emotionality and impression manipulativeness styles of communication. The study concluded that there is a different trends of personality traits and communication styles among the secondary school students in Sri Lanka. Researcher recommends that the teachers as well as the teaching and learning strategies of the secondary school students in Sri Lanka are to be revisited using the research findings for the better academic results of the students.

Keywords: *Big Five Personality, Communication Style, Secondary School Students*

1. INTRODUCTION

Communication competencies is one of the important social skills of an individual (Waldherr & Muck, 2011) and it is important to the organizational context also (Schlegel, 2016). In the field of the communication, there are different categorizations and different applications of communications such as intrapersonal communication, interpersonal communication, organizational communication, group communication, educational communication (Inglis, 1993; Norton, 1983), intercultural communication (Leung and Bond, 2001; Park and Kim, 2008), health communication (Kettunen, Poskiparta, & Liimatainen, 2000), management communication (Baker & Ganster, 1985) etc. Communication styles can be defined as the characteristic way a person sends verbal, nonverbal, and para-verbal signals in social interactions denoting (a) who he or she is or wants to be, (b) how he or she tends to relate to people with whom he or she interacts, and (c) in what way his or her messages usually be interpreted" (de Vries, Bakker-Pieper, Konings & Schouten, 2011, p. 179). Among the factors affecting to the communication style, personality plays a significant role (de Vries et al., 2011; Emanuel, 2013; Jensen, 2016). Therefore, this study is aimed to discuss the relationship between the personality traits and the communication styles among the secondary school students.

2. PROBLEM AND THE OBJECTIVE OF THE STUDY

As Emanuel (2013), persons who are having different personality traits present different communication styles. Weaver (2005), Richmond and Martin (1998), Schemel and Borbely (1982), Murray and Maurray (1989), Kummerow (1985), Thompson (1997), Beatty,

McCroskey and Heisel (1989), McCroskey, Heisel and Richmond (2001), Eysenck and Eysenck (1985), Cole and McCysenck (2000) and Leung and Bond (2001) provided several empirical findings about the different personality traits and the different communication styles. However, in the Sri Lankan context, there is no any empirical findings to show the relationship between the personality types and the communication styles of any kind of sample. Therefore, this study is aimed to discuss the relationship between the big five personality types of secondary school students on their communication styles selecting the schools in western provinces in Sri Lanka.

3. LITERATURE REVIEW

As McCrae and Costa (2003), personality reflects thoughts, feelings, attitudes and behaviors. It is a pattern or global operation of mental system (Emanuel, 2013). It is a stable trend of behavior throughout life and grows more pronounced overtime (Soldz & Vaillant, 1999). There are different theories and models to describe the concept of personality (Boyle, Matthews & Saklofske, 2008). Among these theories and models, big five trait theory of personality becomes a popular model. It has five core traits namely extraversion, neuroticism, openness to experience, agreeableness and conscientiousness (Ahmed & Naqvi, 2015; Soto, Kronauer & Liang, 2016). Being sociable, fun loving, friendly, talkative and happy are the characteristics of extraversion (McCrae & Costa, 1987). Neuroticism is the dimension that measures the degree of emotional stability and personal adjustment and it includes lower level traits of anxiety, shyness or self-consciousness and low self-esteem (Eysenck et al., 1992; McCrae & Costa, 1987). The agreeableness dimension reflects helpfulness, modesty and compassion at one end and competitive and conceited behaviors at the other (Sims, 2016). Openness measures the breadth, depth, originality, and complexity of thoughts and experiences (John & Srivastava, 1999) and it is the trait that correlates with IQ, especially verbal intelligence (De Young, Peterson & Higgins, 2005) as well as artistic and scientific creativity (Carson, Peterson & Higgins, 2005; Feist, 1998; McCrae, 1987). Conscientiousness measures the tendency to organization and dependability as against carelessness and spontaneity (Costa & McCrae, 2008). Communication styles can be defined as "the characteristic way a person sends verbal, nonverbal, and para-verbal signals in social interactions denoting (a) who s/he is or wants to be, (b) how s/he tends to relate to people with whom s/he interacts, and (c) in what way his or her messages usually be interpreted" (de Vries et al., 2011, p. 179). Various clusters, types or categorizations of communication styles were given by different scholars. Norton classified ten different communication styles such as 1) dominant, 2) dramatic, 3) contentious, 4) animated, 5) impression-leaving, 6) relaxed, 7) attentive, 8) open, 9) friendly and 10) precise (Norton, 1983). Expressiveness (X), Preciseness (P), Verbal Aggressiveness (VA), Questioningness (Q), Emotionality (E), and Impression Manipulativeness (IM) were the communication styles developed by de Vries et al. (2011). Table 1 indicates the dimensions of communication styles developed by de Vries et al. (2011)

Table following on the next page

Table 1: Dimensions of each communication style (Ahmed and Naqvi (2015)

Expressiveness	Talkativeness, Conversational dominance, Humour, Informality
Precise	Thoughtfulness, Conciseness Sub stantiveness, Structuredness
Verbally aggressive	Angriness, Authoritarianism, Derogatoriness, Non-supportiveness
Questioning	Unconventionality, Philosophicalness, Inquisitiveness, Argumentativeness
Emotionality	Sentimentality, Worrisomeness, Tension, Defensiveness
Impression Manipulativeness	Ingratiation, Charm, Inscrutableness, Concealment

Every person is a concoction of all personality types. They communicate in the similar way as they act, feel, or behave (Adler & Rodman, 2006). In other way, every person has certain personality and there are different personality theories and models. Among the theories and models, big five personality trait theory is most popular. It has five traits.

- **Extraversion:** As McCrae and Costa (1985) and Weaver (2005), talkative behavior presents by the person with extraversion and they like to have contact with people and certainly join in team discussions (Littlepage et al., 1995). They are often perceived as being dominant character (Barry & Stewart, 1997) and open and relaxed when communicating (Loffredo & Opt, 2001). These peoples have a habit of having better communication skills (Hogan, Curphy, & Hogan, 1994). They present trait of argumentative behavior (Loffredo & Opt, 2001). Extraversion exhibited significant positive relation with preciseness (de Vries et al., 2011) and according to Ahmed and Naqvi (2015), extraversion personality trait has significantly positive relationship with expressiveness and preciseness.
- **Neuroticism:** High levels of neuroticism were more like to exercise verbally aggressive language (Bolton, Becker & Barber, 2010) and they showed a strong significant positive relation with emotionality (de Vries et al., 2011). As Ahmed and Naqvi (2015) communications styles of emotionality, impression manipulations and verbal aggressiveness have positively significant relationship with neuroticism.
- **Openness to experience:** Openness to experience traits of personality continues a significant negative relationship with verbal aggressiveness communication style (Banerjee et al., 2016; MacLean et al., 2017) and verbally fluent (Sneed, McCrae & Funder, 1998). This trait has a strong significant positive relation with expressiveness and questioningness and a weak positive relation with preciseness communication style (de Vries et al., 2011). According to Ahmed and Naqvi (2015), communication styles of expressiveness,

preciseness, verbal aggressiveness and questioningness are recorded as significantly positive relationship with openness to experiences.

- **Agreeableness:** Agreeableness traits of personality continues a momentous negative relationship with verbal aggressiveness communication style (Banerjee et al., 2016; MacLean et al., 2017) and they talk humbly and score low on verbal aggressiveness. The research finding of Ahmed and Naqvi (2015) pointed out that preciseness style of communication has significant relationship with agreeableness
- **Conscientiousness:** Conscientiousness traits of personality maintains a significant negative relationship with verbal aggressiveness communication style (Banerjee et al., 2016; MacLean et al., 2017). Low conscientiousness was more like to practice verbally aggressive language (Bolton, Becker & Barber, 2010). Personality trait of conscientiousness has significant positive relationship with the communication styles of expressiveness and preciseness (Ahmed & Naqvi, 2015).

4. METHOD

686 secondary school students from western province in Sri Lanka were selected randomly to the study and distributed structured questionnaire to gather the data. The instrument of measuring big five factors personality was Neuroticism-Extraversion-Openness Five-Factor Inventory (NEO-FFI) developed by Costa & McCrae (1992). It consisted of 60 questions measuring the five factors with 12 items per domain and scaled from 1 (strongly disagree) to 5 (strongly agree). Communication styles of the secondary school students were measured using Communication Style Inventory (CSI) developed by de Vries et al. (2009). It consisted of 96 questions measuring the six communication styles with 16 items per domain. The inter item consistency reliability was examined using Cronbach's Alpha test and the Cronbach Alpha results were more than 0.72 of all instruments. Bivariate analysis was used to analysis the primary data gathered from the sample.

5. RESULTS

Correlation coefficient analysis between the big five personality traits and the communication styles of the secondary school students are given in Table 2.

Table 2: Correlation coefficient between big five personality traits and communication styles of the secondary school students

	Ex	P	VA	Q	Em	IM
Extraversion	.399	.386	.169	.176	.233	.245
	.000	.000	.247	.226	.107	.093
Neuroticism	.135	.141	.364	.056	.349	.457
	.357	.335	.010	.703	.014	.001
Openness	.426	.429	.185	.112	.156	.147
	.001	.000	.203	.443	.284	.314
Agreeableness	.774	.885	.117	.098	-.076	-.071
	.000	.000	.422	.502	.602	.627
Conscientiousness	.454	.455	.230	.131	.223	.268
	.000	.000	.112	.370	.123	.062

Ex-Expressiveness, P-Preciseness, VA-Verbal Aggressiveness, Q-Questioningness, Em-Emotionality, IM-Impression Manipulativeness

There are different findings about the relationship between big five personality traits and communication styles among the secondary school students. According to Table 2, expressiveness style of communication is positively and significantly related with extraversion

(p<.05), openness to experience (p<.05), agreeableness (p<.05) and conscientiousness (p<.05) of the big five personality traits. The remaining traits of big five personality are not significantly related with expressiveness (all p>.05). Preciseness style of communication is positively and significantly related with extraversion (p<.05), openness to experience (p<.05), agreeableness (p<.05) and conscientiousness (p<.05) of the big five personality traits. The remaining traits of big five personality are not significantly related with preciseness (all p>.05). Verbal aggressiveness style of communication is positively and significantly related with neuroticism trait (p<.05) of big five personality traits. All other traits of big five personality are not significantly related with verbal aggressiveness style of communication (p>.05). Questioningness style of communication is not significantly related with all traits of big five personality in this sample (p>.05). Communication style of emotionality is positively and significantly related with neuroticism trait of big five personality (p<.05) and all other traits of big five personality are not significantly related with the communication style of emotionality. Impression manipulativeness style of communication is positively and significantly related with neuroticism trait of big five personality (p<.05) and all other traits of big five personality are not significantly related with communication style of impression manipulativeness.

6. DISCUSSION

The sample revealed that expressiveness style of communication is used as communication style by the extraversion trait, openness to experience trait, agreeableness trait and conscientiousness trait of the students. However, Ahmed and Naqvi (2015) found that expressiveness style of communication is significantly positive with extraversion trait. This finding is also confirmed by Argyle (1998) and de Vries et al. (2013). In addition to extraversion trait, expressiveness style of communication is positively and strongly related with openness to experience trait and conscientiousness trait of big five personality (Ahmed & Naqvi, 2015). They also found that communication style of preciseness is positive and significant with extraversion trait, agreeableness trait and conscientiousness trait of big five personality (Ahmed & Naqvi, 2015). According to Ahmed and Naqvi (2015), emotionality type of communication is strongly and positively related with neuroticism trait of big five personality and this finding is confirmed the finding of this study. As Ahmed and Naqvi (2015), verbal aggressiveness style of communication is positively and significantly related with neuroticism trait and openness to experience trait of big five personality. However, this study concluded that there is only positive and significant relationship between neuroticism trait of personality with verbal aggressiveness style of communication. According to Ahmed and Naqvi (2015), questioningness style of communication is related with openness to experience trait of big five personality. However, there is no any trait of big five personality is related with this style of communication in this study. Further analysis of the research findings revealed that there are similar characters between personality traits and the communication styles. Table 3 presents the characters of each personality type and communication style.

Table following on the next page

Table 3: Characteristics of communication styles and personality traits

Extraversion Gregariousness (sociable) Assertiveness (forceful) Activity (energetic) Excitement-seeking (adventurous) Positive emotions (enthusiastic) Warmth (outgoing)	Expressiveness Talkativeness Conversational dominance Humour Informality
	Preciseness Thoughtfulness Conciseness Substantiveness Structuredness
Neuroticism Anxiety (tense) Angry hostility (irritable) Depression (not contented) Self-consciousness (shy) Impulsiveness (moody) Vulnerability (not self-confident)	Verbally aggressive Angriness Authoritarianism Derogatoriness Non-supportiveness
	Emotionality Sentimentality Worrisomeness Tension Defensiveness
	Impression Manipulativeness Ingratiation Charm Inscrutableness Concealment
Openness to experience Ideas (curious) Fantasy (imaginative) Aesthetics (artistic) Actions (wide interests) Feelings (excitable) Values (unconventional)	Expressiveness Talkativeness Conversational dominance Humour Informality
	Preciseness Thoughtfulness Conciseness Substantiveness Structuredness
Agreeableness Trust (forgiving) Straightforwardness (not demanding) Altruism (warm) Compliance (not stubborn) Modesty (not show-off) Tender-mindedness (sympathetic)	Expressiveness Talkativeness Conversational dominance Humour Informality
	Preciseness Thoughtfulness Conciseness Substantiveness Structuredness
Conscientiousness Competence (efficient) Order (organized) Dutifulness (not careless) Achievement striving (thorough) Self-discipline (not lazy) Deliberation (not impulsive)	Expressiveness Talkativeness Conversational dominance Humour Informality
	Preciseness Thoughtfulness Conciseness Substantiveness Structuredness

As Table 3, the findings of the study can be further analysis to understand the personality traits of the students and their communication styles.

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TOOLS FOR CITIZEN DATA SCIENTIST IN INDUSTRY 4.0

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ABSTRACT
Enterprises want to use data to streamline the decision-making process and get more profitable results. They have a clear vision of where it wants its data to go, but no clear, unified vision of how to get there or who will lead the way. The future is clear, but the present is not. The development of Big Data, artificial intelligence and predictive analytics has created enormous expectations for productivity growth. Big data and advanced analytics are the products of data science. What keeps enterprises from putting them to effective use is an acute shortage of data scientists? The purpose of the paper is to develop a model of the basic idea of using data intelligently to drive decisions in industry 4.0 by identifying right tools to transform big data in information and skills set for an emerging category of employees, so called citizen data scientists. A citizen data scientist is a role that analyzes data and creates data and business models for their companies with the help of big data tools and technologies. Citizen data scientists do not necessarily need to be data science or business intelligence experts. This role is given to employees in an organization who can use the big data tools and technology to create data models.
Keywords: *analytics, big data, data models, industry 4.0*

1. INTRODUCTION

The world is transforming and developing at an accelerated rate. Over the time, people have constantly adapted to the changes that have occurred with the evolution of technology. Starting from the first industrial revolution in 1784, which mechanized the production using water and steam, it went to the second one from 1870, which brought its contribution to the mass production with the appearance of electricity, then the third in 1969, who used electronics and information technology, which favored the emergence of the computer and the production automation, impacting the major labor market. Currently, we are facing the fourth industrial revolution in which robotics and artificial intelligence go beyond the limit between technology and humans (Ciutacu, 2017). It was observed that 86 respectively 99 years were required in the past to evolve from one industrial revolution to another, while in the last 20 years; the fourth revolution was built on the basis of the third, at a very small time difference. All this time, our lifestyle has changed, and the skills and desires of each of us have been reprioritized (Safta & Andone, 2017). The fourth revolution (Industry 4.0) announced a culminating penetration of digital technologies, with the risk of dissolving much of today's business models, social organizations and governance. In order to be able to integrate or retain the current job, much of the workforce needs to specialize or be subject to digital literacy. The jobs where average education or physical skills are needed have been considerably hindered, being replaced by others that can only be practiced by people capable of using new technologies. Undoubtedly digital skills become indispensable.

2. INDUSTRY 4.0, THE CONTEXT OF THE NEED TO ANALYZE LARGE VOLUMES OF REAL-TIME DATA

This new form of industrialization aims to transform production by connecting products to the internet, using sensors, developing intelligent robots and machines, expanding wireless communications and analyzing real-time data.

Connecting the physical and virtual worlds through cyber-physical systems will disrupt both current technologies and manufacturing processes and people (Wikipedia, 2019). In theory, Industry 4.0 represents the radical transformation of industrial production, unifying digital technologies, the Internet and conventional industry. This phenomenon has created several controversies, so the terms of evolution or revolution are not yet specific. Germany was the country that supported and launched this concept in Europe, through government programs and top Bosch and Siemens firms. On the other hand, in America the concept is called "Smart Manufacturing", "Made in China 2025" in China, and in Japan, "Inovation 25". All refer to the development of an industry that runs products faster, offers more flexibility and uses resources efficiently through digitization (Ciutacu, 2017). Synthesizing, the idea of the fourth revolution refers to the fusion of technologies that undermine the barriers between the physical, digital and biological worlds. We could reach a "mating" between humans and technology quite quickly. Economically speaking, Industry 4.0 is the chance to relaunch and refurbish the production to the same extent that it represents the visible evolution of the business models for products and services. In 2016, in Davos, the World Economic Forum Annual Meeting discussed the main directions that will bring about the inevitable and irreversible change brought about by the new technological processes, which interact regularly with the biological world, creating a symbiosis at the level of microorganisms, our bodies, products or buildings (spaces) in which we live. By its innovation, the fourth revolution has enormous potential for increasing incomes and raising the standard of living worldwide. (Safta & Andone, 2017). Looking at the political and social perspective, we can see the desire to reindustrialization, as a sustainable development of Europe, an initiative that has come after the last two decades in which production was transferred to Asia. In 2014, at EU level there was a level of 14.5%, value added in production, and the European Commission initiated the project "European Industrial Renaissance" in order to increase the share to 20% by 2020 (European Commission, 2014). The great industrial revolution can be defined by several small technological revolutions in various fields. The most visible examples are:

- Use of information and communication technology in the digitization of information and the integration of systems in the design, development, manufacture and use of products;
- Implementation of new software technologies to model, simulates, visualize and produce digitally;
- Development of cyber-physical systems in order to monitor and control physical processes;
- Improvement of 3D printers and additive manufacturing to simplify manufacturing
- Improve the decisions of human operators by using decision support based on smart tools and augmented reality.

The time gained is by far one of the benefits, given that employees become more efficient when they operate in optimized processes. Also, the costs are lowered because accurate data is required to make informed decisions, presented in the right context and format. Currently, misinformation and decisions based on them cost 25% of the company’s revenue. The flexibility of digital systems has suddenly become a necessity, given the speed of change of the implemented languages and their effectiveness. Currently, only 36% of companies can optimize their processes based on data analysis. Most companies reduce production downtime by 80% just using data validation, because simultaneous product and process development is essential in digital manufacturing. These integration measures are part of the advantages of using digital techniques (Ciutacu, 2017).

3. TRANSFORMING BIG DATA INTO INFORMATION

With the increase in the volume of data available in companies, it is essential that they use analytical solutions to extract the necessary information from the huge amount of data, in order to improve the decision-making process. Due to the complexity of this data analysis process, three distinct and complementary categories of analysis have been formed (Michael Corcoran), (Xiaomeng Su), (Wikipedia, 2019), (https://www.informationweek.com), (IBM , 2013):

- Descriptive Analytics, which uses Data Mining and Data Aggregation techniques to provide information about the previous data. He can answer the question: "What happened?"
- Predictive Analytics, is based on forecasting techniques and statistical models to identify links between database attributes, in order to deduce what may happen in the future, based on probabilities. It is used in companies in order to predict the consumer behavior, the sales trend and the future consumption of goods and services. He can answer the question: "What will happen?"
- Prescriptive Analytics, is a relatively new concept, which uses machine learning algorithms for simulation and optimization, as well as business rules, in order to predict certain results and to advise on the actions to be performed based on the situations that would appear in the future. The administration of this analysis is quite complex, which is why most companies do not do it at this time, but they have a major impact on the decision-making process when implemented correctly. Answer the question: "What should be done?"

Descriptive Analytics is based on past information, and is used to describe raw, unprocessed data so that it can be interpreted as easily as possible. Their importance is also reflected in the ability to observe and learn how future outcomes can be influenced by past events. Predictive methods aim to make predictions based on the models of supervised, unsupervised or semi-supervised learning, and the data sets used are represented by data collected previously or presently. Prescriptive methods have the role of identifying cause-effect relationships between the results obtained from the analysis and the optimization process. Basically prescriptive analyzes are built on the results of predictive and descriptive analyzes. In this process of interpreting the information from the past and understanding how they will influence the future, simultaneously it is possible to make predictions of the results in the short or long term, comes the concept of Machine Learning, which has probably the fastest evolution of those that make up the field of computer science. This concept represents a subcategory of the field of artificial intelligence, and is applicable in many fields, such as biology, astronomy, voice recognition, face, images, making its presence felt in daily activities, as well as rapid infiltration in everyone's life.

4. CREATING DATA MODELS

As the volume of data becomes more and more available, the process of analyzing and interpreting information becomes more and more difficult. Machine learning is meant to use that data and turn it into a final product or service. Every year, the databases become larger, not only the number of observations increases, but also the number of attributes observed. This multitude of information is tried to be explained through a relatively simple model, using certain attributes and the connection between them, and later, based on the relationships between variables, forecasts will be made. Machine learning involves the creation of an algorithm that optimizes the performance of the criteria based on which decisions will be made, using information from the past or some invented to set an example. In the "learning" process, the optimum weight of each parameter included in the model will be determined, and it may be predictive, for making predictions, or descriptive, for a better understanding of the information in the databases, or a model that can do both. Statistics are used in the development of such a mathematical model because the main purpose is to make a sample inference (Ethem Alpaydin,

2004), (https://www.sas.com), (Shai Shalev-Schwartz & Shai Ben-David, 2014), (Alex Smola & SVN Vishwanathan, 2008).

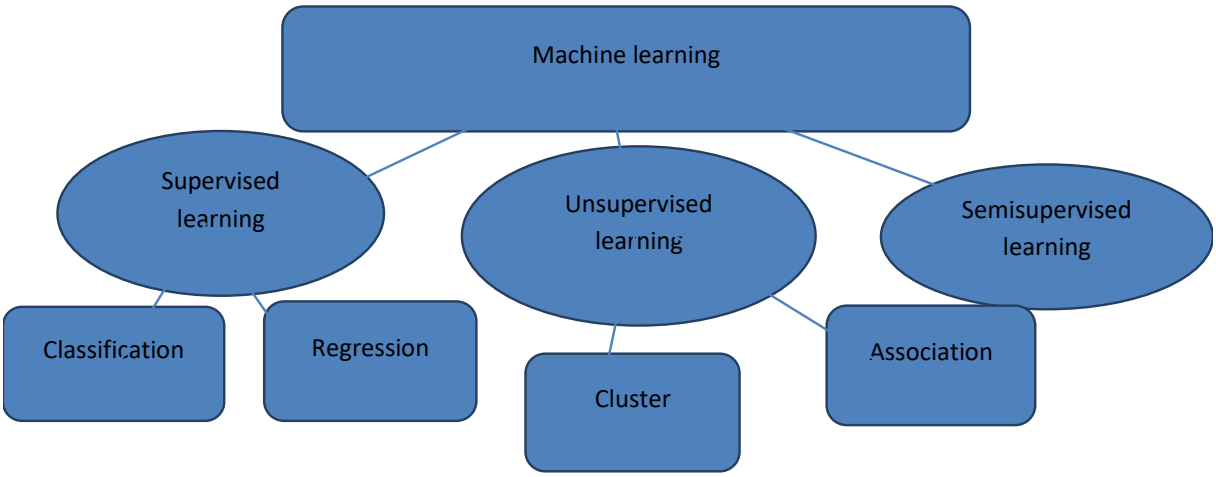

Figure 1: Classification of machine learning methods

4.1. Supervised learning

The supervised learning methods assume that there is both input information (X) and output information (Y), and the purpose is to determine the relationships between input and output information. The concept of machine learning works according to the idea of the existence of a model, which will be defined by a certain set of parameters: $Y = g(X \mid \Theta)$; where $g(\bullet)$ is the model and Θ represents its parameters (Ethem Alpaydin, 2004), (Alex Smola & S.V.N. Vishwanathan, 2008)

4.1.1. Classification

Classification is one of the most popular methods used in Data Mining and is used to solve certain business problems. For a better understanding of the classification concept, the following example will be described: In the banking field, a method of customer segmentation can be performed, to improve the packages of services offered, so that they are as close as possible to the needs of each client. To achieve this, it is necessary to have a database for clients, containing information on: age, last form of education, marital status, service packages chosen by each client, hobbies, and so on. Therefore, the bank will have this information, as well as the types of services chosen by the respective clients. Starting from these data, the purpose is to determine a mathematical model that reflects the correlation between the attributes of the clients and the types of services chosen by them, so that the bank can anticipate the needs of the new clients, based on these characteristics. Finally, the clients will be distributed in certain clusters, according to the values of their attributes, and the number of classes will be determined by the bank, in order to be relevant with the types of services offered and with the purpose of performing this segmentation. After the training process is completed, a classification rule could be of the form: IF age > α AND income > β THEN 0 ELSE 1; where 0 and 1 represent the classes in which the customers will be assigned. By obtaining such rules, given that the future information will be similar to those based on which the algorithm was trained, it will be possible to achieve relatively easy customer division (Ethem Alpaydin, 2004), (Stancu N. Ana-Maria Ramona, 2017).

4.1.2. Regression

It represents a mathematical model, through which it is desired to obtain information, based on attributes, somewhat similar to the classification model, but in the case of regression, the

predictable attribute is of numerical type (ex: price, weight, etc.). Linear regression and logistic regression are the most commonly used regression methods, followed by neural networks and regression trees. Assuming that X represents the input information and Y the output information, a function of the form can be obtained: $Y = \alpha_0 + \alpha_1 * X$; where α_0 and α_1 represent the weight that a certain attribute has in determining the output information. The equation can be interpreted as follows: When modifying with a unit of X, Y will change with α_1 units, in case the other factors remain constant (Hill, T. & Lewicki, P., 2007). In the case of the classification techniques, the logistic regression is applied, ie based on the analysis and processing of the input data, the output information will be of Boolean type, with only two possible situations: Yes / No; True False; 1/0.Starting from the shape of the regression function, as the order of the polynomial increases, the complexity of predicting future information increases. However, a high degree of the polynomial does not always mean a more efficient model, because the model may become more complex than necessary and may have difficulties in making predictions (Stancu N. Ana-Maria Ramona, 2017).

4.2. Unsupervised learning

In the case of the unsupervised learning type, there is no output information, but only input. After analyzing these data, it will be noticed that there are certain links between attributes that are more intense than others, so data templates will be determined based on the input values. One method that can fall into this category is clustering, which has the objective of forming groups into which the input data is divided, so that the entities with the most similar attributes will be grouped. The main purpose of the cluster analysis is to group the entities according to the attributes they possess, using certain multivariate techniques, being able to summarize large amounts of information, each group being made up of several entities that have similar characteristics. Unlike the classification, the variable to be studied should not be specified, as it is a grouping method that is based on observation, not learning. The usefulness of clustering is reflected by the many fields in which it is used, such as economics, biology, psychology, business, this classifying the objects based on the relations between them, so that the resulting groups have a high internal homogeneity, and implicitly, a high external heterogeneity (A. Abebe, JA Kapenga, JW McKean, 2001), (Shai Shalev-Schwartz & Shai Ben-David, 2014). The types of data used in clustering algorithms:

The data matrix consists of m objects, to which they correspond in variables (attributes). Its structure can be represented by a matrix of size m * n.

$$\begin{pmatrix} x11 & \cdots & x1n \\ \vdots & \ddots & \vdots \\ xm1 & \cdots & xmn \end{pmatrix}$$

The difference matrix, which contains the differences measured between objects, being represented as a matrix of dimensions n * n.

$$\begin{pmatrix} 0 & \cdots & 0 \\ d(2,1) & \cdots & 0 \\ \vdots & \ddots & \vdots \\ d(n,1) & \cdots & 0 \end{pmatrix}$$

The difference d (i, j) is generally a non-negative number, close to the value 0 if i is similar to j, and increases as the objects differ. These differences can be obtained by measurements, or by the correlation coefficients used in statistics, Spearman and Pearson. (Stancu N. Ana-Maria Ramona, 2017).

The measurement of the similarities between objects can be done by identifying the correlations, measuring the association and distances. Distance measurement is the most commonly used method for determining class similarity. For a better example, we will consider the following vectors $x = (x_1, x_2, x_3,..., x_n)$ and $y = (y_1, y_2, y_3,..., y_n)$.

The Euclidean distance, is represented by a line, and can be calculated as the square root of the sum of the differences of the vector coordinates, by the formula: $d(x,y) = \sqrt{\sum_i^n (xi - yi)^2}$. This method is applicable for attributes that are expressed in the same unit of measure.

The K-Means algorithm which is a type of partitioning algorithm and is characterized by generating a single partition and associating a representative of each cluster, the elements of the groups being determined based on the distance they are from the representative of the group. The steps to perform the algorithm:

- The n observations will be divided randomly into k groups;
- The arithmetic mean of the classes is calculated;
- Each record is assigned to the nearest cluster, using the Euclidean distance formula;
- The centroid of the classes is recalculated after each assignment of a new element;
- The process is repeated until no object can be associated with the groups.

The algorithm has the following advantages (Stancu N. Ana-Maria Ramona, 2017), (Țuță Mihaela, 2013):

- Is more efficient than hierarchical clustering methods;
- Is easy to understand and easy to use;
- Can be applied to large data sets.

Disadvantages of using the algorithm:

- the mode of initialization of the centroid is not specified;
- the number of desired classes must be determined before performing the algorithm;
- the initial positions of the centroid next to the metric used to measure the distance determine the final results.

5. CONCLUSION

Big data is here and is here to stay. Without processing big data by appropriate method, it does offer tangible business benefit to organizations. It enables enhanced insight, decision making, and process automation. The characteristics of big data are the three V:

- Volume,
- Velocity
- Variety.

The big in the expression big data is not referee just about volume. While big data certainly involves having a lot of data, big data does not refer to data volume alone. What it means is that organizations are not only getting a lot of data. It is also coming at them fast, coming at them in complex format, and from a variety of sources. Data comes from variety of sources, and can be used in various industry applications. Often it is the combination of data sources that counts. Along with big data, there is also a paradigm shift in terms of analytics. That is a shift from descriptive analytics to predictive and prescriptive analytics. Big data require a new type of data management solution because of its high volume, high-velocity and high-variety nature. This new type of data management solution bears the trademark of highly scalable, massively parallel, and cost-effective (Xiaomeng Su).

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MARINE CONTAINER TERMINAL COMPLEXITY

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ABSTRACT

As a result of continual pressure for growth, most marine container terminals have both expanded their services significantly and indulged in what appears to be ever promotional activity in an effort to stimulate customer interest and gain share. One of the consequences of all this activity has been an enormous increase in the complexity of their businesses which tends to increase the fixed costs of conducting their business. This complexity manifests itself in many forms affecting on different areas of marine container terminal operators such as: policy and regulations, communications, terminal's spatial, equipment in use, costs, stakeholders etc. To successfully manage this complexity, we really need to understand their nature and identify their main areas. In this paper, we try to give an answer on identifying the areas of marine container terminals complexity and indicating on how complex are there. The study is based on description, induction, deduction and analysis methods. Moreover, most information is gathering from interviews conducted with prominent representatives of marine container terminal operators. The findings and conclusions arising from the conducted analysis can serve as example and guidance for other research which concentrate on marine container terminal complexity.

Keywords: *Marine container terminal, terminal complexity, terminal costs complexity, terminal control complexity, terminal equipment complexity, terminal stakeholder's complexity, terminal communication complexity, terminal policy and legislation complexity, terminal special complexity*

1. INTRODUCTION

Maritime container terminals are extremely complexity organization. Taking an account on economy approach, the maritime container terminals become more and more complex because of their grow and implementation complex business models (solutions) which allows on their different interactions both micro and macro environment. However, the grow of terminal complexity has its own limit which result from the created system. In economy practice, every system has its critical complexity e.g. a breakpoint if he will be exceeded than terminal cannot any more develop, until its internal structure will not be completely transformed. It happens when marine container terminal reaches its own critical point brings that it acts by long-time at its limit – brings sizeable weakening its stability and even operational flexibility. This contribution provides a conceptual approach to marine container terminal complexity in a changing market environment (Pluciński M. 2013). This paper aims to discuss and extend existing models on development of individual marine container terminals and larger terminal systems. A complexification of terminal management is introduced and further substantiated.

2. POLITICAL AND LAW COMPLEXITY

The political factors are mainly related to government policy and its administrative practices that can affect currently or futurity existence of marine container terminal operators in the seaport. Most marine container terminal operators will keep a watchful eye on any political factor, such as new legislation or regulatory shifts, which could have a substantial impact on how their terminal operates and their profitability on market. Political legislation and regulatory can impact marine container terminal in various ways because theirs are accepted at different levels such as: local, inter-regional, national, international and global (see Figure 1).

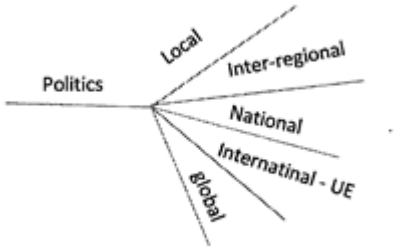
These external legislation factors can add in a risk factor which can lead to a major loss in marine container terminal business. These factors can change the entire financial results and hence, marine container terminal should be able to deal with both local, inter-regional as well as international political outcomes. When governments and parties' leaders set policies, they start movements that have a great impact on the legal structure in which marine container terminal operators either thrive or start to decline, and also financial market conditions that influence customer's attitudes and the level of support that the government offers to companies and businesses. The political environment can affect marine container terminal operators in many ways. It could increase the risk factor and might lead to a significant financial loss. When the party permits more hands-off method to regulate marine container terminal operators is in power, then they don't have to worry about failures in the environmental protection and safety, as much as what they do when the party that approves more regulation is in the majority. Therefore, the marine container terminal operators must find out how upcoming legislations can affect their terminal's activities. There are many factors which have an influence on the bottom line such as: bureaucracy; corruption level; freedom of the press; tariffs; trade control; education law; anti-trust law; employment law; discrimination law; data protection law; environmental law; health and safety law; competition regulation; tax policy (tax rates and incentives, subsidies); government stability and related changes; government involvement in trade unions and agreements; import restrictions on quality and quantity of product; trade restrictions; intellectual property law; consumer protection and e-commerce; laws that regulate environment pollution. The marine container terminal operators shall observe the political environment because their can affect business strategy the following reasons:

- The stability of a political system can affect the appeal of a particular local market.
- Governments view business organizations as a critical vehicle for social reform.
- Governments pass legislation, which impacts the relationship between the terminal operators and its customers, suppliers, and its competitors.
- Government actions influence the economic environment of terminal operators.

In link with conducting policies, it is worth to indicate some general law protecting marine container terminal operator's interests, protecting their customers and protecting their society. We can generally extract legal rules. Undoubtedly, every terminal operator is ardent supporter of free-competition but he tries simultaneously its limit to if it directly concerns him. Some of operators undertake acts which allows them to limit-competition by applying unfair freight tariffs, using unfair promotion and advertisement its services or just try to limit the distribution or the acquisition of container units from common hinterland. The law regulations arise to define and eliminate an unfair competition. In turn, law regulations are concerning to protect marine container terminal's customers and the regulations are focusing on their protecting against unfair way of operation or behaviours of terminal operators. The lack of such law regulations could cause that some terminal operators undertake some acts focusing on delivering terminal's services of lower qualities, laying its customers in its own advertisement or insert the freight tariffs on higher level as them should. Such bed operation and behaviour of terminal operators against their customers were definite and were prosecuted by public offices and institutions. The third type of law regulations concern social interest protection against uncontrollable economics' practices have been undertaken by terminal operators. The main role of this law regulations is to burden with costs those operators whose are using techniques or technologies of container movements which are polluting the natural environment.

Figure following on the next page

Figure 1: Political and regulations complexity



Source: Own elaboration

3. HUMAN RESOURCES COMPLEXITY

Maritime container terminal operators employ staff on different requirements of professional qualifications and this makes a complexity of human resources management (see Figure 2). Organization work in the terminals is built from many structural elements but the most important of them are: designing a differential work-stands and there are grouping into one department, coordinating of the various department's work in given timing, establishing of subordination relations, dividing of power among the employed staffs, designing a task team. Variety tasks and operations realized inside the terminals generate serious difficulties in work-stands filling since there have been shortage of well-qualified workers on the labour market. Undoubtedly, the main context for employment of workers by MCTO's is a labour market at which he conducts its own activity. From one side, the staffs and workers' recruitment come directly from internal market of terminal operator (e.g. currently employed staffs or workers whose can be promoted in the organization, sending on staffs or workers training or just move staffs and workers from one to other work-stand to meet the needs of terminal in the labour forces). From the second side, terminal operators act of getting staffs and workers from external labour market (e.g. local, national, regional and international market) which allows to provide to terminal operators' staffs and workers form broad scope of various professional qualifications. Within internal labour market – terminal operators recruit staffs and/or workers of higher level by giving a promotion of staffs of lower level or trainee giving them opportunity to improve their qualifications by vocational or advanced training programme. Nowadays, there is a lack or a shortage of staffs and workers in the internal labour market then marine container terminal operators recruit human resources from external labour market, in this way their fill up a gap of lack of personnel on internal labour market. This approach is confirmed by increasing share of operational workers from Ukraine to Polish marine container terminals. Marine container terminal operators, however, recruit staffs and/or workers from the external labour market based on outsourcing recruitment. It means, that they use Agency which render them recruitment services both the ground crew whose ensuring continuous effectiveness of the terminal (24 hours a day, seven days a week) (Legato P., Monaco M.F. 2004), and non-ground crew whose come when vessel comes to terminal's berth. Workers and staffs' recruitment of marine container terminal operators concentrate on personnel which shall have the following attributes: competence, creative thinking, reliability and productivity (H. Klimek, 2010). These requirements concern mainly to operational workers and administrative personnel. The recruitment of these human resources is especially relevant because of steadily increase using sophisticated operational technique and technology used by marine container terminal operators. The economic disadvantages due to a lack of qualification are obvious. Due to bad services and permanent delay ship-owners will lose their competitiveness at these terminals. As a first consequence ship-owners will cancel these terminals from rotation (Di Francesco M., et. al. 2015).

Figure 2: Human resources complexity

Source: Own elaboration

In turn, the grouping of work-stands into the bigger container terminal organisation unit aims into improvement its activity through establish vertical links among workplaces (to whom given organization unit is subject to) and horizontal links concern cooperation (to whom makes accessible its results of own cooperation). The task teams have a large level of autonomy because the method of its work depends upon the leader of the task team hence subject of the control are the results of work at every stage of project realization. Task coordination is focusing on activities integration of individual departments to reach the aim indicated by management of marine container terminal operators. Shipping lines launching larger and larger vessels needs to re-organize their personnel structure completely; their procedures and their management have to be revised on the basis of container handling and, logically, the same is expected from both marine container terminal operators and ports authorities. Undoubtedly, marine container terminal operators and port Authority not accepting this steadily evolution progress, i.e. not adapting themselves, will lose not only customers to container traffic, but also theirs terminal and port function. Establishment and operation of a marine container terminal often produces conflicts between unions and employers regarding conditions of work, potential redundancy and, of course, payment systems. It is of utmost importance that the labour forces aspect be considered at early stage so that operation of the terminal is not adversely affected in the initial period.

4. COMMUNICATION COMPLEXITY

Prompt progress in information technology has caused that marine container terminal operators don't make a differential in state-of-art solutions. They have observed new conditions of competing in the terminal market. These modern solutions allow to organize economic activities by new rules and, it enables an offering new terminal's services to more number of customers and permit on electronically data distribution in real time. These marine container terminal operators realize on internal and external communication (see Figure 3).

Internal communication uses various information systems, which are not accessible for external users. An example of such solution may be dedicated systematic tools such as: graphical planning tools – which allows to manage space of terminal and container movements in vessel-shore-inland transport means relations; vessel berthing – in turn, allows to optimal using of berth, to take into consideration handling potential and size of container vessels etc. In turn, external communication is oriented on specific customers or their groups or stakeholders, whose have a local, national, regional and international localisation. Good example of such denouements is communication system called EDI. The EDI allows to exchange massages and electronically documents in EDI format (standard business documents) among business units engaged in logistic container service processes, such as shipping lines, freight forwarders, customs, or such system as advanced reporting – render more efficient documentation circulation within the framework of Customs or Control operations. Internal and external communications are realizing by integrated terminal operation system – TOS, although marine container terminal operators use a number of information systems not come into TOS set.

Figure 3: Communication complexity

Source: Own elaboration

The increasing complexity of container handling, as well as rapidly changing customer requirements necessitate new methods for data processing and information systems. Nowadays, it is more important than ever the selected administrative systems which is well-integrated and co-ordinated, and provides the most effective services under given user requirements and terminal needs. Customer and user requirements can usually be divided into necessary and desirable requirements. Necessary requirements are normally readily determined in terms of basic information on terminal container moves for a follow-up of the container fleet. Other requirements must be evaluated from the point of view of effect on improved services, reliability and completeness of the processed data. Electronic computer systems employed in container terminals reduced the manual effort and paper flow, facilitated timely information flow and enhanced control and quality of service provided by terminal operators (Marek R. 2017).

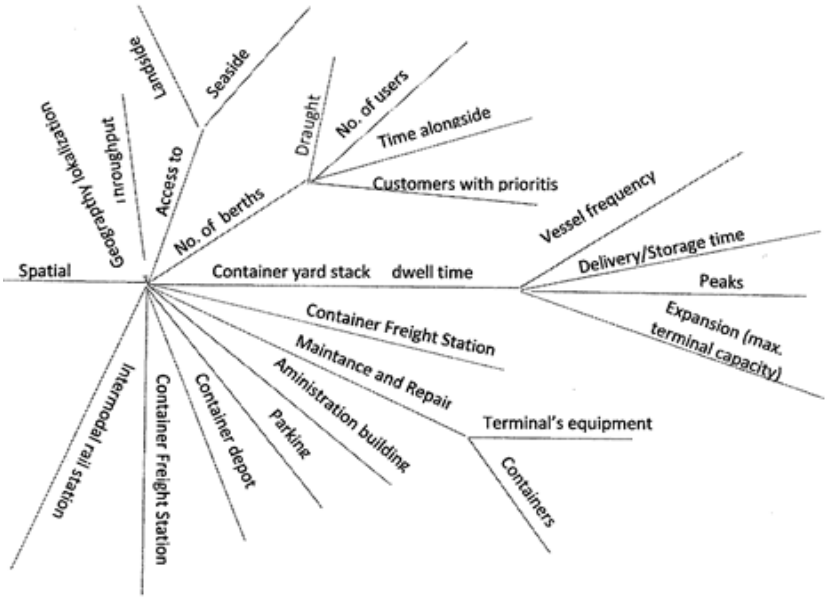
5. SPATIAL COMPLEXITY

The marine container terminal operators determine crucial element of materiality and complexity its operation in the terminal market (see Figure 4). Hinterland accessibility allows terminals expansion beyond seaport limits, thereby enlarging terminal area of influence to inland terminals, where railways transport major cargo volumes (Felício, Caldesinte, Dionísio 2015). Size and terminal's structure cause that its spatial can refer to operation used territory as well it can be envisaging into the context to its creation e.g. possibilities to create its own close and far hinterland as well foreland. By close hinterland we can understand terminals activity within the limits of seaport in which he is located. In turn, by far hinterland, we understand, that activity which is conducted outside the seaport. In this way, spatial can also be treated as factor which may effect on dimension and territorial scope of marine container terminal.

Determination of terminal's dimension (used by terminal operational-yard spatial) and measures its investigation are still important area of studies. Geographical position of marine container terminal indicates on its placed on main transport route, hence consequently some terminals are hub or feeder and even short-sea ones. This element directly influences on amount of containers turnover. The geographical position is close connected with navigational accessibility to the terminal from the seaside, which determine technical parameters of container vessels which she may call at the terminal (e.g. width; length; draught, load capacity) and use her equipment (Rydzkowski W., Wojewódzka-Król K. 2000). Moreover, this navigational accessibility decided on strong competition position of marine container terminal operator, hence the terminal gains a quasi-monopolistic position by service of the largest ocean size vessels which may call at. Also relevant meaning for customers of marine container terminal operators has accessibility from the landside – hinterland. On the landside accessibility decided elements of technical infrastructure and superstructure landing transport modes and to some degree intermodal transport development may also bring new challenges for intermodal terminals progress (Klopott M., Miklińska J., 2018). Well-developed inland transport infrastructure facilitates opportunities to gain additional container units from hinterland by the operators. Undoubtedly, marine container terminal operator needs efficient transport links with container units' market to win a battle on cargo with competitors whose offer the same quality services but haven't so well-developed land links. Modern well-localise marine container terminals are having well-transport connections with its hinterland by attracting new shipping container owners (Yap and Notteboom 2011), whose made decision on establishing its base for their vessels. Therefore, terminal capacity means an ability to receiving and releasing cargo/container units from CSF/yards in the right quantity and in the right time. Arrive time of vessel to terminal's berth is relevant factor for ship operators whose chose to its operation in given terminal. An arrival time of vessel to terminal is close connected with the out-handling time such as: entering time to seaport, towing time, mooring time, Customs or other institutional related matters time, waste and sewage discharge time, supply equipment time of the vessel and organization time to prepare vessel to journey (K. Misztal et. al., 2010). In turn, number of berth determine numbers of vessel which may call at marine container terminal and in this way directly influence on number of vessel's calls at the terminal at the same time. Some peak of terminal's services come from demand increasing on terminal's services during the economic prosperity. Area of container yard stock determinate the size of vessels which are handling at the terminal. There are relationships which indicate that the higher CYS the higher container vessels entered to terminal without an appearing transport-handling congestion inside terminal. Dwell time indicates on productivity services provided by terminals to its inland and overseas' customers (Moini N., et. al., 2012). Delivery time and free charge time containers storage on terminal yards' determinate customers' costs. Area of possible territorial expansion (e.g. max. berth capacity) indicate on maximal size of container vessel, which may be well-efficient serviced without appearing additional transport congestions. In the aim to gain higher berth productivity by terminal, the storage shall be short-term. Long-term container storage could be beneficial for container terminal operator when there are delivering to special container yards or container freight station, the area used for packing and unpacking containers (Güler. N.; 2002) In the area of specific container storage, the cargos are putting on container units which are require maintenance given temperature (e.g. reefer containers), as well as container units filled up by dangerous cargos (e.g. hazmat containers). Container freight station area creates possibilities to additional services offered by container operators such as: consolidation, deconsolidation of container units. Area for internal plant of marine container terminal which mainly concentrate on maintenance and repair a terminal's superstructure's equipment (e.g. transport and cranes vehicles). Yards of container units' technical control is concerning its imperviousness, technical efficiency and clean.

Territorial area of administrative building offices in which are located different companies and institutions (e.g. Customs guard, Border guard, Fito-sanitarity Institution and so on), which directly or indirectly participate in marine container logistics. Parking area for clients' cars as well as trucks vehicles with container semi-trailers. Area of staffing and stripping intermodal container units carried both in export and import by direct and shuttle trains.

Figure 4: Special complexity

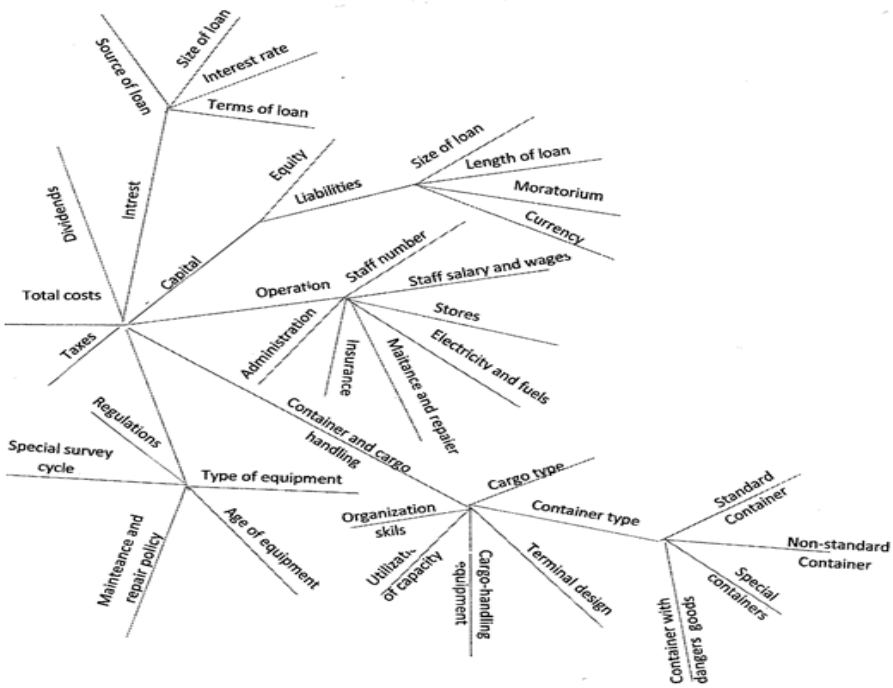


Source: Own elaboration

6. COSTS COMPLEXITY

The overriding reasons for the existence of most container terminal operators is to achieve a more than acceptable return for the investors and other key stakeholders in the terminal market. This return must be assessed in the context of the particular risk associated with container terminal business, as it is a fundamental economic principle that increased risk must be compensated for with higher potential or financial returns. The day-to-day running costs incurred by marine container terminal operators are connected with a broader scope of cost items. Wide range of terminal activities conducted by marine container terminal generates a numbers of differential cost items (see Figure 5). One of the fundamental cost is capital involvement into the building new terminal (e.g. greenfield) and/or its development connected with capital involvement by its capital owners – landers, stockholders, bondholders and so on. Size of capital costs can be divided on capital payment costs and interest costs. Capital payment costs depend on: capital size, length of capital payment (payback period), moratorium and currency. In turn, interest costs are connected with: source of capital delivered, size of capital, market interest rate and terms and conditions capital granted. Return on equity depends, first of all, upon capital requirements of owners'equity. Operation costs depend on numbers of workers and staff employment, amount of wages and salaries, type of transport-handling technique and technology used in terminal, amortisation and depreciation ratio, fuel and electricity consumption ratio, amount of prices for fuel and electricity, terminal's designed (e.g. traditional, partly-automated, fully-automated), type of handling vehicle use, terminal yards used ratio and organizational skills of terminal personnel. It must be considered that all financial-economical items should create additional market value for marine container terminal operators in long-time horizon. It should be noted that may appear additional costs for terminal operators such as: dividends payment to capital owners as well as duties and taxes burden.

Figure 5: Costs complexity



Source: Own elaboration

Moreover, the marine container terminals are run in different countries and accounting systems. It means, there are not internationally accepted standard cost classification, which often leads to confusion over terminology. In this approach the costs have been classified into the following four categories:

- Operating costs, which constitute the expenses involved in the day-to-day running of marine container terminal – essentially those costs such as: administrative and operation personnel, stores and maintenance that will be incurred whatever handling operation the terminal is engaged in.
- Periodic maintenance and repairs costs are incurred when the terminal equipment needs capital repairs, usually at the time of its special survey. In older capital-intensive equipment (i.e. gantry cranes) this may involve considerable expenditure, and it is not generally treated as a part of operating expenses. Under international accounting standards an assessment must be made of the total periodic cost over the maintenance cycle and this is capitalized and amortized.
- Capital costs depend on the way the marine container terminal has been financed. They may take the form of dividend to equity, which are discretionary, or interest and capital payments on debt finance, which are not.
- Cargo and container handlings costs represent the expense of loading and unloading containers, staffing and stripping cargo to/in containers. The costs are increasing together with increasing demand on container volumes.

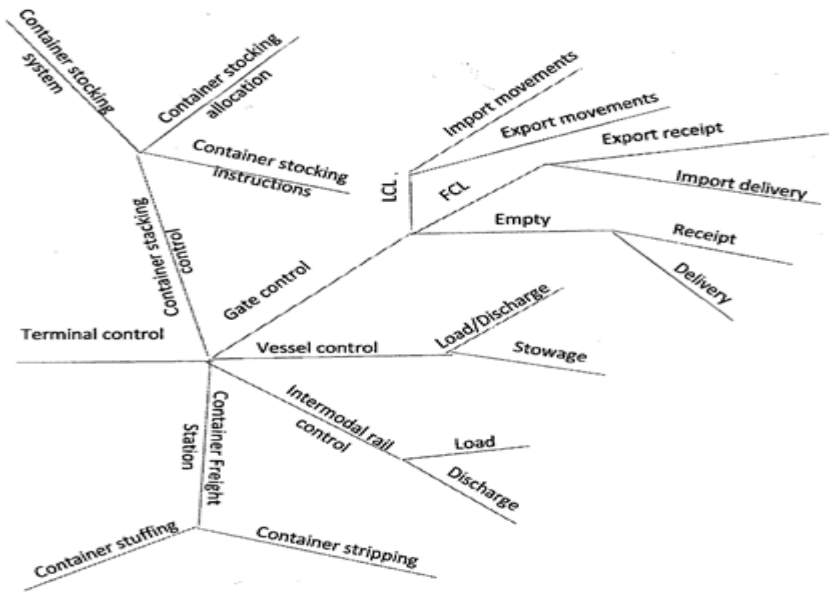
The marine container terminal operators have a great deal of influence on their costs structure when they frame their strategy. The operators made choice between new and old equipment, using traditional, partly-automated or fully-automated handling technologies, flexible equipment or specialised, and debt and equity finance all make a difference. Once these major decisions are made by terminal operator may use his management skills to optimise costs structure on a day-to-day basis through efficient marine container terminal, although some cost items are beyond his control.

They have already been determined by the initial investment decision. Once these particular decisions have been made, the terminal operator is very much at the mercy of the market, his crucial customers – shipping lines, freight forwarders, logistics operators and, of course, his financial institutions.

7. CONTROL COMPLEXITY

Like all the functions of container flows, container activities must be properly controlled to protect terminal from the outside's threats (see Figure 6). This control is made at the terminal's gate which is one of the most critical pieces of terminal infrastructure where a large part of technical and administrative procedures take place (Acciaro and Mckinnon 2013). The overall efficiency of container terminal depends on efficiency of its subsystems which one is the gate. Therefore, the managers of this business units very of delays at a gate (Zhao and Goodchild 2010). Specifically, some marine container terminal operators must be able to measure, report and improve gate performance. Gate operations are often the result of a coordination effort between the terminal and shippers, drayage and rail operators, freight forwarders and port authorities (Giuliano and O'Brien 2008, Chen, Govindan and Yang 2013). Avoidance of congestion traffic at the terminal gate is run by introducing electronic gate operational system. This system shall improve the level of services offered by terminal and protect its operator from money losses (Mańkowski C., 2017).

Figure 6: Control complexity



Source: Own elaboration

8. EQUIPMENT COMPLEXITY

The principle objective for optimum equipment operating is to optimizing costs through maximum standardization and highest quality equipment purchases. These two elements intervene right from the planning stage and their effects are felt throughout the life-span of the equipment. If high-quality, lower diversified equipment is chosen, operating costs will cut-down. Hence, it is important right from the start to ascertain what type of equipment is needed, and standardize into the best quality capable of providing essential product support. The principal superstructure elements of marine container terminal operators are systems and handling-transport vehicles which allows to tranship container units from one transport means to another hence it takes place in relation with terminal hinterland – container vessel or

container vessel – terminal hinterland, once in a while in relation with vessel-to-terminal yard-to-vessel or vessel-to-terminal yard- etc. Efficiency of transhipment-handling-transportation operations have directly bearing on competitiveness of marine container terminal operators albeit it determinates on effective vessel stay at the terminal's berth. The tremendous influence on terminal services supply creates transhipment-handling-transportation technique and technology in use and, of course, changes which are undergone. By no means cannot be overreach the influence an art-in-state new communicate systems, and mainly information technologies. As a result of transformation, technical conditions marine container terminals there has been modified in functionary manner. It turned out, that modern informative equipment is one of fundamental competition assay of marine container terminal operators because it enables not only promptly, efficiently and facilitate communication channel among participants of marine logistics container supply but also gives some opportunities to create new customer's database, which is necessary to take actions in the field of direct marketing. The relevant problem of marine container terminal operation is its technical-technological equipment which influence directly on productivity and effectiveness of the operator as well as its commercial customers (see Figure 7). Generally, technical equipment of the terminal can be divided on those which must guarantee container transhipment from seaside, landside and supporting equipment. Technical equipment in use from seaside e.g. across board ship must guarantee loading and unloading volume of container units carried to terminal berth by vessel and to guarantee turnover during the peak market demand which comes from increased frequency vessels call to terminal berth offered by ocean or feeder services shipping lines. The relevant question of technical equipment from seaside is how to keep high transhipment rate which is a subject of trade agreement between regular shipping line and terminal operator, at the same time make up an element of competition battle among terminal operators serviced common hinterland. Shipping line companies chose that terminal operator who has high transhipment rates and in this way guarantee short time vessel stay at the terminal berth and in this way ship owner bears lower costs of vessel's operation. Technical equipment from the landside must guarantee a keeping high productivity level of container flow and/or conventional cargo by terminal. Obtaining high productivity level inside container terminal is resulting from high level of providing services by terminal operator during the transhipment peak. Some transhipment peaks are controllable and some of them are not by operator. Technical equipment must also guarantee to run proper cargo stowage within container unit as well as to weigh container to aim to control its exceed the limit its allowable container weigh. Over there it must be a technical equipment guarantee transhipment and handling of special container units such as hazards containers and required keeping given temperature inside container. Relevant is also a supporting equipment the core business of terminal operator which embrace technical equipment guarantee security and safety container turnover protecting it against accidental fire and/or explosion and/or cargo pilfering. The relevant are international regulations are concerning safety and security within marine container terminals (Banomyong R. 2005). Next to this, technical supporting are administration and maintenance and repair technical devices use in terminal and devices guarantee its illumination.

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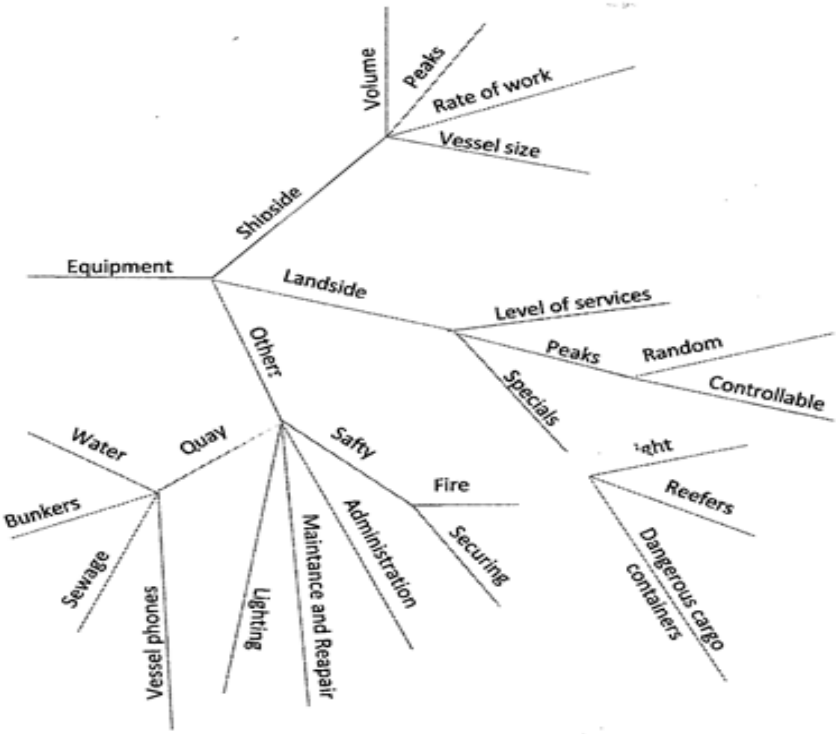
Figure 7: Equipment complexity



Source: Own elaboration

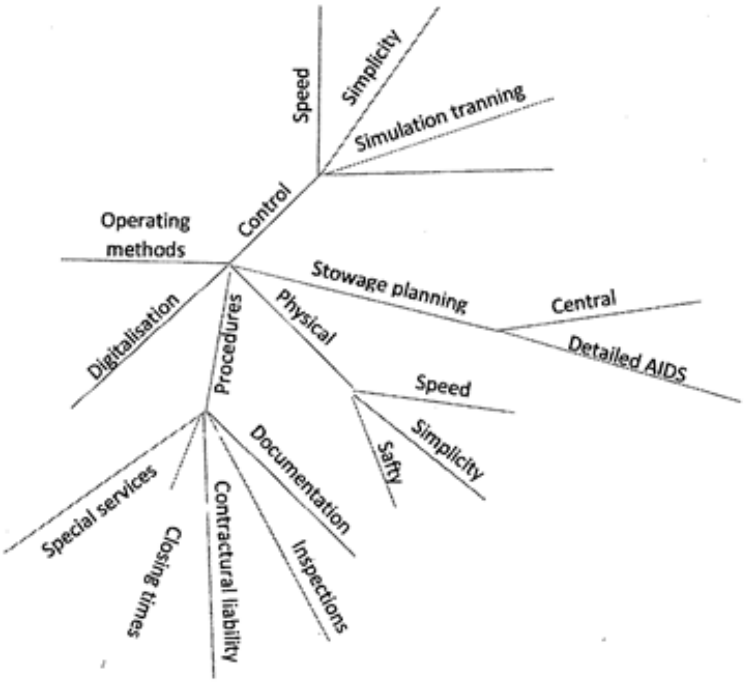
Moreover, additional supporting equipment use in terminals are devices allowing to communicate between terminal disposal staff and vessel crew (e.g. loading and unloading deck officer), devices allowing taking solid wastes and sewage water from the vessels, devices allowing bunkering the vessel into the fuel (e.g. IFO, MDO. LNG) during she stays at the terminal berth and devices allowing supplying to electricity and drinking and crude water.

9. OPERATION METHODS COMPLEXITY

Currently, marine container terminal operators are in the face of permanent changes occurred in the turbulent environment. Environment vitality – from one side – gives development opportunities, - from the second side – high risk level and even state of uncertainty - it carries threats, which destabilise their operation in short-time at the hard transport market. Permanent changes of the terminals environment face similar occurrences within the organisation, as well as in the accepted technics and methods operational management. Terminal operators would have won on the competition market, they shall implement technics and methods operational management at least at the same level what the competitors do. The ability to creating and implementing operational terminal management becomes an essential productivity and efficiency factors of its operation, making its conditional on creating market value. It is not so easy, because the increase market environment vitality the increasing complexity operational processes within container terminals. Theirs excessively grow generate serious problems in creation and implementation techniques and methods of operational management. These technics and methods become more and more complicated because theirs are face to the need of terminal operation integration from different fields of terminal's activity (see Figure 8). Operational tasks appeared in the point of contact different fields of terminal's activity, raise serious problems for managerial staff. In this field subject of complexity is a complex operation tasks, which has to improve container units' flow by terminal. Particular relevant managerial task are planning, control and coordination such parameters as: terminal productivity

(loading/unloading vessel productivity, cranes productivity, berth productivity, container yards productivity, equipment productivity, work productivity and cost's effectiveness), terminal utilisation rate (berth utilization rate, storage utilisation rate, enters/exist gate unitisation rate, terminal equipment rate), production of services provided by terminal (vessel efficiency, transfer berth efficiency, container storage efficiency, receiving/supplying container efficiency), time services delivery (loading and unloading vessel time, loading and unloading truck time, loading and unloading rail platform time), given speed of undamaged container traffic going through terminal, internal operational regulations «simplify the regulations to minimum» and raise operational workers qualifications by coursers and simulation trainings. These operational planning are conducted by specialists whose are engaged in planning, i.e. ship planners, yard planners, resource planners (Henesey L.E., 2004). The more sophisticated the terminal equipment is, the more intensive training is needed. Time reducing container vessel stays within terminal is realizing by central disposition planning. As to terminals, there is no doubt that planning is usually introduced as a complexity of problems which have to be solved in different fields of terminal activities, even if investment problems obviously seem to have a high rank. The principals concerning investment problems, i.e. physical capacity planning, is given priority. All other fields of planning have to be considered either to be complementary or even to have instrumental character only e.g. loadings plan indicates on which wagon a container has to be placed (Steenken et al, 2004) based on such parameters as: destination, type and weight of the container, the maximum load of the wagon and the train composition. Some problems for terminal operation runs to creation new operation methods for: optimizing block size in container yards (Lee and Kim 2010), minimize the number of rehandles and the handling costs of yard cranes (Saurí and Martín), evaluating different train loading and stacking policies (Ambrosino D., Caballini C., Siri S. 2013). Especially prompt physical containers movement is crucial for operational terminal management and this is achieved either by simplification operational tasks as safely their movements. The simplification operational tasks at the terminal container is realized by a number of procedures in order to deliver containers on time and without any damages (Kourounioti I., Polydoropoulou A., Tsiklidis Ch., 2016).

Figure 8: Operation methods complexity



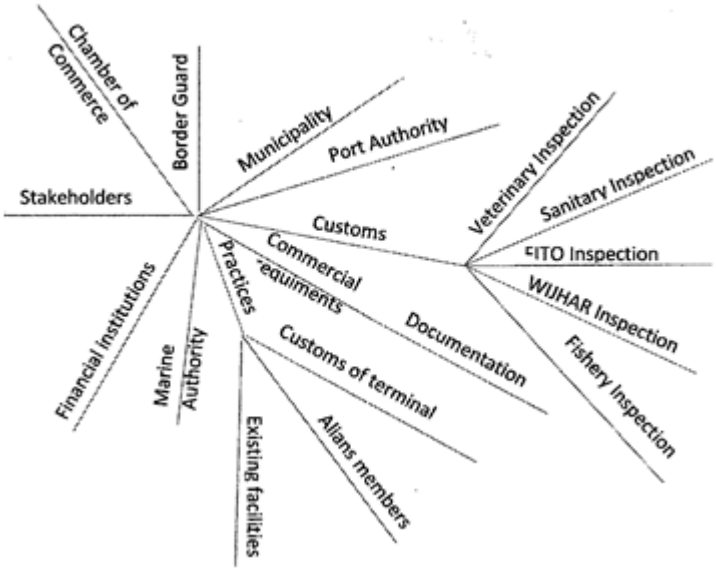
Source: Own elaboration

Procedures establish the rules of conduct within marine container terminals, outlining the responsibilities of both employees and employers. When employees receive thorough training and detailed terminal operations, they are prepared to complete given operation tasks. A rational set of terminal procedures ensure efficiency, quality control, employee productivity, and customer satisfaction. And, in the end, they protect financial position of container terminal operator.

10. STAKEHOLDERS COMPLEXITY

This group of external factors determine efficiency of container activity which come directly from its close environment (see Figure 9). The main actors of those complexity are: Port Authority, Customs Agency Veterinary Inspection, Sanitary Inspection, FITO Inspection, Fishery Inspection, WIJHAR Inspection, Border Guard, Marine Authority, Municipalities, Financial Institutions, Chamber of Commerce/Trade, Chamber of Maritime Commerce, freight forwarders, shipping agents, Ship-owners, Shippers.

Figure 9: Stakeholders complexity



Source: Own elaboration

A decision made by Port Authority impact directly on terminal's operation costs. Especially seaport management's decision connected with development seaport's infrastructure gives some opportunities to purchase a new operational-yards spatial by existing terminal operators acting in the seaport. Obviously, terminal operator will try to buy the spatial if he forecasts increase container trade flow and current terminal capacity use. Moreover, the purchase an extra terminal space can be supported by strategical goals, e.g. development or elimination or limitation on some possibilities development real competitor terminal operator or appear new once. Also, regulation decisions law-administrative and organization, so called owner character, influence on operational decisions of marine container terminal operators. One of the most important gambler of this market is Customs which supervise controls made by other governmental institutions such as: Veterinary Inspections, Fito-sanitary Inspections, Sanitary Inspections, Fishery Inspections, WIJHAR Inspections. We should in mind that, marine container terminals stakeholders and strategies are changing over the time. Board Guard performs border security and control all persons and tracks entering into the maritime terminal territories. The chambers of commerce serve as representatives of terminals community.

Main tasks of the chamber are container trade promotion, vocational training, regional economic development, and general services to terminal operators. Financial Institutions provide finance as well as provide financial, managerial and technical advice and consultancy to marine container terminal operators. Clients of terminal services are carriers - companies that carries goods for payment (shipping companies, intermodal rail companies, truck containers companies) - or intermediaries such as forwarders (Marek R. 2018).

11. CONCLUSION

The basic premise of complexity theory is that there is a hidden order to the behaviour, environment (and evolution) of complex systems. By using theories of organizational change, this paper attempts to describe the complex, dynamic, unpredictable and sometimes chaotic process of maritime container terminal operator's transformation. The terminals change activities can be successfully examined from complexity and systems theories framework. The marine container terminal operators change suggest that changes are produced on the basis of a number of interconnected causes and effects whose relationships are complicated to conceive of from an analytical framework. Terminal's systems and complexity models can offer more promising avenues from which organizational leaders can appreciate and address complex organizational dilemmas. Understanding these interrelations and the environment of business could assist terminal's managers in creating organizational change structure with a view to modifying corporate culture to suit that of a learning organization

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WORKPLACE BULLYING AMONG MANAGERIAL LEVEL EMPLOYEES: A DESCRIPTIVE STUDY

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ABSTRACT

Workplace bullying is the deliberate hurtful behaviour by an employee or group of employees taking place repeatedly towards one or more employees of the same organization. This hurting can be either psychological or physical or in combination, creating undesired outcomes to the victim(s) and to the work organization. This study is an effort to explore bullying in Sri Lankan. organizations while revealing the hidden misbehavior. The objectives of the research were to find out; the prevalence of bullying among the managerial employees, reaction of employees to bullying, outcomes of bullying, and relationship with demographic factors of the victims on bullying outcomes. A structured questionnaire was administrated to a selected convenient sample of 203 managers who are following a Master's degree program in Sri Lanka to collect the data. The results shows that with an emphasis on duration and frequency of experiencing the misbehaviour, about one fourth of the managers of the subject sample have experienced bullying at their workplaces and therefore, presence of bullying in Sri Lankan workplaces is conclusive. Though the involvement of superiors, peers and subordinates in bullying is evident, visibility of superiors as perpetrators is significant. Female managers are exposed to the negative behaviour more significantly than male managers. Work performances of the managers have been affected negatively by bullying and they have less satisfaction with the job resulting in a desire to change their job. However, managers have not taken leave to avoid bullying experiences at workplaces. Though the bullying has negatively affected their emotional health, the physical health has not been affected by it. Intervention of management and managers which act as the perceived organizational support is useful in mitigating workplace bullying. About one tenth of the sample have revealed that they have been involved in bullying others at their workplace and more than half of them could be identified as provocative victims.

Keywords: *Bullying, Misbehavior, Managers, Gender, HRM, Sri Lanka*

1. INTRODUCTION

There has been a growing interest among researchers and organizations concerning deviant behaviour in the workplace due to the massive associated costs and, as well as the social and psychological effects these behaviours have on the workplace (Appelbaum & Roy-Girard, 2007). Among the workplace negative behaviours, sexual harassment and bullying are the topics that have been extensively discussed and researched by the people. Though laws against sexual harassment are evident in different countries, litigation against bullying is not developed still up to the same level. Workplace bullying is defined as "repeated actions and practices that are directed to one or more workers, which are unwanted by the victim, which may be done deliberately or unconsciously, but clearly cause humiliation, offence and distress, and that may interfere with job performance and/or cause an unpleasant working environment" (Einarsen, 2005). McAvoy and Murtagh (2003) have introduced bullying as a silent epidemic and its creation of a toxic work place for the workers. According to the evidences of researches carried out in many countries across different regions, the impact of bullying is remarkable and it costs a lot to the organizations and society.

Because of the negative effects, bullying has drawn the increased attention of people over the last three decades. It has been estimated that bullying costs the United Kingdom 18 million lost working days and over £2 million a year (CIPD, 2006). Together with hidden and lost opportunity cost, annual cost of workplace bullying for Australian employers ranges between 6–36 billion dollars (Australian Human Rights Commission, n.d.). According to anecdotal evidences and empirical findings, all the aspects of victims' lives are affected by the workplace bullying (Lutgen-Sandvik, et al., 2009). The negative impacts of bullying on the individual victims could be observed mainly under four categories Social: Social isolation, stigmatizing, voluntary unemployment, social maladjustment; Social-psychological: Loss of coping resources; Psychological: feeling of desperation and total helplessness, feeling of great rage about lack of legal remedies, great anxiety and despair and Psychosomatic and psychiatric: Depressions, hyperactivity, compulsive behaviours, suicidal and psychosomatic illness (Leymann, 1990). Tracy et al. (2006) cited "increasingly, organizations are beginning to recognize and analyse the distinct costs associated with stress, burnout, and depression at work". The common organizational outcomes of bullying, that directly affect organizations economically, are paying employees without work for longer periods, loss of working time of the employees through their interventions, increased cost to company for occupational health interventions, cost for long term repetitive sick leave, etc (Leymann, 1990). As well as bullying is directly correlated with low job satisfaction, high employee turnover, increased absenteeism, and decreased levels of organizational commitment (Bryant and Buttigieg, 2009). Organizations filled with bullying may be recognized as bad places to work in. After opening up markets, multinational organizations, foreign organizations, non government organizations, local organizations etc. are operating in Sri Lanka and employees from different nations, different cultures, different races, and different religions are found to serving these organizations creating diversified workplaces. The increase of women participation in workplaces has further enhanced this diversity. Therefore, with the diversity existing in organizations and their workforces, it is fair to assume that all types of organizational misbehaviours including employee bullying are existing here in Sri Lankan work places as well. When considering the Sri Lankan situation, researches on the bullying at workplace are hard to find. Therefore, any information generated through a research will definitely be valuable in further studies.The study objectives were; 1. To identify the prevalence of bullying among the managerial level employees in Sri Lanka; 2. To find out whether there is a relationship between gender and bullying in Organizations; 3. To identify the bullying actions and impact of the bullying on organizations and on managerial level employees; 4.To find out reactions of employees against bullying.

2. LITREATURE REVIEW

The important fact which could be observed regarding the literature on bullying is that its occurrence over the period has mainly taken place through two perspectives; perspective of victims and perspective of onlookers. The other important aspect in bullying is the perpetrators' perspective which still has a minimal contribution to the construction of existing literature on bullying. This may be perhaps due to ease and effectiveness of the communication between the researchers and the victims, between the researcher and the observers and, difficulty in approaching and communicating effectively with the offenders. Therefore, the existing literature is biased towards a side, as majority of it is constructed through the information gathered from the victims and observers. Many of the researches have been carried out to look into the causes of bullying at workplaces and to find out the negative consequences of the misbehaviour. Personality related factors and psychosocial factors are the two main streams that the researchers have focused to study as the causes of bullying.

However, as mentioned above, the researches probing the causes related to the perpetrators still need to be carried out in detail.

2.1. Evolution of the Concept

The terms mobbing and bullying are interchangeably used to describe the same concept and, in modern literature the term bullying is prominent. Though an American psychiatrist Carroll Brodsky (1976) is considered as the first researcher on the topic of bullying, who published the famous book called "The Harassed Worker", a set of Northern-European and Australian researchers (Leymann, Einarsen, Raknes, Matthiesen, Skogstad etc.) dominated the field with publications mainly in Scandinavian languages during the last two decades of the twentieth century (Matthiesen & Einarsen, 2010). Originally, the term mobbing is a Scandinavian term which has been adapted from the English term “mob” by the school psychologist Peter-Paul Heinemann in the late 1960s (Matthiesen & Einarsen, 2010). Nonetheless Dr. Heinz Leymann (1932-1999): Professor of Psychology, Umea University, Sweden is considered the pioneering researcher who carried out research about the workplace bullying and revealed its devastating effect on people and organizations, which drew the attention of the western world. According to Matthisen & Einarsen (2010), German-speaking countries, the Netherlands and some Mediterranean countries have used the term mobbing while English-speaking countries preferably used the term bullying to describe the same phenomenon. On the other hand, the above two researchers in the same research paper show that some researchers who focus on the bully or the behaviour of bullies prefer the term "bullying", while theresearchers who focus on the targets and the victimization process leading to very severe cases of mistreatment prefer to use the term "mobbing". Leymann (1990) has mentioned that he deleberately avoided using the term “bullying”; as the meaning of the word is laden with physical aggression and threat, to explain the behaviour of adults in work which does not involve physical violence most of the time. Further, he suggests to use the term bullying to explain school children‟s and teenagers‟ behaviour while the term mobbing is used to explain adult behaviour at workplace. Sometimes, the term mobbing is used to denote the negative behaviour by a group of people and the term bullying to the negative behaviour by a single person (Vartia-Vaananen, Unknown). Apart from these reseachers, Keashly (1998) has employed the term “emotional abuse” to describe the similar concept and distinguish it from other types of negative behaviours. However, according to Lutgen-Sandvik (2006), workplace bullying, mobbing, and emotional abuse are essentially synonymous phenomena. Andrea Adams; a freelance journalist who worked for the BBC, in 1990 introduced the term bullying to the general public of Britain and brought the issue to public attention in Britain through a series of radio programme (Lutgen-Sandvik et al, 2009). As a result of Adams‟ work and public concern on that, an interest as well as studies on bullying was intensified in the U.K. (e.g., Hoel & Cooper, 2000; Rayner, 1997) and this serious problem has been firmly socialized through emphasizing it as significant, topical, escalating and harmful discrimination highlighted by the newspapers, electronic media and self-help books (Lee, 2000).

3. METHOD

The target population of this research was managerial level employees in Sri Lanka. In this research, the members of corporate management, senior managers, middle managers, junior managers and supervisors were considered as managerial level employees. The members belonging to the sample are working in 16 different districts in the country. The research design is a descriptive study which used the survey strategy to collect the data. The lack of research in this area in Sri Lanka it is important to explore and describe the nature of bullying prevails in the country. In the present research, originally the questionnaire was administered to 350 persons involved in post graduate studies at a university located in Colombo.

A total of 215 questionnaires were able to be collected from 350 respondents and of them 09 questionnaires were removed as the respondents are not performing in managerial level or supervisory level employment. Another 03 questionnaires were removed from the analysis due to incompleteness of the answering. Therefore, the valid sample size which was used to draw the conclusion in this research was 203. This comprised of 110 females and 93 males. The responding rate to the questionnaire was about 61 percent for the current research. In this research, a pre-formulated structured and self-administrated questionnaire was used to collect primary data from the sample.

3.1. Measures

Person-related bullying outcomes were measured by a 08 item 5 point Likert scale questionnaire, with questions related to emotional health, physical health, job satisfaction and work performance and organization-related outcomes were measured using 8 items (Lutgen-Sandvik et al, 2009). To identify the perceived bullying 03 questions were asked based on Lymann (1990). The researcher uses the modified negative acts questionnaire (Einarsen and Hoel, 2001) to identified the bullying actions.

4. RESULTS

4.1. The Misbehaviour

In the questionnaire, the respondents were inquired whether they have experienced the misbehaviour of some employees who continuously behave or treat others to create some disadvantage to the targeted party or to expulsion (made to leave) from the workplace. In the same time, the number of negative acts experienced by the victims and the duration they have undergone such negative act(s) were taken into account in order to identify the bullying behaviour. Among the responded managers, 60.59 percent (n=123) said that they have experienced negative behaviour at the workplace. Among these managers, 46.34 percent (n=57) have experienced negative behaviour during the last six months. 12.20 percent (n=15) have experienced it during the last six months to one year time period and 17.07 percent (n=21) have experienced during the last one to two year time period. The proportion of the victims that have experienced negative behaviour before two to three years was 13.82 percent (n=17) and 10.57 percent (n=13) of the victims have experienced it three to five years ago. Here both the employees of the government and semi-government sectors were considered as the public sector and their proportion was 42.86 percent and private sector proportion was 56.65 percent (table 4.8). Among the private sector managers, 55 percent have mentioned that they had experienced misbehaviour while 74 percent of the government sector managers have experienced the same.

4.2. The frequency and duration

Among the respondent managers, 11.8 percent mentioned that their experience of misbehaviour was less than two weeks, 6.9 percent have said that they have experienced unwanted behaviour for about one month, 9.4 percent have experienced misbehaviour for 01to 03 months while another 9.4 percent of managers have experienced it for 04 to 06 months. 12.8 percent of the sample said that they have experienced it for about one year and 5.4 percent have been victimized for about two years at their workplaces. Only one respondent (0.5 percent) mentioned that the person has experienced bullying for more than two years and another respondent (0.5 percent) revealed that he has experienced it for five years. When the frequency of experiencing the misbehaviour is analysed descriptively it was noted that 27.6 percent of the total sample has a frequency of 2 to 3 times per month, 6.4 percent has a frequency of once a week, 16.3 percent has the frequency of 2 to 3 times per week and 7.4 percent of managers have been exposed to the unwanted behaviour daily.

When the duration of victimization was coupled with the frequency of experiencing the negative acts (table 4.11), among the 5.4 percent (n=11) sufferers who were victimized for about two years, 54.5 percent (n=6) experienced at a frequency of 02 to 03 times per month, 9.1percent (n=1) at a frequency of once a week, 27.3 percent (n=3) at a frequency of 02 to 03 times per week and 9.1 percent (n=1) daily basis. Among the12.8 percent (n=26) of the sample who said that they had experienced the misbehaviour for about one year period, 46.2 percent (n=12) had experienced a frequency of 02 to 03 times per month, 7.7 percent (n=2) a frequency of once a week, 34.6 percent (n=9) a frequency of 02 to 03 times per week and 11.5 percent (n=3) on daily basis.

4.3. The onlookers

When the managers of the selected sample are considered, 65.51% percent of them observed the misbehaviour at their workplace. However, 24.6 percent of them are only the observers and not the victims while 75.4 percent of them experienced the misbehaviour by themselves while witnessing others too undergoing the misbehaviour in the workplace. When the observers‟ experience is further analysed, 33.3 percent of the observers observed it daily, 25.4 percent observed weekly and 41.3 percent of them observed it monthly occurring at their workplaces.

4.4. Solo vs. many harassers

Out of the total sample, 41.87 percent (n=85) of managers had experienced the misbehaviour by a single offender while 18.72 percent (n=38) had experienced the mistreatment from many people. Among the observed cases, 49.26 percent (n=100) have mentioned that there were more than one perpetrator involved in the mistreating of the employees at the workplace and 16.25 percent (n=33) of the observed cases were single person involved ones.

4.5. Power Factor

Data were collected with reference to individual perpetrators and group of perpetrators and of the total sample 7.4 percent were victimized by individual peers in the same rank while 34.5 percent of the sample were victimized by individual superiors in higher rank. Here, it could be observed that the involvement of the superiors in a particular misbehaviour is remarkable. 6.4 percent of the sample were mistreated by a group of employees who are working in a lower rank. 5.4 percent said that their perpetrators were a group of peers belonging to their own rank and 18.2 percent of sample were mistreated by a group of superiors in their workplace and here the impact of the power factor was notable.

4.6. The Gender

In the present study, the victims of the negative acts were from both genders and of them 61.78 percent (n=76) was female while 38.22 percent (n=47) was male. Among the total Employee(s) females of the sample, 69.09 percent had experienced the misbehaviour while 50.57 percent of the males had been victimized by misbehaviour. Analysis of the gender proportions for the different categories showed that, 68.42 percent of bullying was experienced by victims during the previous 06 months were females, 60 percent of bullying experienced victims before 06 months were females, 61.9 percent of one year-before cases were females, 47.05 percent of bullying experienced by victims before 02 years were females and 53.84 percent of bullying experienced by victims in previous 03 to 05 years were females. Among the reported misbehaviours, 18.24 percent of the cases were female-female involved cases and 27.67 percent of cases are male-male involved cases. In 16.98 percent incidents, males had misbehaved towards the females while in 4.40 percent of the cases females have misbehaved towards the male.

4.7. Bullying actions

From the total sample 70.94 percent have answered Negative Acts Questionnaire (Einarsen & Hoel, 2001) which was modified for this research and among the respondents 63.9 percent (n=92) were females while 36.1 percent (n=52) were males. Analysis of the responses to the NAQ shows that the vast majority of the respondents have experienced and/or observed multiple negative acts at their workplaces. Two managers had experienced sixteen negative acts which was the highest for the research while three managers had experienced fourteen negative acts. Thirteen negative acts had been experienced by four, twelve negative acts by two, eleven negative acts by three, eight negative acts by eight, nine negative acts by ten, eight negative acts by eight and seven and six negative acts by an equal number of fifteen managers. Eighteen managers have experienced five negative acts and fifty nine managers have experienced negative acts four or less. The minimum number of negative acts per individual was one and it had been experienced by thirteen managers. Among the negative acts, the most frequently reported act was being ordered to perform work beyond the level of competence even without any support (n=66). Someone withholding the information which affected the performance of the respondent had been mentioned by 63 managers. 59 managers had experienced assigning tasks and duties below their level of responsibilities and assigning unpleasant tasks. Passing hints or signals signalling that the manager should quit the job/leave the place and repeated reminders of errors or mistakes were experienced by 52 managers. 49 managers had said that they were made to feel ashamed/stupid or made fun of in an unkind way in front of others at the workplace and 48 managers had experienced spreading of gossip and rumours about them while 43 managers had experienced deliberate ignoring of their reasonable opinions and views.

4.8. Organizational outcomes

In the present study, 151 managers of the sample had answered the question on the impact of the bullying on the organization. Of them, 96 percent (n=145) had selected more than one impact of the misbehaviour. 35.7 percent (n=54) of the respondents to the question had mentioned that the misbehaviour is causing work team disruption while performing their jobs. 26.4 percent (n=40) said that the employee moral decline is a result of misbehaviour. 25.2 percent (n=38) of respondents had mentioned that the employees lose their productive time of work in worrying and avoiding the offender at the workplace. 20.5 percent (n=31) had selected drop in productivity as a result of the misbehaviour. 17.2 percent (n=26) of respondents had selected employee leaving the organization as a result of the bullying at the workplace. In addition, 8.6 percent (n=13) of the respondents had selected excessive absenteeism and 7.2 percent (n=11) had selected employee sabotage as the outcomes of a particular misbehaviour. Apart from these negative impacts, 2 percent (n=3) had said that the managers particular behaviour was creating positive impacts on the organization and this view may provide avenues for future researches.

4.9. Managing the situation

The managers were asked whether the misbehaviour they experienced or observed was continued or stopped, if stopped what reason(s) affected the discontinuation. Of the total sample, 71.4 percent (n=145) managers had answered the particular question and 56.5 percent (n=82) of them mentioned that the misbehaviour was being continued at the moment they answered the questionnaire. 10.3 percent (n=15) of managers had got rid of the situation as the offenders were transferred or had left the organization. 8.9 percent (n=13) of managers had got transfers from the workplace where they were bullied. In 8.3 percent (n=12) of the cases, the misbehaviour had ceased due to the intervention of the management. 6.9 percent (n=10) managers had been able to stop the misbehaviour by opposing it. It is clear that 15.2 percent of cases have been stopped by the action of management or managers.

Further, 25.6 percent of the sample said that the management of their organizations never took action to prevent or minimize such misbehaviours. 28.1 percent said that their management rarely involved to prevent/minimize while 21.2 percent of the sample said that their management often involved themselves against such misbehaviours.

4.10. Provocative Victims

In this research it was asked whether the responding managers were involved in bullying others at their workplaces and 8.86 percent (n=18) of the sample revealed that they are involved in bullying others at their work place. Among these perpetrators, 33.3 percent were female managers while 66.7 percent were male managers. 16.66 percent of the perpetrators said that they often involve in such behaviours and 83.34 percent of perpetrators said that though they were involved in bullying other employees it wasn‟t often. 30.54 percent of the managers who had experienced the misbehaviour had stated that they never engaged in such misbehaviours and tried to prevent/protect employees being subject to such misbehavior The important feature was 6.89 percent of the sample could be identified as provocative victims or aggressor-targets as these managers have mentioned that they are victimized as well as engaged in bullying of others in their workplace. 2 percent of the sample who hadn't experienced the misbehaviour at their workplace also had involved in bullying others. Here,it is clear that the percentage of provocative victims is more than threefold of the percentage of non-victim bullies. This behaviour of the victims has raised the question what are the causes for them to behave in such a manner. The perpetrators were asked the reason for their behaviour against the employees at their workplace and 46.6 percent said that they displayed this misbehaviour because they were mistreated by the others. 25 percent of offenders had said that their behaviour is a habit from their school times. 9 percent had said that it was due to the jealousy which they cannot control and 12 percent said that their behaviour was to safeguard their status/position/promotions. 6.2 percent of the managers said that they behaved in such a manner due to the insubordination of the employees and to get the needed job done. However, 34.5 percent of the total sample and 42.3 percent of managers who experienced the misbehaviour said that their organizations are having cultures of communicating aggressively in carrying out day-to-day activities. Sometimes some employees may sense aggressive type of communication or work culture at their workplace as bullying due to their own personality traits.

5. DISCUSSION

5.1. The Misbehaviour: frequency and duration

In defining bullying, frequency and duration of the negative acts experienced by the victims have been highlighted by the researchers (Leymann, 1990; Einarsen, 1999 and Einarsen and Skogstad, 1996) as important dimensions of the concept. In the present research, 28.6 percent (n=58) of the managers of the subject sample have experienced the bullying at their workplaces, when considering the period of experiencing the negative behaviour of 04-06 months to 05 years and frequency of experiencing the behaviour for 02-03 times per month to daily basis. Previous researches carried out overseas have revealed different levels of bullying experienced by the employees in different target populations such as 36.8 percent(Lutgen-Sandvik and Namie, 2009), 9.7 percent (Einarsen,Raknes and Mathiesen, 1994), 8.6 percent (Einarsen & Skogstad, 1996), 8 percent (Matthiesen & Einarsen, 2007), 10.6 percent(Hoel & Cooper, 2000), 8.8 percent & 24.1 percent(Salin, 2005), 20.1 percent & 10.1 percent (Vartia Väänänen, 2003); and however these researches have considered different time durations such as bullying experienced during last six months, bullying experienced during last tweleve months, etc. in defining the misbehaviour. On the other hand, Cowiea et al (2002) explain that "some degree of repetition is usually thought to characterize bullying; there is no agreement on the extent of frequency and duration needed to define it".

This suggests the idea that an employee can bully another employee without demonstrating regular behaviour, for example through even a single threatening act (Cowiea et al, 2002) and humiliation of an employee publicly could be considered as such a workplace bullying which could create remarkable prolonged negative results to the victim and the culprit‟s objective of bullying (Such as expulsion of target from the workplace) may be achieved with such a single act. The result of this research showed that 60.59 percent of the managers who have perceived mistreatment at their workplace by other employees and therefore, their experience cannot be underestimated based on the frequency or the duration of the perpetrators‟ negative actions.It is apparent that the frequent misbehaviour of an offender will create increasing mental pressure within a victim and may lead to cause persistent damage to the person. In the sample, totally 19.2 percent (n=39) of the managers had undergone the misbehaviour at the workplace for about one year or more and they may have suffered a lot; both physically and mentally. Therefore, it is the duty of the owners and managers of the organizations to create employee-friendly organizational setup which allows all the employees to work without being mistreated.

5.2. Person-related bullying outcomes

The personal related outcomes of the bullying may result in the psychological and physical health issues in the victims which disturb the normal life pattern of the employee. In this research, it did not look into the individual health issues in depth and research a few outcomes related to bullying to get an idea as this research is exploratory in nature. However, it is clear that the bullying perceived by the victims due to the negative actions of the perpetrators which have created detrimental outcomes to them and have created specific reactions within the victims due to their perceived level of bullying outcomes. Among the questions forwarded to managers, answers to the statement “being mistreated has negatively affected my physical health” were not significant. Among other seven questions responds to six were significant with agreement of the respondents and answers to the statement “I have taken more leave because I have been mistreated” were significant with disagreement of the respondents. However, managers were saying that the bullying had negatively affected their emotional health and bullying had lowered the victims‟ self-confidence. Further, the victim managers had mentioned that bullying has increased their stress level at the workplace. Bullying acts as a triggering factor of stress development since mobbed employees have very poor self-esteem.

5.3. Organization-related bullying outcomes

The economic consequences to the organization are paying employees without work for longer periods, loss of working time of the employees through their interventions, increased cost to the company for occupational health interventions, cost for long term repetitive sick leave (Leymann, 1990) and bullying is directly correlated with low job satisfaction, high employee turnover, increased absenteeism, and decreased levels of organizational commitment (Bryant and Buttigieg, 2009). In the present study, 151 managers of the sample have answered the question that inquiries into the impact of the bullying on the organization. Of them 96 percent has selected more than one impact of the misbehaviour. 35.7 percent of the respondents to the question had mentioned that the misbehaviour is causing work team disruption while performing their jobs. 26.4 percent said that the employee morale decline is a result of the misbehaviour. 25.2 percent of the respondents mentioned that the employees lost their productive time of work in worrying and avoiding the offender at workplace. 20.5 percent had selected the drop in productivity as a result of the misbehaviour. 17.2 percent of respondents selected employee leaving the organization as a resultant of the bullying at workplace. Apart from these negative impacts, 2 percent of managers had said that the managers’ particular behavior is creating positive impacts to the organization and this view may provide avenues for future researchers.

5.4. The onlookers

The external parties who are not directly involving in bullying also provide valuable information about the misbehaviour. They are often observers in the workplace who may or may not interfere in the interaction between victim and bully. When we consider the managers of the selected sample, 68 percent of them have observed the misbehaviour at their workplace. However, 24.6 percent of them are only the observers and not the victims while 75.4 percent of them have experienced the misbehaviour by themselves while witnessing others in workplace undergoing the misbehaviour. Namie & Lutgen-Sandvik, (2010) have reported a non-victim observer percentage of 12.3 percent, Einarsen et al., (1994) have reported 13 percent, Salin, (2005) has reported that percentage as 30.4 percent, Vartia, (2003) has reported 8.7 percent and 35.4 percent in two employee categories. When considering both victims and onlookers who witnessed the misbehaviour, 77.3 percent of the sample has been exposed to the misbehaviour directly or indirectly. LutgenSandvik & Namie, (2010) have conducted a research in the USA and reported this percentage as 49.1 percent. This high percentage indicates that the Sri Lankan workplaces do not provide a pleasant experience for the employees. When the observers' experience is further analysed, 33.3 percent of the observers have observed it daily, 25.4 percent have observed weekly and 41.3 percent of them have observed it monthly occurring at their workplaces. Benchmarking the widely accepted definition, it is possible to take daily and weekly observed frequencies in to the category of bullying and that percentage is 39.9 percent.

5.5. Solo versus many harassers

The bullying experienced by a victim may be performed by a single (solo) offender, or by more managers' particular behaviour is creating positive impacts to the organization and this view may provide avenues for future researchers. The bullying experienced by a victim may be performed by a single (solo) offender, or by more than one offender but individually or by more than one offender as an organized group and some of the victims may have undergone a combination of the above three methods. Here, of the total sample, 41.8 percent of managers have experienced the misbehaviour by a single offender while 18.7 percent of the total sample has experienced the mistreatment from many people. Blando (2008) has reported 71 percent and 64 percent involvement of solo harassers in two groups of respondents. In the present research also bullying extended bysingle harassers is predominant and such a working environment may create an immense pressure on the victims. Among the respondents of the question onnumber of harassers involved, 54.7 percent have been victimized by more than one person but independently while 45.3 percent have been victimized by an organized group of perpetrators. Among the observed cases, 75.2 percent have mentioned that there were more than one perpetrator involved in mistreating the employees at workplace and 24.8 percent of the observed cases were single-person involved. These results indicate that the employees were victimized by many people at their workplaces and perpetrators involved in misbehaviour both individually and as organized groups to hurt people at their workplaces generating an employee-unfriendly working environment in the organizations.

5.6. Power Factor

Power difference between the involved parties is a key feature in bullying incidents and Leymann (1996) have highlighted that the power differences of victims and offenders is a main factor to be considered. Further, Einarsen et al, (2003) have pointed out that bullying might result from both the exploitation of power by perpetrators and taking the advantage of the power deficit of the victim. In this research data were collected with relevance to individual perpetrators and groups of perpetrators and the finding underpin the above ideas of individual perpetrators and groups of perpetrators and the finding underpin the above ideas of the previous researchers.

Of the total sample, 7.4 percent have been victimized by individual peers in same rank while 34 .5 percent of the sample have been victimized by individual superiors in higher rank. Among the reported incidents, 71.3 percent has involvement superiors, 17.3 percent have involvement of peers and 11.4 percent has involvement of subordinates. Quine (1999) has reported percentages of 54, 34 and 12 respectively for the above three categories. It can be observed that the involvement of the superiors in a particular misbehaviour is remarkable and it proves the previous research finding regarding the exploitation of power differences by the offenders. 6.4 percent of the sample had been mistreated by the group of employees below their rank. 5.4 percent had said that their perpetrators are group of peers belong to their own rank and 18.2 percent of the sample have been mistreated by a group of superiors in their workplace and here also the impact of the power factor is notable. Among the victimization by employees below the victim's job position, 88.24 percent of victims are female and this may indicate the power difference of genders as masculinity and femininity are laden with different power levels within the society. On the other hand, men"s tendency to defend their selves than the women may discourage misbehaviour against them and since women seemed more prone to bullying at their workplaces.

5.7. The Gender

This research also analysed the relationship between bullying and gender of both victims and perpetrators. In the present study victims of the negative acts are from both genders and of them 61.78 percent are female while 38.22 percent are male. Among the total females of the sample, 69.09 percent have experienced the misbehaviour while 50.57 percent males of the sample have been victimized by the misbehaviour. Analysis of gender proportions for different categories, shows that 68.42 percent of bullying experienced during the last 06 months are by females, 60 percent of bullying experienced before 06 months are by females, 61.9 percent of one year-before experienced the misbehaviour are by females, 47.05 percent of bullying experienced before 02 years are by females and 53.84 percent of bullying experienced before 03 to 05 years are by females.The results indicate that both genders have experienced the negative behaviour in different proportions. Apparently, females have been exposed to the negative behaviour more than the males and this difference is statistically significant. Though many researchers e.g.: Leymann (1996), Einarsen and Skogstad (1996), Eriksen and Einarsen (2004), Salin (2005), Fajana et al (2011), Salin and hoel (2013), etc. have tried to find out the relationship of gender to bullying, the one gender prominent nature of researched occupational group and the differences in scale of the research have caused difficulties to conclude regarding such a relationship. The female to male ratio of the sample is approximately 54:46 and therefore, the sample may not be representing one genderprominent occupation situation allowing concluding on the relationship between the gender and bullying. According to Salin (2005), high visibility of women mangers due to their rarity among the male managers may the reason for victimization to be in a higher percentage. In Sri Lanka the cultural background and the male-prominent social structure may be contributary to becomefemales to be more prone to the misbehaviour. Klein & Martin (2007) point out that the increased involvement of women in the workplace which in contradiction to the conventional organizational set up has made male subordinates to extend aggressive behaviour towards the females and perhaps, the similar organizational scenario in Sri Lankan workplaces may be a reason for the female gender biased victimization. Among the reported misbehaviours, 17.72 percent of the cases are female-female involved cases and 27.85 percent of the cases are male-male involved cases. In 17.08 percent incidents, males have misbehaved towards the females while in 4.43 percent of cases females have misbehaved towards the males. In 23.42 percent of the incidents, females have been bullied by both genders and in 9.50 percent of theincidents; males have been bullied by both genders.

In his publication Leymann (1996) reveals that 76% of males were mobbed by same gendered persons while 3% of men were victimized by women and women-women mobbing is 40% whereas 30% of women were mobbed by men. Among 21% of men and 30% of women were victimized by people of both sexes (Leymann, 1996). As a special remark Salin (2005) reveals that, bullying by the subordinates was only reported by the women. In the present research, among the victims who have been bullied by their subordinates, 88.24 percent were females and this notable appearance of females confirms the fact revealed by Salin in the above research. Fewer in number of women in managerial positions might make them more visible among the males and may be perhaps the reason of victimization in higher percentage (Salin, 2005).Women‟s tendency to identify abusive behaviours as bullying and their identification of hostile perpetrators as the main reason for bullying (Salin, 2005) may also underpin the above finding.

5.8. The Negative Acts

From the total sample, 70.94 percent had undergone one or more negative acts and among them 63.9 percent (n=92) are female while 36.1 percent (n=52) are male. Quine (1999) has reported 38 percent of respondents have experienced one or more negative acts among the nurses and present research results showing relatively higher percentage. Analysis of responses to the NAQ shows that a vast majority of the respondents have experienced and/or observed multiple negative acts at their workplaces. Two managers have experienced sixteen negative acts which was the highest for the research while three managers have experienced fourteen negative acts. Thirteen negative acts have been experienced by four, twelve negative acts by two, eleven negative acts by three, eight negative acts by eight, nine negative acts by ten, eight negative acts by eight and seven and six negative acts each by fifteen managers. Among the negative acts, the highest reported act was being ordered to performs work beyond the level of competence even without providing any support (n=66). Someone withholding information which affects the performance of the respondents has been mentioned by 63 managers. 59 managers have experienced the assigning of tasks and duties below their level of responsibilities and assigning unpleasant tasks. It can be observed that all categories of negative acts (threat to professional status, threat to personal standing, isolation, over work and destabilization) have been experienced by managers in mix. Passing hints or signals, signalling that the manager should quit the job/leave the place and repeated reminders of errors or mistakes have been experienced by equal number of 52 managers. 49 managers have said that they were made to feel ashamed/stupid or make fun of them in an unkind way in front of others at the workplace and 48 managers have experienced spreading of gossip and rumours about them while 43 managers have experienced deliberate ignoring of their reasonable opinions and views. Each of 37 of managers have experienced insulting or offensive remarks made about their habits/background, attitudes or private life and have been given tasks with unreasonable/impossible targets or deadlines. Being excluded, ignored, not talked to or isolated without giving meaningful work to do have been experienced by 36 managers, being exposed to unmanageable workloads have been experienced by 35 managers, excessive monitoring of work has been experienced by 34 managers. However, Quine (1999) has reported the percentages of negative acts experienced by the victims, but none of the individual negative acts not exceeding 20 percent and the present research has recorded that more than eight negative acts exceeds 20 percent. The current research is showing that comparatively higher percentages of negative acts have been experienced by the managers. Observing these results, it can be mentioned that the managers are experiencing different types of unwanted acts at their workplaces and these negative acts are common for other countries as well.

5.9. Managing the situation

The managers were asked whether the misbehaviour they experienced or observed was continued or stopped, if stopped what reason(s) affected the discontinuation. Of the total sample 71.4 percent of the managers have answered the particular question and 56.5 percent of them have mentioned that the misbehaviour is continued at the moment they answered the questionnaire. 10.3 percent of managers have got rid of the situation as the offenders were transferred or had left the organization. 8.9 percent of the respondent managers have got transfers from the workplace where they were bullied. 8.3 percent of the cases have been ceased due to the intervention of the management of the organization. 6.9 percent managers have able to stop the misbehaviour by opposing it. It was observed that 15.2 percent of the cases have been stopped by the action of the management or the managers. Further, 25.6 percent of the sample said that the management of their organizations never took action to prevent or minimize such misbehaviours and Blando (2008) has reported the same situation that is, lack of management‟s involvement to intervene in the bullying incidents. 28.1 percent said that their management rarely involved themselves preventing/minimizing while 21.2 percent of the sample said that their management often involved against such misbehaviours. 20.7 percent of the sample had confirmed the often involvement of volunteer managers to prevent or minimize such misbehaviours at their workplace. 32 percent of the sample had said that the managers' volunteer involvement is rare and 19.2 percent confirm no involvement of volunteer managers at their workplaces. As mentioned above in the table 4.7, 8.3 percent of bullying cases hadbeen terminated due to the intervention of the management. In fact, the involvement and intervention of management to the bullying process and the involvement of the volunteer mangers to the bullying process could be considered as the organizational effort to control/manage the bullying process which created a moderating effect on the interaction between the offender and the victim. It is evident that the managers can play a role of a mediator in managing bullying behaviour in the workplace. Especially, the immediate supervisors are closely accompanied by their subordinates and are capable of intervening in such misbehaviours. At the same time 51.2 percent of the sample has stated that there are no policies in their organizations to prevent such misbehaviour and 42.4 percent of the sample had said that their organizations have such policies. However, 25.2 percent of the victims had mentioned that the organizations they work have policies/rules and regulations to prevent or minimize such misbehaviours. This implies that both the presence of policies and regulations to prevent misbehaviours and the implementation of such programmes within the organization in proper manner are needed to manage the situation. In addition, two managers have revealed that their job was terminated as they opposed the misbehaviour and such incidents have to be avoided in order to create an employee-friendly organizational environment and not to let the work place to be highlighted as a hostile place to work in.

5.10. Provocative Victims

The bullying researches are mostly based on the facts revealed by the victims and the observers. The research data obtained from perpetrators are lacking due to the difficulties in collecting such data. In this research it was asked whether the managers were involved in bullying others at their workplaces and 8.86 percent of the sample revealed that they are involved in bullying others at their work place. Among these perpetrators 33.3 percent are female managers while 66.7 percent are male managers. 16.66 percent of the perpetrators said that they often involve in such behaviour and 83.34 percent of perpetrators said that though they involved in bullying other employees it wasn‟t often. 30.54 percent of the managers who have experienced the misbehaviour have stated that they never engaged in such misbehaviour and tried to protect other employees being subjected to such misbehaviour. The interesting fact here is that, 6.89 percent of the sample could be identified as victims or aggressor-targets as these managers have

mentioned that they are victimized as well as engaged in bullying of others in their workplace. This percentage is quite high compared to reported percentages by Matthiesen and Einarsen (2007) which is 2 percent of provocative victims of the total sample. Two percent of the sample who haven‟t experienced the misbehaviour at their workplace had involved in bullying others. Here, it is evident that the percentage of provocative victims is more than threefold of the percentage of non-victim bullies. This behaviour of the victims raised the question what causes them to behave in such a manner. The perpetrators were asked the reason for their behaviour against the employees at their workplace and 46.6 percent said that they displayed this misbehaviour because they were mistreated by the others. 25 percent of offenders said that their behaviour is a habit from their school times. 9 percent said that it was due to the jealousy which they cannot control and 12 percent said that their behaviour was to safeguard their status/position/promotions. 6.2 percent of the managers said their behaviour in such manner was due to insubordination of the employees and to get the job done. However, 34.5 percent of the total sample and 42.3 percent of managers who experienced the misbehaviour said that their organizations are having cultures of communicating aggressively in carrying out day-to-day activities. Sometimes some employees may sense aggressive type of communication or work culture at their workplace as bullying due to their own personality traits.

6. FINDINGS AND CONCLUSIONS

Though the topic bullying is extensively researched in many countries across the globe, availability of literature regarding the scenario in Sri Lanka is scanty. Therefore, this research is explorative in nature as it sheds light on disclosure of some hidden facts regarding the workplace bullying, for the first time in the country. Considering the period of experiencing the negative behaviour about 04-06 months to 05 years and frequency of experiencing the behaviour 02-03 times per month to daily basis; 28.6 percent of the managers of the subject sample have experienced bullying at their workplaces. However, 60.59 percent of the respondents have confirmed that they have experienced this negative behaviour at their workstations. Further, 68 percent of the managers have observed the misbehaviour at their workplaces and of them 24.6 percent are only the onlookers and not the victims, while 75.4 percent of them have experienced as well as observed the misbehaviour at their workplaces. Though the involvement of superiors, peers and subordinates in bullying is evident, visibility of superiors; who exploit the difference in power at the workplace, as perpetrators is significant. Female managers have been exposed to the negative behaviour more significantly than the male managers. Work performances of the managers have been affected negatively by the bullying and the employees have got less job satisfaction and have changed or considered to change their job due to the misbehaviour experienced by them. However, managers confirmed that they have not taken leave to avoid bullying experienced at workplaces. Though the bullying has negatively affected their emotional health, the physical health has not been affected by it. Age, gender and marital status have a relationship to the person-related outcomes of the bullying. Further, 8.86 percent of the managers of the sample have self-reported that they have involved in bullying others at their workplaces and more importantly, 6.89 percent of sample could be identified as provocative victims or aggressor-targets. The two main reasons for provocative victims to behave in such manner was their experience to be bullied at the workplace and this behaviour being a habit acquired from their school times. Given the above findings from this study, it can be said that the presence of bullying in Sri Lanka.

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THE ROLE AND IMPORTANCE OF HUMAN RESOURCE MANAGEMENT IN TOURISM IN THE REPUBLIC OF CROATIA

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ABSTRACT
Modern dynamic trends in the tourism market confirm that people, human resources and staff are the decisive factor in the tourism industry, and with their knowledge, skills, ability, and creativity, they contribute most to the positioning and recognition of Croatian tourism. The difference between destinations of similar geographic, climatic, cultural, and accommodation features are people, or tourism staff. The importance of human resources is particularly emphasised in a globalised market economy. In a market economy where all the components are functioning markets, and the labour market in particular, the results of work, innovation, and creativity become a fundamental measure of staff value. The term "human resource development" is used more broadly here as it includes other procedures that contribute to the value of tourism staff. The basic features of human resource management are focused on tourism trends, education, and people development in line with the future competitive position of the tourism company. This paper aims to systematically show the importance of human resource management in tourism in the Republic of Croatia. The focus of the research in this paper is placed on the function of education regarding the need to harmonise the education system for tourism staff with the real situation in the labour market. The paper also analyses the key features of quality jobs, emphasises the importance of education as a prerequisite for improving tourism staff quality and identifies the factors that affect the quality of work and life of employees in the tourism sector.
Keywords: *human resources, labour market, Republic of Croatia, tourism sector*

1. INTRODUCTION

A company needs people and people need the company, and their goals are achieved only through joint action. Human resources are the basis the company strategy is built on, and all resources such as machines, raw materials and capital, goals such as productivity and customer satisfaction come from people and are based on their actions. Human resource management as a business function combines jobs and tasks related to people, their recruitment, selection, education, and other activities of securing and developing employees. This business function has undergone many development stages; ranging from the selection of candidates, job placement, and personal data storage through vocational training, to the formulation of a policy that maximises the integration of all company employees, develops people's interests, flexibility, and quality of work that combines the interests of the company and its employees.

2. IMPORTANT CHARACTERISTICS OF HUMAN RESOURCE MANAGEMENT

The term „human resource management" is a syntagm that has been increasingly appearing in the scientific literature in recent decades, denoting a scientific discipline, the function of management in organisations and practice, and the relationship to people in the organisation. Four meanings can be attributed to the term „human resource management" (Bahtijarević-Šiber, 1999, pp.49-50): (1) as a scientific discipline, (2) as a management function, (3) as a separate business function in the organisation, and (4) as a specific management philosophy. Human resource management as a scientific discipline has been explained in numerous books, studies, papers, and publications that have been covering this issue and highlight it as an important factor of successful company performance.

Bahtijarević-Šiber advocates human resource management as a scientific discipline through the argument that the concepts, theories and principles of human resource management primarily originated from other sciences and scientific disciplines (primarily psychology and its applied disciplines) and that it emerges as a specific scientific discipline in the framework of the contemporary process of integrating the insights of different sciences into new fields of research. In the extensive literature that studies and clarifies the topic of human resource management, several definitions can be found that summarise the extensive subject matter that describes human resource management, some of which are pointed out in particular. Human resources are the total knowledge, skills, creative abilities, motivation, and loyalty at the disposal of the company or the economic system as a whole. The link between human resources and national economy development is interactive, making the development of knowledge, i.e. human resources, a conditio sine qua non of economic, technological, political, cultural, and any other progress (Pupavac, & Zelenika, 2004, p. 61). Human resource management in a company means the selection of goals, policy making, as well as planning, organising, coordinating, and monitoring of activities in the field of human resources by taking management actions to achieve the selected goals by fulfilling the purpose of existence of the management function as a sub-system of business system functioning (Bahtijarević-Šiber, 1999, p. 164). Deželjin (1996, p. 20) considers that human resource management is a series of inter-related activities and tasks of management and organisations aimed at ensuring the adequate number and structure of employees, their knowledge, skills, interests, motivation, and models of behaviour necessary to achieve current development and strategic goals of the organisation. Human resources are a very important business resource, and their management is a key business and development activity of the organisation, which significantly differs from other business functions due to its subject matter.

2.1. The Human Resource Development Process

The human resource development process can be viewed as a process in which each individual activity and function plays an important role in building a successful and healthy company based on satisfied and effective employees (Vujić, 2004, p.103). Human resource development is specific in each national economy and depends on the environment within each country. Certain elements of the environment are of international importance, i.e. important for every economy and have a significant impact on the management of human resource development. The following figure outlines human resource development processes.

Figure following on the next page

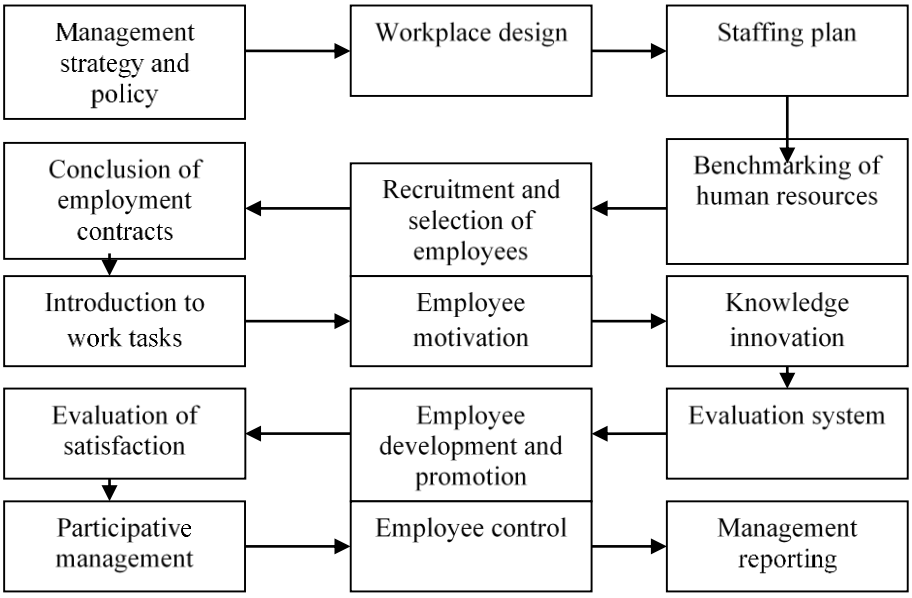

Figure 1: Human Resource Development Processes (Vujić, 2004, p. 103)

The above figure explains the sequence of human resource development that starts with strategic choices and projections through human resource management functions, that follow a logical order, to end with human resource control and reporting. Various authors explain the human resource management functions individually or as a group. Thus, the study on human resource management functions in Croatian companies conducted by the Zagreb Institute of Economics divides the management functions into nine groups (Marušić, 2001, p. 47): 1) the policy and concept of human resource management, 2) planning, 3) recruitment, selection and introduction to work tasks, 4) training and career development, 5) monitoring, performance evaluation, and remuneration, 6) motivation, 7) management development, 8) employment and administration, and 9) staff function monitoring. Each of these functions and processes contains a number of sub-processes and sub-functions that together enable the fulfilment of the human resource function.

3. HUMAN RESOURCE ENVIRONMENT MANAGEMENT IN TOURISM

The tourism sector is characterised by a large share of human labour in the creation of a tourism product, which gives it particular advantages in the economic development of receptive tourist destinations. Therefore, the basic economic function of tourism is the staff function in particular. Output level depends on the quality and qualification of employees in tourism, so that staffing in tourism emerges as a pivotal and controversial topic (Bartoluci & Čavlek, 2007, p. 17). Namely, tourism, as part of the tertiary sector, displays the ability to absorb redundancies from the secondary sector of activities, especially in various branches of industry. Tourism, which is mostly a service industry, depends on the human factor. The quality of services originates from the quality of tourism professionals at all levels, their engagement, good disposition, education, etc. Human resources in an area aiming to become a receptive tourist factor are one of the main agents of all tourism activities. An important prerequisite for tourism development is the positive attitude of the local population, and this attitude depends on the social and cultural level of the population.

Table following on the next page

Table 1: Dynamics of employee trends in the activity of providing accommodation, services, preparation and service of food for the period 2003 – 2017 in the Republic of Croatia (in 000 employees), (Turizam u brojkama 2017, https://www.htz.hr/sites/default/files/2018-08/HTZ%20TUB%20HR_%202017%20FINAL.pdf access August 28, 2019)

EMPLOYEES IN THE ACTIVITIES OF ACCOMMODATION, PREPARATION AND SERVICE OF FOOD						
Year	ACTIVITY OF ACCOMMODATION, PREPARATION AND SERVICE OF FOOD (in 000)			SHARE IN TOTAL EMPLOYEES (in %)		
	Total	In legal entities	In craft businesses and liberal professions	Total	In legal entities	In craft businesses and liberal professions
2003	78	39	39	5.9	3.8	16.1
2004	81	41	40	6.0	3.6	15.9
2005	80	40	40	5.9	3.7	15.5
2006	82	41	41	5.9	3.6	15.6
2007	86	45	41	6.0	3.4	15.4
2008	89	48	40	6.0	3.9	15.3
2009	86	46	40	5.8	3.8	15.6
2010	82	45	37	6.0	4.0	15.9
2011	81	45	36	6.1	4.1	16.3
2012	82	47	35	6.1	4.1	16.4
2013	84	50	35	6.3	4.4	16.8
2014	85	52	33	6.4	4.6	16.6
2015	90	58	32	6.9	5.2	16.7
2016	93	61	32	7.0	5.2	16.6
2017	92	61	31	6.8	5.3	16.2

Data on the number of employees in Croatian tourism have in the past fifteen years shown oscillations in the number of employees in direct tourism activities: the hospitality industry and the hotel industry. The number of employees primarily depends on the realised tourist turnover measured by the number of domestic and foreign tourists and the realised number of overnights according to types of accommodation.

3.1. The Issue of Seasonal Labour Force

Although seasonality is a tourism characteristic in most Mediterranean countries, it is much more pronounced in the Republic of Croatia, and it is not only a consequence of the dependence of Croatian tourism on the sun and the sea, but is also conditioned by the accommodation structure characterised by the dominance of private accommodation (Raškić Bakarić, 2017, p. 5). Croatian tourism is characterised by a low share of hotel accommodation (13.1%), while private accommodation makes 50% of total accommodation, and campsites 20%. According to the same source, with the annual average of 94,738 persons employed in 2016, the tourism sector participates in the total employment of the Croatian economy with the relatively high 6.9%. Employment in the tourism sector is characterised by an above-average share of craft businesses and employees in liberal professions and pronounced seasonality. According to the data of the Croatian Employment Service for 2016, employees in legal entities make 66.1% of total sectoral employment, while employees in craft businesses and liberal professions account for as much as 33.9% (32,072 employees). By comparison, at the level of the Croatian economy, employees in legal entities participate with 85.9% in total employment, and employees in craft businesses and liberal professions only with 14.1%. The seasonal character of the tourism sector in the Republic of Croatia is also confirmed by monthly data on the number of employees. The tourism sector thus records the highest employment during the summer months (June, July, and

August), and the lowest during the winter months (December, January, and February). In the period from June to August 2016, this sector employs on average 110,317 persons on a monthly basis, while in the remaining months it employs an average of 87,911 persons, i.e. 22,406 employees (20.3%) less.

3.2. The Role of Managers in Human Resource Management

Managers are the link between people and the company and perform their functions within human resource departments to achieve system integrity and satisfaction of the people and fulfilment of company goals. Effectiveness of individuals can be achieved by placing them in a position in which their abilities will be most useful, where their traits and knowledge will correspond to the tasks they perform, where they will be satisfied with their job and where they will be able to develop (Trdina, 2010, p. 319). Many contemporary hotel tourism organisations that do not want to leave their future to chance use internal and external trainings to teach their employees that nothing is more important than caring for guests, and to make them understand the key benefits of providing excellent services. According to the same source (p.325), managers must use all their knowledge, both organisational and psychological, to build a quality motivational system and combine the motivational techniques adequate for the specific situation to create a favourable organisational climate and conditions in which employees can fulfil their own needs and desires, and thus make the maximum contribution to the performance and competitiveness of the company. Therefore, great attention is devoted to the methodology of improving internal communication and fostering motivated teamwork.

4. THE STRUCTURE OF EMPLOYEES IN THE TOURISM SECTOR OF THE REPUBLIC OF CROATIA

In the tourism sector, there is a need for a relatively large share of human labour in the creation of products and provision of services; therefore, the basic economic function of tourism is the staffing function. The hospitality industry alone (accommodation, preparation and serving of food and beverages) and tourist agencies employ about a hundred thousand employees. Tourism will continue to play an important role in the Croatian economy in the future. The Tourism Development Strategy of the Republic of Croatia until 2020 (OG 55/13) set the goal of increasing the attractiveness and competitiveness of Croatian tourism. Labour force in the Tourism and Hospitality sector amounts to over 135 thousand people. In July 2017, a total of 117,062 persons was employed in the entire sector, of which 95,986 people were employed in the sub-sector Hospitality, while there were 21,076 employees in the sub-sector Tourism and the Hotel Industry. In relative terms, the entire sector accounts for 8% of total Croatian employment. Also, unlike the overall economy, with 52.84% dominated by the employment of men, most employees in the Tourism and Hospitality sector, i.e. 55.65%, are female employees. The following table shows the relationship between total labour force, employment and unemployment rates in the Tourism and Hospitality sector of the Republic of Croatia in absolute and relative terms.

Table following on the next page

Table 2: Labour Force and Unemployment Rates in the Tourism and Hospitality Sector in the Republic of Croatia, state in July 2017, (Ministry of Tourism https://mint.gov.hr/UserDocsImages/AA_2018_c-dokumenti/180529_cekom_Profil-sektora.pdf, access August 29, 2019)

CHARACTERISTIC	RC	Sub-sector Tourism and the Hotel Industry	Sub-sector Hospitality	Sector Tourism and Hospitality	Sector share in the RC, %	Share according to gender in RC, %	Share according to gender in the sector Tourism and Hospitality%
	EMPLOYED						
Total employees	1,463,881	21,076	95,986	117,062	8.00	100	100
Employment of women	690,395	14,784	50,366	65,150	9.44	47.16	55.65
Employment of men	773,486	6,292	45,620	51,912	6.71	52.84	44.35
	UNEMPLOYED						
Total unemployed	257,994	3,611	14,214	17,825	6.91	100	100
Unemployment of women	140,952	2,905	9,024	11,929	8.46	54.63	66.92
Unemployment of men	117,042	706	5,010	5,716	4.88	45.37	32.07
Unemployed without work experience	50,739	924	3,216	4,140	8.16	19.67	23.23
	LABOUR FORCE						
Total labour force	1,721,875	24,687	110,200	134,887	7.83	100	100
Female labour force	831, 347	17,689	59,390	77,079	9.27	48.28	57.14
Male labour force	890, 528	6,998	50,630	57,628	6.47	51.72	42.72
	UNEMPLOYMENT RATE						
Total unemployment rate	14.98	14.63	12.90	13.21			
Female unemployment rate	16.95	16.42	15.19	15.48			
Male unemployment rate	13.14	10.09	9.90	9.92			

The table shows that unemployment is lower at the level of the whole sector than at the level of the entire economy, i.e.14.98% in relation to 13.21%; Tourism and the Hotel Industry sub-sector has a slightly higher unemployment rate (14.63%) in comparison with the Hospitality sub-sector (12.90%). National trends of increased female unemployment are also present in the observed sector. Therefore, the unemployment rate of women in the entire sector is 15.48%, while the unemployment rate of men is 9.92%. This is also evident at the sub-sectoral level; in Tourism and the Hotel Industry, the unemployment rate of women and men is 16.42% and 10.09%, while the same indicators for the sub-sector Hospitality are 15.19% and 9.90%.

Table following on the next page

Table 3: Activities Employing Professionals in the Tourism and the Hospitality Sector by Level of Education, (Nestić, 2018 p. 22)

	Unqualified workers	**Qualified workers/ medium expertise**	**Higher expertise**	**High expertise**	**TOTAL**
Sub-Sector Tourism and the Hotel Industry					
Number of activities employees work in	30	83	4	70	83
Number of activities with less than 1% of sub-sectoral employment	19	68	0	56	66
% of activities with less than 1% of sub-sectoral employment	63.33	81.93	0.00	80.00	79.52
Sub-sector Hospitality					
Number of activities employees work in	48	86	-	48	86
Number of activities with less than 1% of sub-sectoral employment	40	76	-	39	76
% of activities with less than 1% of sub-sectoral employment	83.33	88.37	-	81.25	88.37

In the sub-sector Tourism and the Hotel Industry, the majority of activities the employees work in is in the qualified workers / medium expertise category, as much as 83%; followed by employees in the occupations requiring a university degree, who are employed in 70 different activities, and unqualified employees in 30 activities. There is a large dispersion of employment by industry. In the sub-sector Hospitality, the occupations offering most employment activities are occupations with required secondary education, or qualified workers, 86 activities, followed by high expertise workers and low expertise workers with 48 activities each. There is also a dispersion of employment activities within the required qualifications.

4.1. The Relationship between Job Satisfaction and Job Quality in Tourism

Job satisfaction stems from the employees' perception of their job and what they gain from their job and the work environment. Job satisfaction is the employees' attitude towards work, performance bonuses, social, organisational, and physical characteristics of the environment in which they do the work. In addition to job satisfaction, employee satisfaction is influenced by many other factors, such as the salary, associates, working conditions, respect for superiors, working atmosphere, etc. There are three groups of factors that influence employee satisfaction (Vrtiprah, & Sladoljev, 2012, p.102): 1) Individual characteristics represent the needs, values, attitudes and interests possessed by individuals, which differ from person to person, i.e. those that also have an influence on diverse motivation for the performance of work tasks. 2) Job characteristics represent job attributes such as complexity, autonomy, difficulty, etc. In the job distribution process, the management must ensure harmonisation of individual characteristics and job characteristics. 3) Organisational characteristics represent rules and procedures, staff policies, management practice, and a remuneration system that increase company efficiency. All of these instruments must be designed to attract new and retain current employees. When building an incentive remuneration system, managers should take into account that material rewards must be related to work performance that can be influenced by an individual, and work standards must be achievable, and the remuneration system must be based on positive effects of work behaviour. Furthermore, any increase in material compensation must be sufficient to justify the additional effort made. Likewise, an increase in remuneration must directly and indirectly follow increase and improvement of job performance, and all financial remuneration must be adequate and fair taking into account the work invested.

5. CONCLUSION

Tourism is a labour-intensive activity, which implies that human resource management in tourism is an important and responsible task. Tourism is one of the most promising activities in the Republic of Croatia, but also globally, and a very important generator of new jobs. According to all indicators, the importance of tourism for overall economic growth is unquestionable. This sector has a higher growth rate than the average economic growth rate of the country. Tourism organisations and managers face challenges in recruiting, developing and maintaining a dedicated, competent, well-managed, and motivated labour force focused on providing a quality product to increasingly demanding and critical guests. In tourism, as a sub-system of the economic and social system, the goals of tourism companies and the goals of tourism employees who need to achieve company goals overlap. The level of harmonisation of these goals is the basis for tourism success. Timely recognition and harmonisation of these relationships and goals are fundamental elements of the human resource management concept. The success of businesses operations under market conditions that expose them to competition arising from global tourism trends largely depends on their relationship with employees. Therefore, the importance of caring for employees and their motivation, specialisation, personal career promotion, and job satisfaction should be a foundation of the business strategy of tourism companies in order to increase competitiveness and quality, and thus survive in the increasingly demanding tourism market. In order to maintain and improve the value of intellectual capital and the overall quality of tourism products and services, it is necessary to invest in education, recruit quality employees, establish a system of evaluation of employees and their performance, to reward and promote quality employees. Human resource management inseparably integrates decisions that have crucial and long-term effects on business behaviour and tourism performance in general.

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CONTEMPORARY TECHNOLOGIES AND SMART CITY CONCEPT SYSTEMS IN THE CZECH REPUBLIC

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ABSTRACT

The concept of smart city has spread throughout the world over the past few years. Smart City is a concept that uses digital, information and communication technologies to improve the quality of life in cities. It focuses on the effective use of existing and search for new resources, reducing energy consumption, eliminating environmental burdens, optimizing traffic and sharing data for public purposes. To make cities smart, they are increasingly investing in modern technological measures. There is no uniform guide for all cities on how to achieve this. Each city is unique and has its own problems to deal with by combining different measures. It is difficult to assess which city in the world is actually the smartest one at the moment. The aim of the paper is to map information technologies planned and used in selected cities in the Czech Republic. The secondary aim of the paper is to answer the question, what is the ranking of selected city in the Czech Republic compared to other foreign countries. The methodology of this paper is based on a comparison of published Czech and international studies. Discussion of this paper deals with the current changes and needs of city dwellers in the smart city concept and a comparison with foreign concepts of smart city. The paper tries to emphasize the need to follow new trends, smart city technology. The paper presents a new perspective and recommendations for the use of the smart city concept in cities.

Keywords: *smart city, technology, innovation culture, productivity*

1. INTRODUCTION

On average, one in five people lived in cities one hundred years ago, today it is more than half the world's population. According to OSN, by 2050 about seven out of ten people on the planet will live in the city (World Urbanization Prospects, 2018). But as the population grows, it is becoming increasingly difficult for large cities to remain a truly quality place to live. For the cities, more people are more demanding on transport and energy, more water consumption or, for example, waste generation. Cities have to undergo a major transformation in order to bear this onslaught - modern technology and the Internet. Just as a few years ago ordinary cell phones became smart phones, they would become intelligent buildings (Velux - Healthy Buildings Day, 2016). Smart Cities Concept (Smart Cities Concept) means the following (MMR, 2015):

- the road to sustainable urban development;
- the introduction of modern technologies in city management to improve the quality of life and streamline governance;
- the greatest application of the concept - in the field of transport, energy and the introduction of modern information and communication technologies (ICT);
- use in other areas such as waste management, water management, e-government and crisis management;
- Smart Cities concept a gradual process not a state.

The concept of smart city has spread throughout the world over the past few years. To make cities smart, more and more money is investing in modern technology (Slavík, 2017). According to an analysis by Deloitte, they will invest around $ 1.5 trillion globally by 2020 alone. (Deliotte - Smart Cities Report, 2015) Most of the money will flow into energy, IT and transport (Frost & Sullivan, 2018). The three main benefits of Smart City are:

- increasing the quality of life, reducing energy intensity, saving mandatory costs or increasing management efficiency;
- solving problematic issues in cities;
- interconnection, harmonization and synergy.

Smart City (SC) is one of the concepts of applying the principles of sustainable development to the organization of the city, which is based on the use of modern technologies to improve the quality of life and streamline governance. There are several Smart City components with the result of an intelligent city, see Fig. 1. This concept is most widely used in the field of energy and in the field of transport, which can be more effectively addressed by the deployment of appropriate information and communication technologies (ICT). However, the Smart City concept does not only cover the two areas mentioned above, but can also be applied to others, such as water management, waste management, e-government or crisis management. Fig. 1 shows an intelligent city framework with 16 hierarchically arranged components. Each higher whole (A, B, C, D) consists of four hierarchically arranged components from basic to complex (1, 2, 3, 4), whose order is connected in sequence. The overall concept then represents a process for creating an intelligent city and any project requiring public support should, if relevant, fulfill all 16 components (MMR, 2015).

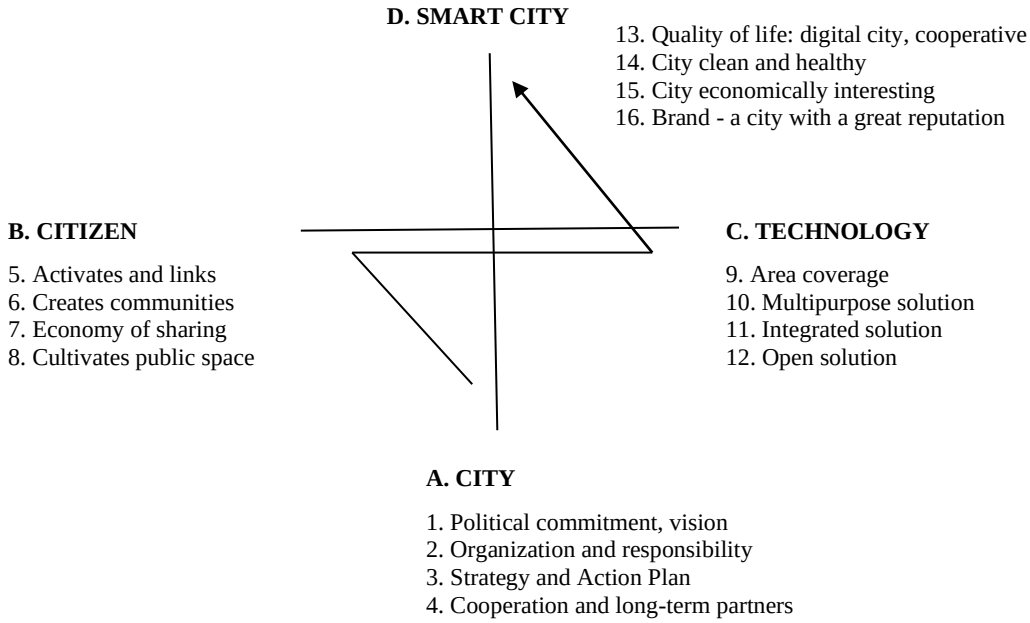

Figure 1: Intelligent City Framework with 16 hierarchical components (MMR, 2015)

The SC concept is a program change led by the political representation of the city and is a gradual process, not a state. In contrast to conventional planning and operation of Smart City agendas, it simplifies the process of engaging the professional and general public using electronic tools (eg communication platforms or social networks). It provides the possibility that the city's strategies are not made up solely of a skilled supplier in cooperation with the city's department, but of working groups made up of experts from various institutions, local

entrepreneurs and interest groups that the city effectively coordinates using electronic media. The resulting strategies can then be submitted for comments in electronic public fora and then discussed with the public at open meetings so that the introduction of their final form is generally accepted by the citizens, while at the same time reflecting as many ideas and ideas as possible. Such action also anticipates prudent investment in new technologies to support these new programs, which has an impact on the investment but, above all, on the operating costs associated with the technology.

2. RESEARCH METHODOLOGY

The primary aim of the paper is to map information technologies planned and used in selected cities in the Czech Republic. The secondary aim of the paper is to answer the question, what is the ranking of selected city in the Czech Republic compared to other foreign countries. The methodology of this paper is based on a comparison of published Czech and international studies and researches. Five cities were selected to map the information technologies of the Smart City concept. According to the population categories set by the Ministry for Regional Development in the Czech Republic, cities from categories A, B, C and D were selected, as shown in Tab. 1.

Table 1: Category by city population (MMR, 2015)

Category	Population of the city
A	over 150000
B	40000-150000
C	15000 - 40000
D	5000 - 15000
E1	1000 - 5000
E2	up to 1000

The following hypotheses have been defined:

- $H_0$1: Only large cities implement Smart City technologies with a population of over 150,000 that fall into categories A and B.
- $H_1$1: Smart City technologies are implemented by cities with a population of less than 150,000 that fall into categories C or D.
- $H_0$2: Prague will rank among the top 100 cities out of 147 Smart City rated cities.
- $H_1$2: Prague is not one of the top 100 cities out of 147 Smart City rated cities.

3. RESULTS OF THE RESEARCH

Tab. 2 shows the results of the research aimed at mapping the technologies of the Smart City concept in selected cities in the Czech Republic. Prague, as the capital of the Czech Republic, was selected for category A. Pardubice was selected from category B, Písek and Litoměřice were selected from category C, Vrchlabí belongs to category D. The results show both current and planned technologies in the Smart City concept for selected cities. Specific Smart City manuals published by selected cities are also listed. The first research hypothesis $H_0$1 is rejected. Is valid hypothesis $H_1$1 research - Smart City technology has been implemented not only by cities in categories A and B, but also by cities in categories C and D. The Smart City concept is used by cities below 150,000 inhabitants, as shown in Tab. 2.

Table following on the next page

Table 2: Current/future technology of Smart City concept selected cities in the Czech Republic (Own calculation by IPR Prague, 2015; Smart City Strategy of the City of Pardubice, 2017; SmartPlan Písek, 2015; Strategic development plan of the town of Litoměřice, 2012; Smart region Vrchlabí, 2010)

City in the Czech Republic	Category	Population	Current technology of Smart City concept	Future technology of Smart City concept	Manual
Prague	A	1 281 000	Mobile app to increase tourism	7 pilot projects	Smart Cities a Morgenstadt: City Lab (IPR)
			Electric vehicle charging station	Increase charging stations for electric vehicles (100)	
			Ecological transport - discounted parking, electric cars, bikesharing		
Pardubice	B	90 688	Transport - application for booking a place in cycling stands	Smart Parking and mobile app for Smart Parking	Smart City Strategy of the City of Pardubice
			Bikesharing and Biketowers	Traffic jam warning system	
			Energy dispatching - reports to the city current energy consumption or network breakdowns	Energy self-sufficient public lighting	
Písek	C	30 351	Flow rate and water pressure monitoring system	Pillar "Intelligent Mobility", "Intelligent Energy and Services", "Integrated Infrastructures and ICT"	„Modrožlutá kniha Smart Písek 2015“
Litoměřice	C	24 000	Reconstruction in low-energy or passive buildings with minimum energy requirements	Reduce energy consumption by one fifth by 2030	Energy management
Vrchlabí	D	12461	Charging stations for electric vehicles and cogeneration units	Energy savings in buildings	Project Grid4EU Smart region Vrchlabí
			Modernization of the distribution network		

Prague was chosen as the capital of the Czech Republic for secondary research. The following 9 research criteria were chosen as key criteria in the evaluation of the Smart City concept:

- Technology
- Economy
- Governance
- Mobility and Transportation
- Environment
- Urban planning
- International outreach
- Human capital
- Social cohesion

Research results are drawn from Index Cities in Motion 2019, which evaluates 174 cities on a 200 point scale, the higher the score, the better the city meets the Smart City concept. (IESE, 2019) The following Fig. 2 shows selected indicators that assess the selected city from the perspective of Smart City approach.

Overall, Prague ranked 47th out of 174 countries being compared. Therefore, the null hypothesis $H_0 2$ is valid and hypothesis $H_1 2$ is rejected. Prague is rank among the top 100 cities out of 147 Smart City rated cities.

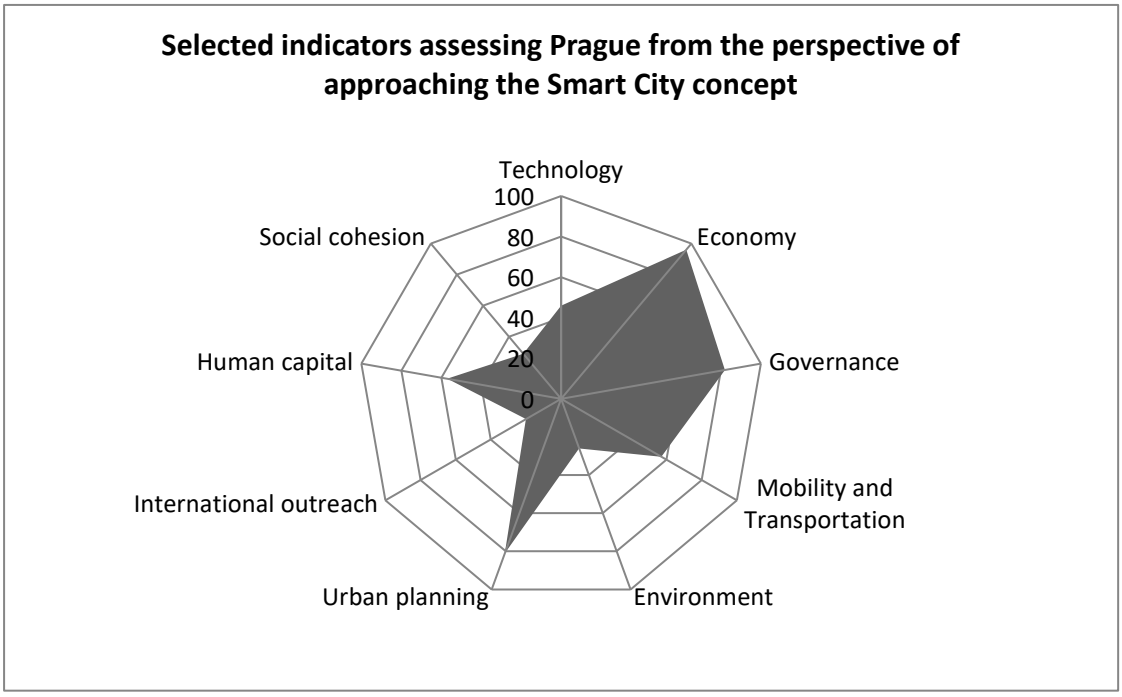

Figure 2: Prague - comparison of selected Smart City indicators (Own calculation by IESE, 2019)

Smart City's first selected indicator is technology that includes smart devices connected to the Internet. This is not just about telephones, but monitoring how cities are in terms of the number of places where you can connect to free wi-fi, or how popular the city is on social networks. Prague has a lot to improve, but the technology is still not very efficient (46 points). Another indicator is the economy, because cities that can manage well and support business can grow faster. The main indicators of this criterion include labor productivity, GDP or, for example, the number of large international companies that have their registered offices in the city. Prague ranked with a total of 96 points. Regarding another indicator of city management, Prague ranked only 82 points in this category. The main prerequisites for a high government rating are low corruption, good communication with the population, publication of contracts and important documents. A dense public transport network and high-quality road infrastructure without columns guarantee fast urban transport. The advantage is the availability of metro or busy airport. For this reason, Prague rakned 57 points. A quality environment makes the city a good place to live. Of particular importance in this respect is the emphasis on clean air and efficient use of water. High in the ranking are cities that seek to reduce the amount of dirt produced by buildings and cars. Prague randked 26 points. Public space planning can save cities a lot of money by building additional infrastructure and strengthening public transport. It is important that the city does not expand too much and that residents have shops and other services near their homes. Prague has improved significantly in this area in recent years and ranked 81 points. Cities that want to prosper should strive to be popular abroad. It is relations with foreign countries that bring interesting opportunities. Important is therefore good marketing and promotion of the city brand, organizing international congresses and last but not least attracting foreign tourists. Thanks to its history, Prague is popular abroad and ranked 20 points. For building a smart city is the most important potential of the people themselves. Cities with a high number of university students, but also trained professionals with practical skills have an advantage.

In addition to the number of university educated people, this category also includes the number of universities, museums and art galleries. Prague ranks with 57 points. Social cohesion in the urban context refers to the level of coexistence among groups of people with different incomes, cultures, ages, and professions who live in a city. Concern about the city's social setting requires an analysis of factors such as immigration, community development, care of the elderly, the effectiveness of the health system, and public safety and inclusion. Prague received a total of 29 points. Tab. 3 shows the top 5 ranks in the IESE Cites in Motion Index ranking. After three consecutive years with New York at the top, London has taken back the first position, followed by New York and Amsterdam. The top 10 cities in the overall ranking are Paris, Reykjavik, Tokyo (6th), Singapore (7th), Copenhagen (8th), Berlin (9th), and Vienna (10th). The Czech Republic represented by Prague was 47th in the ranking (IESE, 2019).

Table 3: City ranking – Compare Prague with the Top 5 Cities (Own calculation according to IESE, 2019)

Ranking	City	CIMI
1	London - United Kindgom	100
2	New York - USA	94,63
3	Amsterdam - Netherslands	86,7
4	Paris - France	86,23
5	Reykjavik - Iceland	85,35
47	Prague - Czech Republic	64,97

London is the first position in the overall ranking thanks to its very good performance in almost all of the dimensions. London is an example with its focus on communities in technology deployment. The British capital ranks in the 1st position in human capital and international outreach, 3rd in mobility and transportation, 7th for the governance dimension, 8th in technology and 9th in urban planning. However, the city does not show such a good performance in the dimensions of social cohesion and the environment, which can also be seen from Fig. 3. The overall comparison of Prague and London was carried out in the same indicators of the smart city concept. Fig. 3 shows that there is a consensus for the environmental indicator, otherwise London exceeds all other indicators, except social cohesion indicator.

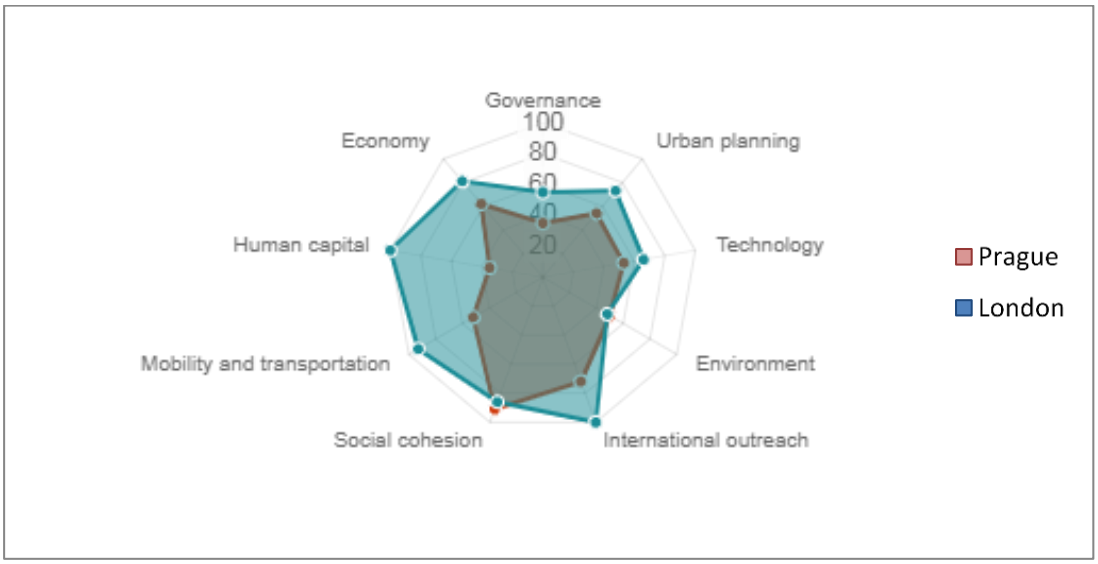

Figure 3: Comparison of Smart City concept indicators with Prague and London (Own calculation according to IESE, 2019)

Other research, by Philips Lighting and SmartCitiesWorld (2018), states that Singapore, London and Barcelona are among the top global smart cities. Research also shows that, according to 56% of respondents, the visionary leadership of the city is the most important factor influencing the success of individual Smart City programs. Research highlights the importance of enlightened leaders' influence with a long-term vision that involves collaboration between authorities and ministries. The benefits of the smart city principle are significant, according to a study that shows Barcelona as an exemplary example: around 47,000 jobs have been created through the implementation of the IoT, saving € 42.5 million for water and generating 36, EUR 5 million per year thanks to the intelligent parking system. All three selected cities are specific to their smart city program. Singapore, for example, is valued for its innovative approach to infrastructure, including buildings, transport and underground use. London is an example with its focus on communities in technology deployment. Barcelona is exceptional in supporting change at the highest government level.

4. CONSLUSION AND DISCUSSION

Technology will change the world. Smart City technology concept will serve cities as a means to work more efficiently, be environmentally friendly, and at the same time offer their residents the best place to live. (Green, 2019). There is no uniform guidance for all cities on how to do this. Each city is unique and faces its own problems, which it has to solve by combining different measures (He, Stojmenovic, Liu, & Gu, 2014). For the same reason, it is difficult to assess which city in the world is truly the smartest at present. There are a lot of charts that try to answer this question. One of the most complex is the Cities in Motion index, compiled by experts from the IESE Business School (IESE, 2019). So far, Europe has not reached a consistent methodology or measurable indicators for smart cities, even though such projects have already been supported. On the contrary, separate urban initiatives are emerging, which already have the first experience in implementing the concept, in order to share examples of good and bad practice (see The connected smart cities within the Eurocities Association). Here, cities can draw inspiration and knowledge on individual smart programs and support technologies that will evolve and improve over time. Czech cities can also gain valuable knowledge and experience to set up their new internal processes in EU projects. There are also some limitations in the implementation of the Smart City concept (Djunaedi & Widyawan, 2018). Budget constraints, lack of infrastructure and short-term planning are also often an obstacle to the Smart City concept. The most common obstacles are budget constraints (23%) and insufficient infrastructure (19%), which shows that securing investment in smart city projects is not an easy task. However, the results of the report suggest that projects that bring short-term profits and, in the long term, infrastructure improvements may overcome these problems, such as the San Jose street lighting project and the Los Angeles smart LED lighting, which bring annual cost savings of $ 9 million with guaranteed payback within 7 years. It is important to fully realize all the benefits of smart city. Cities use 70% of the world's energy and by 2050 urban areas will be home to 6.5 billion people worldwide, 2.5 billion more than today. In order for cities to continue to meet all existing requirements related to increasing occupancy and energy consumption, local authorities need to address potential problems related to technology, communication, data security and energy use (Philips Lighting a SmartCitiesWorld, 2018). The article publishes research results and shows current and planned technologies of the Smart City concept of selected cities in the Czech Republic. The first null hypothesis was rebutted and it was confirmed that even smaller cities below 150,000 inhabitants are using Smart City technology. Furthermore, the article shows a comparison of the capital of the Czech Republic with other evaluated countries. The research confirmed the second null hypothesis, where Prague ranked in the top 100 cities, namely 47th, which is a positive finding.

According to the author of the article, politicians do not have to come up with complex solutions. First and foremost, it is crucial to analyze the functioning of cities, to identify weaknesses and to develop comprehensive concepts tailored to individual regions. The first such concepts are already emerging (Czech Smart City Cluster, 2019). Thanks to them, Czech cities will become really smart. The Czech Smart City Cluster (CSCC) creates a unique partnership between companies, government, self-government, knowledge institutions and city dwellers. It seeks to build smart cities in which social and technological infrastructures and solutions facilitate and accelerate sustainable economic growth. These trends improve the quality of life in cities for all their inhabitants, making cities a pleasant environment for living and working. All this really works, but mere technology is not enough. People and their thinking will play a major role in building smart city. It is up to all of us now to get rid of the surviving stereotypes, to open ourselves to the possibilities that today offer us, and to make the world around us a little more "smart". We can conclude that the research results presented demonstrate useful implications for theory and practice, and highlight the need to implement Smart City technologies not only to improve the quality of life in cities. It will be interesting to continue to monitor the progression of Smart City technologies and conduct research that will reveal the strengths and weaknesses of Smart City concept for citizens and cities in general.

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METHODS OF FUNDING AND IMPACT OF TRANSPORTATION INVESTMENTS ON TERRITORIAL DEVELOPMENT

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ABSTRACT

Transport and related parking of vehicles is one of the significant issues in big cities. Increase in traffic is mainly due to suburbanization of the outskirts of the city and its surroundings. These circumstances increase the number of people commuting to the metropolis for work, study or entertainment. Such situation results in deterioration of the environmental quality and parking difficulties. The city of Prague challenges the similar problem. One of the possible solutions to deal with the adverse situation regarding the parking in the city centre seems to be construction of P + R (Park and Ride) facilities. Their purpose is to stop cars at the very entrance to the city and allow passengers to change smoothly to public transport, providing them with easy access to the downtown of the metropolis. This system has already been working for many years in the number of large world cities. It also works in the Czech Republic and especially in Prague. However, not to the extent that would be sufficient. Due to the increasing number of both inhabitants and cars, this research has revealed insufficient number of parking places in the capital city. The article deals with the evaluation of the new transport terminal construction project in Prague. Moreover, it introduces a concept of financing similar projects. Part of the article also looks into the functioning of Park and Ride facilities around the world. The aim of this paper is to evaluate the impacts that Park and Ride facilities have on their surroundings, especially in the Prague location, and thus contribute to its development.

Keywords: *Municipality, Transportation, Public Investment, Territorial Development, Park and Ride Facilities*

1. INTRODUCTION

Suburbanization of the city outskirts and surroundings represent one of the most distinctive processes characteristics for the current development of larger cities in the Czech Republic. Suburbanization process brings a number of both positive and negative impacts on the physical and social environment of the city and its background, including the impact on the environment

and transport. Transport and parking related to it create one of the biggest problems of big cities. It is no different in the Czech capital city of Prague.

2. REGIONAL DEVELOPMENT AND TRANSPORT INFRASTRUCTURE

The Czech Republic is characterized by a fragmented settlement structure. There are many small municipalities with up to 2,000 inhabitants, which make up almost 90% of the total number of municipalities in our country (Czech statistical office, 2016). Due to their size, these smaller municipalities often encounter various problems in providing economic development of their territory and in caring for the needs of their citizens which are often in the public interest and the municipality is obliged to provide these public goods. Inhabitants of these small municipalities often use transport infrastructure to meet their needs, whether it is commuting to work, to school, to provide services, etc. One of the ways how to facilitate getting closer to city centres that meet these needs is the use of public transport, whether by road or rail. Very often, however, individuals use their own car transport. Increase in passenger car transport often causes complications to arise in larger cities in connection with traffic jams, lack of car parks in the city centres and lack of parking lots. One of the possibilities how to deal with this problem especially in big cities is the construction of P + R facilities (Kilkenny, M., 2010).

3. P+R FACILITIY SYSTEM

Park and ride (P + R) facilities allow to combine transport by car to the area outside the city centre and in the outskirts with using public transport such as underground, trams, trolleybuses, buses or trains to the city centre itself. However, it is assumed that there is already a network of car parks with sufficient capacity close to public transport terminals. The main objective of P + R facilities is primarily to reduce and decrease the number of cars entering major central parts of the city, to reduce environmental consequences such as noise or exhaust gases, and also to solve parking problems in the city centre, especially with regard to residents. The advantage should also be appreciated by the drivers themselves, who should mainly experience time savings when travelling to the centre as well as greater parking safety. A big plus is also the possibility of booking parking spaces via the Internet. Abroad, 30-50% of cars arriving mainly in larger cities use P + R facilities (Č.R. s.r.o., 2018).

Successful functioning of the system has the following basic conditions:

- Improving public transport and making it highly convenient
- Accelerating transit time by means of public transport compared to individual transport
- Setting the optimum parking tariff and fare within the integrated transport system, and promote its advantages over other forms of parking in the city (Přibyl, 2005)

3.1. P + R facilities in the world

In the UK, the use of P + R facilities is primarily linked to direct bus lines. They transport users to the very centre of the city. In London, however, many parking facilities are also directly linked to the underground. The first P + R facilities appeared in the UK in the 1960s and 1970s. They were rather smaller parking lot and with the subsequent development of urbanization they proved insufficient. Currently, P + R facilities are being built with a capacity of between 500 and 1,000 parking spaces, where connections are provided to the bus lines that run at a frequency of 8 to 15 minutes. The USA is very specific in the terms of transport. People are very much focused on passenger car transport in this part of the world and it is also the largest producer of passenger cars. There are 818 cars per 1,000 inhabitants. Travel for long distances is also specific for it. People do not tend to use other transport alternatives, such as walking or cycling. In recent years, however, there has been an increase in P + R facility users who consider this way of transport efficient (Vaňatková, 2013). In Canada, the situation is comparable to the USA.

For the purposes of this article it is possible to compare a study from the Canadian city of Calgary from 1992 with the current conditions of P + R facilities in Prague, so it is a time difference of 27 years. The cities of Calgary and Prague are almost identical in terms of population, with over 1.2 million inhabitants. Already in 1992, the city of Calgary had 11.8 thousand parking spaces in P + R facilities, with most of them connected to the bus lines and high-speed lines. All of these car parks were at least 5 kilometres from the city centre and the occupancy of these car parks was around 90%. The largest car park had 1,600 parking spaces. Already at that time, factors such as walking distance from a parked car to the underground station resulting in the attractiveness of the car park and many others were taken into account (Calgary Transit - Statistics for 2017, 2017). In Prague, according to Prague Technical Road Administration annual report for 2017, there were exactly 3,496 parking spaces in P + R facilities, which is by about 70% less than in 1992 in Calgary. Currently, the city of Calgary operates approximately 16.5 thousand parking spaces in more than 30 locations, which is by almost 80% more than in the Czech capital city (Calgary Transit - Park and Ride Locations, 2019). In 2014, the Spanish Automobile Club RACC, in cooperation with automobile clubs from all over Europe, produced a report showing the state of P + R facilities in the major cities of the European continent (Dijk, M., & Montalvo, C., 2011). The average price for the construction of one parking space was determined at around EUR 25,000. In addition to this, the operating costs of a parking space per year, which are for example in Germany approximately EUR 300 or in France between EUR 30 and EUR 760, depending on whether it is an open-air car park or a parking house have to be taken into account. More than half of the cities surveyed have established requirements to follow. For example, the distance between the parked vehicle and the public transport stop is considered - which is an average of 300 meters. In Cologne, for example, such distance has been determined between 100 and 200 meters, while in Berlin such distance is assumed of up to 800 meters. For example, up to 45% of the cities surveyed define requirements for the design and lighting for safety reasons. When converting number of parking spaces per capita, Luxembourg is clearly at the top with 50 parking places per 1,000 inhabitants, followed by Geneva with 26 parking spaces per 1,000 inhabitants. Other cities reach between 1 and 6 parking spaces per 1,000 inhabitants (RACC, 2014). See Table 1 for details.

Table following on the next page

Table1: P + R facilities in European cities - year 2014
(own processing according to RACC, 2014)

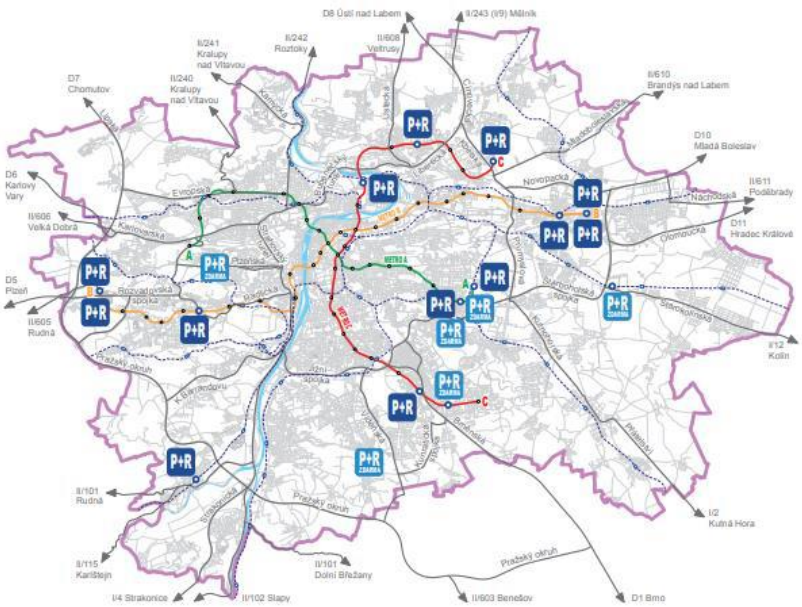
City	Number of inhabitants	Number of P+R facilities	Number of parking spaces in P+R facilities	Free of charge out of these	Parking fee
Berlin	3,422,943	44	4,947	all	free
Hamburg	1,773,218	49	9,409	all	free
Cologne	995,397	28	5,570	all	free
Munich	1,314,350	24	7,128	1,120	max. EUR 1.50 per day
Helsinki	568,146	27	3,163	2,908	max. EUR 2.00 per day
Paris	2,166,200	28	5,849	1,700	max. EUR 12.50 per day
Sheffield	530,300	8	1,754	750	max. EUR 4.50 per day
Rome	2,708,395	31	12,880	260	max. EUR 3.00 per day
Luxembourgh	86,329	5	4,116	all	free
Amsterdam	743,104	5	1,278	none	EUR 6.00 per day
Oslo	565,653	5	3,000	2,330	max. EUR 14.00 per day
Vienna	1,681,469	6	6,226	none	EUR 3.00 per day
Stockholm	795,163	22	3,000	none	max. EUR 3.00 per day
Geneva	1,314,350	19	4,854	none	max. EUR 29.10 per day
Ljubljana	278,638	1	217	none	EUR 1.00 per day
Budapest	1,696,128	25	3,384	2,682	EUR 1,00 per day

The table shows differences in individual cities. For example, Hamburg has the largest number of P + R facilities (49) and almost the largest number of P + R parking spaces (9,409), although it does not charge any parking fees at these places. On the other hand, the Swiss city of Geneva charges nearly EUR 30 per day for parking in a P + R facilities, which is many times more compared to any other surveyed city. Differences in the number of car parks and parking spaces, or the fee level can be attributed to the size of the city, number of inhabitants, or even the development level of the country.

3.2. P + R facilities in Prague

P + R facilities have been operating in the Prague area since 1997. Currently there are six unguarded free and 13 paid car parks. Free car park areas are not monitored, only the paid parking areas are serviced and operated. The price for a day of parking in a paid P + R facility is set at CZK 20; if one of the conditions of the Operating Rules is breached, a fine of CZK 100 is set (TSK-ÚDI, 2018). The Figure 1 below shows a map with the current P + R facilities.

Figure following on the next page


D8 Ústí nad Labem
II/243 (II/9) Mělník
II/241 Kralupy nad Vltavou
II/242 Roztoky
II/608 Velvrusy
D7 Chomutov
II/240 Kralupy nad Vltavou
II/610 Brandýs nad Labem
D10 Mladá Boleslav
D6 Karlovy Vary
II/611 Poděbrady
II/606 Velká Dobrá
D11 Hradec Králové
D5 Plzeň
II/605 Rudná
II/12 Kolín
II/101 Rudná
I/2 Kutná Hora
II/115 Karlštejn
II/101 Dolní Břežany
I/4 Strakonice
II/102 Slapy
II/603 Benešov
D1 Brno
Pražský okruh
Evropská
Novopacká
Chomutovská
Olomoucká
Strakonická
Radlická
Plzeňská
Rozvadovská spojka
Řevnická
Vltavská
Branická
Modřanská
Přístavní
Slivenecká
Kolínská
Kladenská
Kyjevská
Vinohradská
Mělnická
Nuselská
Hlubočepská
Jihozápadní
Nádražní
Chodovská
Podolská
Jihozápadní spojka
Nachodská
Mladoboleslavská
Pražská okružní
Kvítkovská
Kamýcká
Jihozápadní
Vltavská
Nuselská
Hlubočepská
Radlická

the district of Prague 5 (PRAHA.cz., 2019). Nearby there are important transport arteries that connect Prague with the western part of Bohemia and Germany. Thanks to the large number of shopping centres, depot and underground terminal, the area is heavily affected by traffic and related problems. Number of registered passenger cars in the territory of capital city of Prague and the adjacent Central Bohemian Region has been increasing year by year. According to the available information from the Czech Statistical Office, the number has increased by almost 70% over the last 20 years. See Figure 2 below.

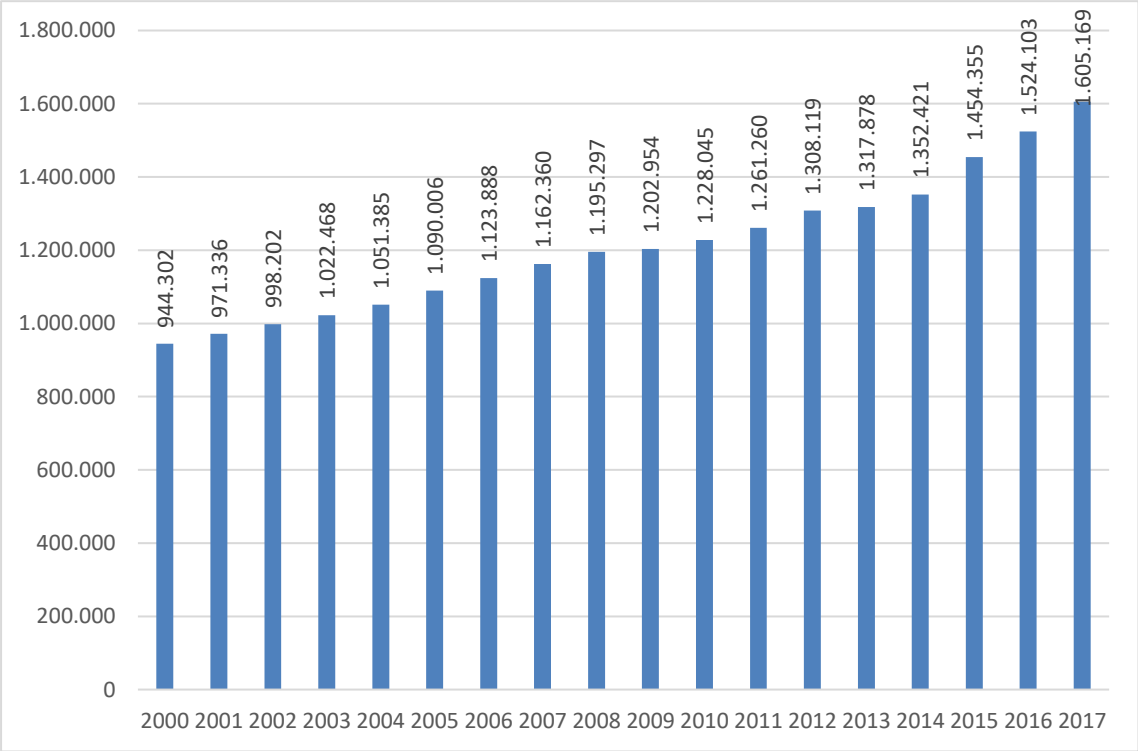


Figure 2: Development of the number of passenger cars in Prague and Central Bohemia (own processing according to Czech statistical office, 2019)

4.2. Project history

The project of the terminal in the Prague Zličín district has been under consideration since 1996, in this year the construction of the Zličín III P + R facility was prepared. In 2000 Prague City Council received results of the P + R facility study and subsequently the preparation procedure as well as the implementation were approved. In the following years, the construction designing and processing under the Act on Environmental Impact Assessment as amended took place and the documentation for area management proceedings was also discussed. Issuing the approval of the standpoint and the assessment of the impact on the environment were carried out by the Department of Environmental Protection of the City of Prague in July 2005. This standpoint contained a very extensive and also very controversial number of comments and requirements that exceeded the scope of the Technical Road Administration Prague investor. Thus it decided to stop the construction due to its extent and the requirements for resolving the traffic situation in the area. The year 2008 brought a new decision of the Technical Road Administration Prague to renew the construction and in the same year, a new EIA documentation was prepared. However, in the process of discussing the documentation for the zoning decision, there was a statement of disagreement with the project proposed by the Department of Land Use Planning of the City of Prague of the City Development Authority Prague and also by the Prague-Zličín municipal district. The Prague-Zličín municipal district agreed to build the P + R Zličín III car park only if the traffic situation in the Prague-Zličín municipality district was

resolved, as spontaneous parking inside the residential area and near the underground as well as overloading the local roads manifests. Therefore, the documentation for the zoning decision was revised and completed. The elaborated documentation for zoning decision was challenged in negative way and the construction preparation was stopped again, especially by the Prague-Zličín municipality district and also by the City Development Authority Prague. At present, the Zličín Terminal revised project is in the process of elaborating the zoning decision documentation (Č.R. s.r.o., 2018).

4.3. Project financing

The total detailed cost of construction has not yet been set in the project budget. A basic cost list was made for the purposes of at least a general estimate of construction costs. The project was divided into stages and these were then priced after being evaluated by comparing existing projects (B.I.R.T. GROUP, a. s., 2019). Total costs are estimated at CZK 3,810 million. At the current stage of the project documentation processing it is not realistic to make specific financing calculations. In order to be able to describe the project in terms of funding at least in general terms, it is necessary to first specify the project technically. As one of the possible ways of construction, financing and subsequent operation, it is recommended to use the form of PPP – Public Private Partnership for this type of projects. In the Czech Republic, this method of implementation is not used, which limits the potential for the construction of the publicly beneficial constructions. Another way of financing the project is to use subsidies from the EU Structural and Investment Funds. The 2014-2020 Programme Period is currently underway, where funds for this type of projects are allocated under the Transport Operational Programme. Due to the fact that this programme period is reaching its end, it is uncertain whether the project would be able to use the finances allocated for this period (DotaceEU.cz, 2014). For the next programming 2021 - 2027 period, strategic documents which will choose development priorities are under development. It is anticipated that the Czech Republic will receive EUR 20 billion during this period, more than half of which (EUR 10.52 billion) will be allocated to the European Regional Development Fund. It is therefore possible that this type of project will be supported and co-financed by the EU also in the following period. (DotaceEU.cz, 2019).

5. RESULTS AND DISCUSSION

The effects of P + R facilities can be both positive and negative. Positive environmental effects on city centres rank among the positive ones. However, a large number of people have associated P + R projects with economic loss due to fewer cars heading for the city centre. However, the prevailing view is that P + R facilities are the best solution to reduce the number of cars arriving in the city centre. Another positive effect of removing cars from the streets and areas in the city centre can be the subsequent use of these areas, for example for the construction of residential buildings or department stores. Users of P + R facilities also appreciate stress-free travel; they do not have to search for a parking place for a long time and do not have to worry about their car or time. They are bound to public transport; however they spend most of their travelling time in their car. However, the construction of these mostly large-capacity car parks may have a negative effect on the landscape, whether from an architectural point of view or because of the disruption of arable land that could be used for agricultural purposes (Vaňatková, 2013). Similarly to all major cities in the world, the problem of lack of parking spaces for cars has been addressed in recent years by the capital city of Prague. The Zličín Terminal project has been under consideration since 1996. Already at that time, the growth of passenger cars was expected to such an extent that it would not be possible to meet the demand for parking spaces. This situation occurs mainly in the city centre itself, but also in all the populated parts of the metropolis, as in the past this situation was not largely foreseen. The Zličín Terminal project is therefore intended to help solve this problem.

The main benefit should therefore be the purpose of the parking house. This should be helpful in stopping incoming drivers, just at the edge of the city. At present, this construction plan is being discussed. The city approach to this issue is the major obstacle. New representation of the City Council of the City of Prague, which was elected in 2018, is not in line with such a large project. They think it is oversized and therefore unnecessary. Municipal Authorities therefore created a much more complex project, also of the P + R type, which could thus be an alternative to the previous one. It is supposed to be developed in two locations, in the northern part of the site - the P + R depot Zličín project and the P + R parking house below or above the currently operating bus terminal. Their capacity is considered much smaller (about 500 + 700 parking spaces). It is also assumed that this project would be more expensive than the Zličín Terminal, as the metro line B would need to be extended. As the lack of P + R facilities is really high, it can be assumed that all projects will find justification in terms of capacity and could operate together with the Zličín Terminal. However, it cannot be assumed that all three projects would receive equivalent support from the Municipal Authority. Experience from the world shows that the planned number of 3,500 parking spaces in the Zličín Terminal project is not oversized. Statistics show an ever-increasing number of registered cars but also of the population, so it can be assumed that this will continue to be the case in the future. The 2014 demographic prognosis even estimates the population of the capital city of Prague at 1.5 million inhabitants in 2050. Lagging behind the trends has already occurred and it is not necessary to continue in the same direction, on the contrary it is necessary to overtake the time. In particular, this project should have a positive impact on the whole city. However, for a given locality, one can argue over the opposite views. It may lead to even more congestion of the site, and thus more environmental burdens. The opposite case may be to increase the awareness of the locality, increase the interest of investors in the area, or, for example, offer jobs for the workers from the surrounding area during the project implementation. Another way how to get cars out of the city centre could be to ban a certain group of cars from entering it. This limitation is usually imposed because of poor environmental conditions in the city centres - due to exceeding the maximum nitrogen dioxide concentration limits. An example is Germany, where the system already operates in several cities. Cars are labelled with simple stickers according to their age and the fuel they drive. Especially the diesel cars, which according the measurements, produce a large amount of nitrogen dioxide would be thus forbidden entering the city centres. The main reasons for this measure are therefore the reduction in transport emissions and in noise pollution. This is then associated with stopping the entry of cars into the centre and reducing the traffic in the centre and somehow "forced" car parking before entering the city, in parking lots, such as P + R (Malone, K., Silla, A., Johanssen, C., & Bell, D., 2017). In Prague, such possibilities are already being discussed. The capital's goal is to push out diesel cars older than 15 years and petrol cars that were manufactured before 1993 from the metropolis. Most Prague drivers could afford this limitation, as the average car age in Prague is around twelve years. However, it will cause a problem for out-of-capital drivers where the average car age is calculated much higher. Prohibition signs should have already been located in the large parts of the city a long time ago, but the municipality could not reach the agreement with the individual municipal districts. They objected that the outer ring of the city providing a bypass zone, has not been completed yet. The preparation of this measure was thus stopped.

6. CONSLUSION

The aim of this article was to evaluate the impact of the Zličín Terminal investment project on the development of the area in the locality. Recently, suburbanization in the outskirts of the city and its surroundings has occurred. These circumstances increase the number of people commuting to the metropolis for work, study and entertainment. The impact is then a deteriorating quality of the environment and parking problems.

One of the main tools that should solve the adverse situation with parking in the centre is P + R facility construction. The "Zličín Terminal" project should have the function of a P +R facility and should help to solve this situation. Several analyses have been carried out showing ever-increasing numbers of both inhabitants and cars. It was also found out that these numbers do not correspond to the number of parking spaces in the capital. The information obtained showed that the capital city of Prague needs to increase the number of P + R facilities as soon as possible and also to solve the parking system in the city centre.

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ISLAMIC HUMAN RESOURCE MANAGEMENT, SPIRITUAL MOTIVATION, AND JOB SATISFACTION: AN EMPIRICAL STUDY OF ISLAMIC BANK IN SOUTH SUMATERA, INDONESIA

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ABSTRACT

As a country with the largest Muslim population in the world, Indonesia is expected to become one of the largest sharia banking bases in the world. However, the fact implies that currently, the total assets of Islamic banking in Indonesia are considered very small compared to the total assets of the banking industry in Indonesia. One factor that influences organizational performance is the practice of Islamic Human Resource Management (IHRM). IHRM is an HRM concept by Islamic principles based on Al-Quran and Hadith. Organizations that carry out sharia principles in their operational activities are expected to implement the IHRM in the management of human resources, including Islamic banking. Indonesia, the country with the largest Muslim population in the world and has a lot of Islamic banking is expected to have a lot of research on IHRM, so that it can be a reference for Islamic banking managers. However, currently, research on IHRM is very few in Indonesia. This study aims to analyze the effect of IHRM directly on spiritual motivation and job satisfaction. This study also investigated the impact of IHRM on job satisfaction indirectly through spiritual motivation. The unit of analysis in this study is the Islamic Bank in South Sumatra, Indonesia, where the average assets of Islamic banking in South Sumatra are under the average assets of Indonesia's national Islamic banking. Instruments for measuring variables are questionnaires distributed to respondents in the unit of analysis. Respondents of 136 Islamic Bank employees were selected using proportional stratified random sampling method. The results showed that IHRM consisting of Islamic Recruitment and Selection and Islamic Training variables had a direct positive effect on spiritual motivation and job satisfaction, while Islamic Compensation had a positive effect on spiritual motivation, but negative effect on job satisfaction. IHRM also has a positive effect on job satisfaction indirectly through spiritual motivation.

Keywords: *Islamic Bank, Islamic Human Resource Management, Job Satisfaction, Spiritual Motivation*

1. INTRODUCTION

Indonesia applies the Dual Banking System in running their banking operational, which are conventional and sharia bankings (Remi, 2014). As a country with the largest Muslim population in the world, Indonesia is expected to become one of the largest sharia banking bases

in the world. However, the fact implies that currently, the total assets of Islamic banking in Indonesia are considered very small compared to the total assets of the banking industry in Indonesia. Based on the information from the Financial Services Authority (OJK), the total assets of Indonesian Islamic banking have only reached 5.3% in 2016 (OJK, 2017). In 2016, the total assets of Indonesian Islamic banking were far below the total assets of sharia banking in other countries. The total assets of Islamic banking in Saudi Arabia in 2016 reached 51% (SAMA, 2017), while the total assets of Malaysian sharia banking hit 27% in 2016 (BNM, 2017). One of the provinces in Indonesia with total assets of Islamic banking where its percentage is below the total assets of Indonesian Islamic banking is South Sumatra province. In 2016, the total assets of Islamic banking in the province of South Sumatra were only 4.47% or below the total assets of Indonesia's national Islamic banking of 5.3% (OJK, 2017). Islamic banking organizations' performances in South Sumatra are considered not optimal. One factor that influences organizational performance is job satisfaction (Latif et al., 2013; Bakotic, 2016). Job satisfaction is one of the essential factors in improving organizational performance, where employees who feel more satisfied, will produce better performances and productivities than employees who are less satisfied in their work. According to Komalasari (2013), employee's job satisfaction can be enhanced by spiritual motivation variables, where the relationship between spiritual motivation and job satisfaction is positive. The other factors that influence job satisfaction are Islamic Human Resource Management (IHRM) (Hashim, 2008; Hadjri et al., 2018; Mahesar et al., 2016). Islamic banking runs banking operations based on sharia principles, therefore, it is a must to expect this organization to embed Islamic principles in the practice of Human Resource Management (HRM) and their policies. IHRM is an HRM concept that is based on the Al Quran and the Hadith of the Prophet Muhammad (Rahman et al., 2011). Several previous studies have been conducted to determine the effect of IHRM on job satisfaction, however, there are several different results. The results of Hashim's research (2008), Mahesar et al. (2016), and Hadjri et al. (2018) conclude that IHRM directly affects job satisfaction, while the results of Siswanto's (2014) study indicates that IHRM does not directly affect job satisfaction. The presence of different results from the research resulted from a research gap and became the basis for the researcher to conduct further study on the effect of IHRM on job satisfaction. IHRM practices are essential but are rarely studied in the literature (Hashim, 2009). Branine & Pollard (2010) suggest that there are still few studies discussing IHRM, hence, further research is needed on the topic. Rana & Malik (2017) also stated that only a few studies raised the topic of IHRM. The research conducted by Khan (2015) supports this, where there are deficiencies in the number of studies on HRM in Islamic banking. According to Mellahi & Budhwar (2010), although there was an increase in the number of studies related to Islamic management, most of the studies only focusing on the financing and Islamic accounting (Chong & Liu, 2009), Islamic Marketing (Haque et al., 2010), Islamic leadership (Weir, 2008), Islamic work ethic (Kumar & Rose, 2010), also gender and Islamic management (Metcalfe, 2007). So far, studies about IHRM are limited in numbers (Tayeb, 1997).

2. LITERATURE REVIEW

2.1. Theory of Metamotivation

The humanistic approach recognizes the existence of religion. Maslow in his theory revealed a concept of metamotivation outside the five hierarchies of needs. The Mystical or peak experience is part of metamotivation that describes the religious experience, where in this situation, human's experience a deep religious experiences. The person is detached from physical reality and unites with transcendental power. According to Maslow, this level is part of human perfection (Ancok, 1995).

2.2. Islamic Human Resource Management (IHRM)

IHRM practices are based on ethical values, beliefs, and motivation (Khan, 2016). The practice of IHRM is derived from the values in the Al Quran and the Hadith of the Prophet Muhammad (Rahman et al., 2011). Some IHRM practices are commonly used, which is Islamic recruitment and selection (IRS), Islamic training (ITR), and Islamic compensation (ICO) (Azmi, 2015; Fesharaki & Sehhat, 2017; Hadjri et al., 2018).

2.2.1. Islamic Recruitment and Selection (IRS)

The Qur'an provides guidance in the practice of IRS, including ability, knowledge, specialization, experience, personal ability, potential, character, perseverance, and loyalty to organizational rules and religious law (Salleh, 2012). Islamic guidelines include five conditions that must be met for the selection: 1) competence, 2) experience, 3) responsibility, 4) organizational fit, and 5) reputation (Ali, 2010). Islam emphasizes that nominated employees must be selected based on merit and competence, without the influence of friendship, blood relations, kinship, age, wealth, race or political power (Alorfi, 2012). Hashim (2009, 2010) states that all applicants in the IRS process must be treated equally. The IRS must follow the following principles: 1) justice, 2) competence by excluding wealth, age, race, political power, friendship and blood relations, 3) honesty, 4) assigning workload based on employee's capacity, 5) honesty. Prospective employees must know their abilities, be truthful with themselves, and take actions when they are confident that they can carry out the workload. Employers must be honest and provide correct about the work offered to applicants, including salary, nature of work, and reward and sanctions (Alorfi, 2012). The practice of the IRS majorly avoids discrimination and injustice. Matters as nepotism and favoritism can affect the IRS process. Muslim managers must follow the instructions specified in the Al Quran to avoid favoritism, nepotism, and discrimination in the IRS process (Ali, 2005). Competent and potential employees who can be selected to fill positions in a job, as an effort to avoid injustice and dishonesty that are avoided in the practice of the IRS.

2.2.2. Islamic Training (ITR)

The practice of ITR includes and covers intellectual, moral, spiritual, physical, (Hashim, 2010), social, psychological (Khan, 2016), emotional (Husain & Ashraf, 1979) and human growth. Islam encourages people to maintain skills' development and technology (Hashim, 2009). Al Quran explicitly directs people to seek and utilize science to develop human potential (Rana & Malik, 2017). Several Islamic concepts are directly related to ITR practice. The first concept is Etqan. This concept refers to the awareness of self-improvement, efforts to improve themselves to achieve better performance (Branine & Pollard, 2010). The second concept is Al Falah. This concept is the desire to achieve excellence and perfection because these values resulted from the desire to excel in personal and professional matters to be an ideal matter for Muslims. This implies that employees are required always to perform better, improve the quality of their contributions and work results by acquiring new skills and knowledge. The third concept is Ihsan. This concept is a tradition in Islam which indicates that business and spiritual obligations must be balanced with each other (Ali, 2005). Islam emphasizes the ITR can include the development of employees' moral and spiritual at all levels of the organizational hierarchy (Hashim, 2010). According to Islamic teachings, employers ought to provide facilities for the employee to develop their career through training, specific assignments, and mentoring by excluding discrimination on the basis of race, color, sex or religion (Azmi, 2015). The decision to select employees who are eligible for training must be completed without discrimination and by justice, reviewed through information regarding the performance and employees' potentials. This is the basis for recommending employees who are eligible for training, without any element of discrimination and injustice that is contrary to Islamic principles (Hashim, 2008).

2.2.3. Islamic Training (ITR)

ICO practices are based on the principle of justice. Islam encourages the employer to reward the compensation for the employees based on the qualification, experience, knowledge, capacity and their workload. Married employees with dependants ought to receive higher compensation from those who are singles since they have to feed their dependents, purchasing clothes and provide education for them. This tends to occur accordingly to the increase of age, compensation as well as their seniority (Hadjri et al., 2018). ICO practices also ought to be done without discrimination. According to Mansor & Ghani (2005), all employees have to receive insurances, bonus, overtime payment, leave, salary increase and medical treatment by excluding discrimination. Islam emphasizes discussion in the process of negotiating the compensation. All requirements within the payment of compensation have to be explained in the offer letter which can be considered by the employee before they accept the offer. If the employee is not satisfied with the compensation's requirements within an organization, If the employees are not satisfied with the compensation's requirements within an organization, they can negotiate and discuss with their line managers. The core principle in the ICO stated that employers are obligated to design a package of compensation for the employees to enable them to fulfill their basic needs accordingly to the standardized life (Sadeq, 1990). Discrimination and favoritism in the compensation system's design are forbidden in the ICO since it is contradicted with the principles in Islam regarding human rights and injustice (Khan, Farooq & Hussain, 2010).

2.3. Spiritual Motivation (SPM)

Spiritual motivation is the human's nature urge to fulfill spiritual needs (Bakran & Adz-Dzakiey, 2006). In the study of Al Quran, spiritual motivation is a motivation that has a philosophical basis in the preservation of human creation. Basically, inside a human's deepest heart, man has a motivation that encourages him to think and know the creator and creator of the universe. This motivation encourages people to worship, take refuge, and ask for help from Allah. This creates a sense of security and security for the protection and guarding of God (Najati, 2001). Anshari (2004) revealed that the dimension of spiritual motivation is divided into three, namely the motivation of faith, the motivation to worship, and the motivation of muamalat. Previous research concerning the relationship of spiritual motivation on job satisfaction was carried out by Komalasari (2013), where the results revealed that spiritual motivation had a positive effect on job satisfaction.

2.4. Job Satisfaction (JSF)

Job satisfaction is a general attitude towards one's work, which shows the difference between the number of awards received by workers and the amount they believe they should receive (Robbins, 2008). Job satisfaction is the thoughts, feelings, and tendencies of one's actions, that shows one's attitude toward work (Vecchio, 1995). Job satisfaction can be measured by using the Job Descriptive Index (JDI) developed by Smith, Kendall, & Hullin (1969). The job satisfaction indicators measured by JDI include satisfaction with work, rewards, promotion opportunities, supervision, and co-workers. Satisfaction with work will be reached if the work of an employee is in line with the interests and abilities of the employee itself. Satisfaction towards the rewards will arise if employees feel that, the rewarded compensation is by the workload and balanced with other employees who work within the organization. Satisfaction with supervision from superiors will be fulfilled if employees have superiors who can provide direction, technical assistance, motivation, and feedback to employees. Satisfaction with colleagues will be achieved if employees have co-workers who can work together and provide social encouragement. Satisfaction for the promotion opportunities will arise if employees have equal opportunities in the promotion system in the organizational structure.

Several previous studies have been conducted to determine the effect of IHRM on job satisfaction. However, there are several different results. The results of Hashim's research (2008), Mahesar et al. (2016) and Hadjri et al. (2018) revealed that IHRM affects directly on job satisfaction, while the results of Siswanto's (2014) study concluded that IHRM does not directly affect job satisfaction.

2.5. Research Model and Hypothesis

The research model is illustrated in Figure 1 below:

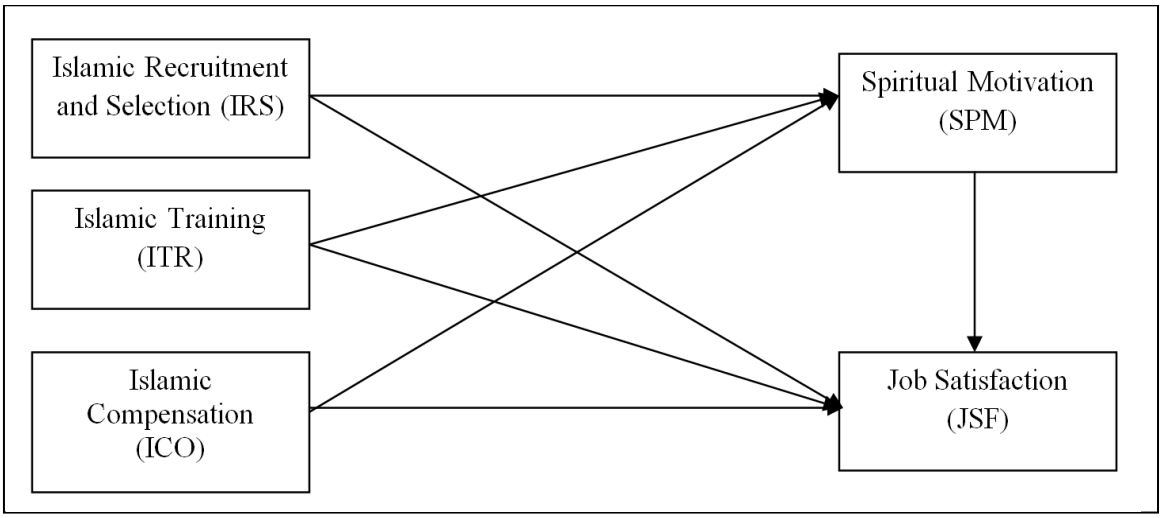

Figure 1: Research Model

Based on the literature review, the hypothesis of this study:

1. Islamic recruitment and selection has a positive effect on spiritual motivation.
2. Islamic training has a positive effect on spiritual motivation.
3. Islamic compensation has a positive effect on spiritual motivation.
4. Islamic recruitment and selection has a positive effect on job satisfaction.
5. Islamic training has a positive effect on job satisfaction.
6. Islamic compensation has a positive effect on job satisfaction.
7. Islamic recruitment and selection has an indirect effect on job satisfaction through spiritual motivation as intervening variable.
8. Islamic training has an indirect effect on job satisfaction through spiritual motivation as intervening variable.
9. Islamic compensation has an indirect effect on job satisfaction through spiritual motivation as intervening variable.
10. Spiritual motivation has a positive effect on job satisfaction.

3. METHODS

Population in this study are the employees in a sharia bank, located in South Sumatera province in Indonesia. By utilizing Slovin's formula, and proportional stratified random sampling as the sampling's technique, there were 136 employees were targeted as respondents in this study. The instruments used to measure this study's variables is the questionnaire with details as listed below:

1. Islamic Human Resource Management (IHRM): Instruments used to measure IHRM is a questionnaire developed by Hashim (2010) and Fesharaki & Sehhat (2017) that possess 20 items of questions related to HRM based on the Al Quran and Hadith. The items contain variables of the IHRM are Islamic Recruitment and Selection (IRS), Islamic Training (ITR),

and Islamic Compensation (ICO). The questionnaire was measured by using Likert's five points (1-5).

2. Spiritual motivation (SPM): The instrument used to measure spiritual motivation is the one developed by Anshari (2004) and Komalasari (2013) that contains 10 items of questions. These items contain the dimensions of spiritual motivation; faith, worship, and muamalat.The questionnaire was measured by using Likert's five points (1-5).
3. Job satisfaction (JSF): The instrument used to measure job satisfaction is the questionnaire developed by Smith, Kendall & Hullin (1969) contains 15 items of questions. These items contain dimensions of satisfaction towards job, promotion opportunities, rewards, supervision, and colleagues. The questionnaire was measured by using Likert's five points (1-5).

4. RESULTS AND DISCUSSION

Table 1: Profile of Respondents (Processed primary data)

No	Demography's type	Profile	Percentage (%)
1	Range of ages	26-30 y.o.	32.7
2	Sex	Female	54.5
3	Academic background	Bachelor	57.4
4	Period of working	6-10 years	31.8

Table 1 shows that most of the age range of the respondents is 26-30 years (32.7%) with the gender of the respondents were women (54.5%). The majority of respondents' level of education is bachelor (57.4%) with a service period of 6-10 years (31.8%). The research instrument in the questionnaire can be stated as valid and reliable if it meets the requirements for testing validity and reliability. The instrument validity test is completed by comparing the Pearson Correlation value to the r value obtained from table r. For the number of respondents which is 136 people with a two-way test and a significance level of 5%, then the r table value is 0.1684. The instrument is stated to be valid if the item of each question in the questionnaire has a Pearson Correlation value > r table value. Table 2 illustrates the results of the instrument validity test used in this study.

Table following on the next page

Table 2: The Results of Instrument Validity Test (Processed primary data)

Question Item	Pearson Correlation	Value of r table	Description
Islamic Recruitment and Selection 1	0.907	0.1684	Valid
Islamic Recruitment and Selection 2	0.836	0.1684	Valid
Islamic Recruitment and Selection 3	0.830	0.1684	Valid
Islamic Recruitment and Selection 4	0.666	0.1684	Valid
Islamic Recruitment and Selection 5	0.381	0.1684	Valid
Islamic Recruitment and Selection 6	0.688	0.1684	Valid
Islamic Recruitment and Selection 7	0.437	0.1684	Valid
Islamic Training 1	0.489	0.1684	Valid
Islamic Training 2	0.481	0.1684	Valid
Islamic Training 3	0.603	0.1684	Valid
Islamic Training 4	0.811	0.1684	Valid
Islamic Training 5	0.472	0.1684	Valid
Islamic Training 6	0.499	0.1684	Valid
Islamic Compensation 1	0.635	0.1684	Valid
Islamic Compensation 2	0.788	0.1684	Valid
Islamic Compensation 3	0.648	0.1684	Valid
Islamic Compensation 4	0.426	0.1684	Valid
Islamic Compensation 5	0.524	0.1684	Valid
Islamic Compensation 6	0.296	0.1684	Valid
Islamic Compensation 7	0.644	0.1684	Valid
Spiritual Motivation 1	0.803	0.1684	Valid
Spiritual Motivation 2	0.518	0.1684	Valid
Spiritual Motivation 3	0.499	0.1684	Valid
Spiritual Motivation 4	0.571	0.1684	Valid
Spiritual Motivation 5	0.414	0.1684	Valid
Spiritual Motivation 6	0.606	0.1684	Valid
Spiritual Motivation 7	0.460	0.1684	Valid
Spiritual Motivation 8	0.528	0.1684	Valid
Spiritual Motivation 9	0.508	0.1684	Valid
Spiritual Motivation 10	0.627	0.1684	Valid
Job Satisfaction 1	0.422	0.1684	Valid
Job Satisfaction 2	0.401	0.1684	Valid
Job Satisfaction 3	0.582	0.1684	Valid
Job Satisfaction 4	0.486	0.1684	Valid
Job Satisfaction 5	0.463	0.1684	Valid
Job Satisfaction 6	0.532	0.1684	Valid
Job Satisfaction 7	0.315	0.1684	Valid
Job Satisfaction 8	0.280	0.1684	Valid
Job Satisfaction 9	0.512	0.1684	Valid
Job Satisfaction 10	0.398	0.1684	Valid
Job Satisfaction 11	0.520	0.1684	Valid
Job Satisfaction 12	0.216	0.1684	Valid
Job Satisfaction 13	0.595	0.1684	Valid
Job Satisfaction 14	0.389	0.1684	Valid
Job Satisfaction 15	0.405	0.1684	Valid

Table 2 shows that all items of the question in the instrument are valid because they have a greater value of than the value of r table. Furthermore, reliability testing is conducted to test whether the instrument used is reliable and reliable. The instrument is reliable if the Cronbach's Alpha value of each questionnaire question item is greater than 0.6. Table 3 illustrates the results of the reliability tests performed.

Table following on the next page

Table 3: The Results of Instrument Reliability Test (Processed primary data)

No	Variables	Cronbach's Alpha	Description
1	IRS	0.771	Reliable
2	ITR	0.719	Reliable
3	ICO	0.726	Reliable
4	SPM	0.735	Reliable
5	JSF	0.706	Reliable

Table 3 illustrates that all instruments in this study are reliable because they have greater values Cronbach's Alpha than 0.6. Then, the normality of the data was tested by using the Kolmogorov – Smirnov Test. Data is said to be normally distributed if the Asymp value. Sig (2-tailed) greater than 0.05. Table 4 illustrates the results of the Kolmogorov-Smirnov test from the research model built.

Table 4: The Results of Kolmogorov-Smirnov's Test (Processed primary data)

No	Research Model	Asymp. Sig. (2-tailed)	Description
1	IHRM on SPM	0.913	Normal
2	IHRM and SPM on JSF	0.228	Normal

Table 4 describes that Asymp value. Sig (2-tailed) in the study's model is greater than 0.05. This indicates that all the data in this study are normally distributed. Furthermore, a hypothesis test is conducted by conducting regression to identify the correlation between variables. From this regression assessment, results are presented in figure 2 below.

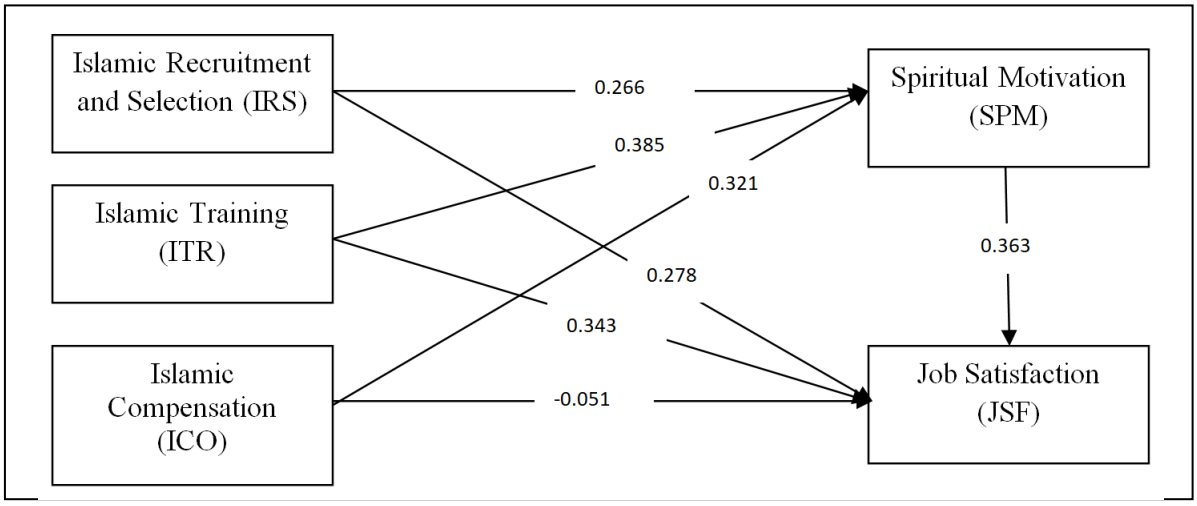

Figure 2: The results of regression test

The results are listed below:

1. IRS has a positive and significant effect on SPM with the value of 0.266, with 0.040 < 0.05 as the level of significance, therefore, hypothesis 1 is accepted. These results support the theory of metamotivation, as well as previous research. Employees who are recruited through the IRS process based on the Qur'an and the Hadith of the Prophet Muhammad will have higher spiritual motivation.

2. ITR has a positive and significant effect on SPM of 0.385 with a significance level of 0.000 < 0.05. Therefore, hypothesis 2 is accepted. These results support the theory of metamotivation, as well as previous research. ITR will guide employees to feel motivated in their spirituality.
3. ICO has a positive and significant effect on SPM of 0.321 with a significance level of 0.007 < 0.05. Therefore, hypothesis 3 is accepted. These results support the theory of metamotivation, as well as previous research. ICO will assist employees in providing motivation, especially spiritual motivation. That is because one function of motivation is motivating employees.
4. IRS has a positive and significant effect on JSF of 0.278 with a significance level of 0.0039 < 0.05. Therefore, hypothesis 4 is accepted. These results support the theory of metamotivation, as well as previous research. Through the IRS process, the organization selects employees who are highly committed to working in Islamic banks. So that it can lead to employee job satisfaction.
5. ITR has a positive and significant effect on JSF of 0.343 with a significance level of 0.005 < 0.05. Hence, hypothesis 5 is accepted. These results support the theory of metamotivation, as well as previous research. By implementing the ITR, employees will feel satisfaction because they have been involved in training according to sharia.
6. ICO has a negative and not significant effect on JSF of -0.051 with a significance level of 0.761 <0.05, hence, hypothesis 6 is rejected. These results did not support the theory of metamotivation, as well as previous research. ICO has no effect on employee job satisfaction. Employees feel that it is not compensation that can make them more satisfied, but their involvement in the sharia bank.
7. IRS has an indirect positive effect on JSF through SPM of: 0.266 x 0.363 = 0.096, while the IRS's direct relationship with JSF is 0.278. This shows that the direct relationship is greater than the indirect effect, so the IRS indirect relationship to JSF through SPM is insignificant. Hypothesis 7 is accepted.
8. ITR has an indirect effect on JSF through SPM of: 0.385 x 0.363 = 0.139, while the direct relationship of ITR to JSF is 0.343. This shows that the direct relationship is greater than the indirect effect. Therefore, the indirect relationship of ITR to JSF through SPM is insignificant. Hypothesis 8 is accepted.
9. ICO has an indirect effect on JSF through SPM in the amount of: 0.321 x 0.363 = 0.116, while the ICO direct relationship to JSF is -0.051. This shows that the direct relationship is smaller than the indirect effect, hence, the indirect relationship of ICO to JSF through SPM is significant. Hypothesis 9 is accepted.
10. SPM has a positive and significant effect on JSF of 0.363 with a significance level of 0.000 <0.05, so the hypothesis 10 is accepted. These results support the theory of metamotivation, as well as previous research. If employees feel spiritual motivation, they will also feel satisfaction at work.

5. CONCLUSION

The results revealed that nine research hypotheses were accepted and there was one hypothesis that was rejected. There is a direct positive relationship of all IHRM variables to spiritual motivation. The study also shows a direct positive relationship between Islamic recruitment and selection, and Islamic training on job satisfaction, on the other hand, the Islamic compensation variable has a direct negative effect on job satisfaction. The results also revealed that there was an indirect positive relationship between all IHRM variables on job satisfaction through spiritual motivation variables. The study also illustrates the direct positive relationship between spiritual motivation for job satisfaction. This study is expected to be a reference for other researchers who are interested in the IHRM variable and spiritual motivation.

The limitations of this study are the number of sharia organizations that are the unit of analysis and variable limitations. Further research is expected to involve more fields of other sharia organizations such as Islamic insurance organizations, sharia capital market players, and sharia pawnshops, as well as increasing the number of other variables such as trust, organizational justice, etc.

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LEADERSHIP VALUES, ATTITUDE TO CHANGE, AND JOB SATISFACTION: AN EMPIRICAL STUDY

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ABSTRACT

This study aimed to determine the influence of leadership values on the leader attitude to change and the employee's job satisfaction. The study of leadership values in the context of industrial and business sectors is very rare, especially in developing countries such as Indonesia. Therefore, this study will contribute to the industrial sector in Sumatra in particular and Indonesia in general. This research is also beneficial for CEOs in facing the problem of globalization and economic uncertainty and at the same time, the CEO values need to keep changing and adjusting to existing conditions. It is important that managers understand the impact of their leadership. The values of leaders are important to share with their followers and how this can influence their attitude to change. The population in this study were 1,222 large-scale manufacturing industries in Sumatra, Indonesia, where the sample of 233 industries was selected and determined by the proportional stratified random sampling method. Respondents in this study amounted to 1,398 people consisting of CEOs and staff under the CEO. The instrument in measuring variables in this study was questionnaires distributed to respondents. The results showed that the dimensions of leadership values in the form of openness to change, self-transcendence, and self-enhancement had a significant effect on the leader attitude to change and employee's job satisfaction. This research also showed that openness to change, self-transcendence, and self-enhancement had an indirect effect on employee's job satisfaction through attitude to change as an intervening variable. This research is expected to be a reference for other researchers who are interested in leadership values. This study has limitations in terms of the number of provinces that are the analysis units and respondents. Further research is expected to involve more industrial fields, as well as increase the number of other variables.

Keywords: *Attitude to Change, Job Satisfaction, Large-Scale Industry, Leadership Values*

1. INTRODUCTION

Like other provinces in Indonesia, the provinces in Sumatra pay attention to the development programs that are highly dependent on natural resources and human resources and how they manage all resources for the prosperity of the country. Therefore, the ability of managers as leaders is an important factor in supporting national development programs. The reforms that have taken place in Indonesia have changed many aspects of the lives of Indonesian people. Today, people only realize that during the "New Order" some important values have been indirectly shifted by government regulations and policies. This influence major changes in the social legality of bureaucrats and business people. On the other hand, the global economy and international perspective have adjusted their cognitive components to participate in the new world economy which has undergone major changes in many ways, for example: information, technology, labor, and organization. The complexity of the 21st-century global market is clearly illustrated by many nations and cultures of the world that are becoming increasingly interdependent. Global competition, new technology, shifting demographics, and social values changes are just a few of the significant trends that challenge the effectiveness of managers (Woods et al., 1998). The reality of corporate depreciation, restructuring, de-massing, and its kind tends to be a serious concern for some time to come. As a result, new management philosophies and concepts have emerged. Along with technological change, the contemporary environment has also seen the emergence of new values and new ways of organizing at work. According to Petrick, companies that will survive in a new global competitive environment are those who can attract and retain leaders. Global leadership skills are key intangible resources that will become sustainable competitive advantages in the twentieth century. If you want to be successful, you need to develop leadership skills (Achua and Lussier, 2001). Among the many environmental challenges faced by 21st-century managers, the diversity of the workforce clearly has special advantages. This manager must be skilled in managing a workforce consisting of workers from various racial, ethnic, various age and genders. More and more entrepreneurs are training their managers to deal with new workplace diversity and are open to the talents of people of all cultures and demographic backgrounds (Woods et al, 1998). Furthermore, individual characteristics such as experience, abilities, skills, and attitudes have an impact on leadership including Chief Executive Officers (CEOs) as leaders of their organizations. Other individual factors are values, which affect their personality and behavior. Values are important for managers because of their potential to influence work attitudes, behavior, and output. In addition, values can influence through harmony values (Woods et al., 1998). In the face of globalization, Sumatra needs a strong and effective leader in developing the industrial sector. The good quality of the relationship between leaders and members is an important factor in increasing the company's competitive advantage. The Trade and Industry Office in the provinces in Sumatra in 2014 officially registered more than 1,000 medium and large companies (Badan Pusat Statistik, 2016). Therefore, it is very important to know the values of leaders in the industrial sector in dealing with the current chaotic economy. The purpose of this study was to determine the dominant values of CEOs and how these values influence executive officials' attitudes to the change and employee job satisfaction in large-scale industries in Sumatra, Indonesia. The study of leadership value in the context of industrial and business sectors is very rare, especially in developing countries such as Indonesia. Therefore, this study will contribute to the industrial sector in Sumatra in particular and Indonesia in general. This research is also beneficial for CEOs in facing the problem of globalization and economic uncertainty and at the same time the CEO values need to keep changing and adjusting to existing conditions. It is important that managers understand the impact of their leadership. The values of leaders are important to share with their followers and how this can influence their attitude to change.

2. LITERATURE REVIEW

2.1. Theory of Behavioral

The behavioral theory holds that values influence behavior. Leader values influence the way they behave in their relationships with subordinates. Their interaction with their closest subordinates will lead to group sustainability and team effort. Therefore, the problem of this research is the importance of leadership values in influencing the leadership's attitude to change and employee job satisfaction to face the challenges of competition in the manufacturing industry in Sumatra.

2.2. Leadership

As social being, human must understand that there are five main factors that influence social interaction: (1) actions and other characteristics, cognitive (2) processes; (3) ecology variable; (4) cultural context; and biological aspects (5). Social behavior is strongly influenced by cultural norms, membership in various groups, and shifts in social values (Baron and Byrne, 1994). Every nation has its own culture and in the era of globalization some cultures have been gradually influenced by other cultures who mainly have great influence and power in technology, business, and information. Cultural differences occur everywhere, therefore behavior and beliefs in one culture may no longer be appropriate. For example, in Indonesia that offers gifts to public officials is understood, but in other cultures it is not accepted and considered as a bribe. Today there are many changes in human life whether they are in the family, groups in social organizations or business life. But still, the success of groups or organizations depends largely on leaders. Suppose you surveyed people belonging to various groups (Businesses, sports teams, charities, social clubs) and asked them to name the single most important factor in determining the success of their group. Perhaps most will answer "effective leadership". This answer reflects the widespread belief that leadership is key in group activities. For social psychologists, however, leadership has a clear focus: influence (Baron and Byrne, 1994). They also mentioned that leadership is a process in which one group member (leader) influences the other group members towards achieving certain group goals (Yukl, 2002). According to Robbins, there are several approaches to leadership learning: the nature of theory, behavioral theories, contingency theories and Neo-charismatic theories (Robbins, 2001).

2.3. Values

One of the initial approaches to leadership learning is the characteristic approach. Underlying this approach is the assumption that some people have characteristics and abilities that make them seek and reach leadership positions and become effective in this position. The term characteristic refers to various individual attributes, including aspects of personality, temperament, needs, motives, and values. Internal values of attitude about what is right and wrong; ethical and unethical; moral and immoral; for example, including justice, honesty, freedom, equality, humanity, loyalty, patriotism, progress, self-fulfillment, excellence, pragmatism, politeness, and cooperation. Values become important because they influence one's preferences, problem perceptions, and behavioral choices (Yukl, 2002). Values are global beliefs that guide action and judgment in a variety of situations, which are usually influenced by parents, friends, teachers, and external reference groups. Further other values gradually begin the process of cognitive transformation into beliefs and finally assumptions. When values begin to be taken for granted, they gradually become beliefs, assumptions, and disconnections of consciousness, such as habits of being unconscious and automatic. Leaders must understand their own values and how they influence their style and behavior and values of their followers (Nahavandi, 2000). Gordon stated that the values of common beliefs or behaviors that are considered by an individual or group are important.

The relationship between leaders and organizational members is based on shared values. How is the leader; Ethical values influence organizational behavior and subject performance based on leadership values. Employees learn about values by paying attention to leaders. The role of leaders in advocating and upholding ethical behavior, the stages of moral development and how they influence an individual's ability to translate values into behavior, a framework for understanding global culture values of differences and implications for leadership practice are the topics studied (Achua and Lussier, 2001). Empirical study conducted by Frederich and J. Weber in 1990 about the rating of executive values, union members, and activists: instrumental executive rank values honest, responsible, capable, ambitious, and independent while for other members: responsible, honest, brave, independent, and capable (Robbins, 2001).

2.4. Attitude to Change

In thinking about the future of the organization to deal with the uncertain 21st century, managers cannot escape the necessity of change. In addition, Miller (1994) stated that effective managers must manage change as an integral responsibility and not as a side. Leading change is one of the most important and difficult leadership responsibilities (Yukl, 2002). According to Drucker, many large companies are not prepared to face "surprises". Not just being unprepared, they don't even reject the changes that arise from the "surprise". Drucker argued that the global financial crisis that occurred was the result of the inability of many large companies to adapt to the changing conditions of the times (Drucker, 1999). Segal argued that every organizational leader will experience a vortex experience, namely the experience experienced due to a crisis in their leadership practices so that the leaders are forced to re-question all of their leadership concepts and styles. This is supported by Drucker who stated that the critical attitude of the leadership of the organization led to change, and whether or not an organization can respond to changes determines the life of the organization (Drucker, 1999). In addition, Bennis (1969) defined "organizational development" as a response to change, a complex educational exercise intended to change organizational beliefs, attitudes, values, and structures so that they can better adapt to new technologies, markets, and challenges, and the dizzying level of change itself. It is easy to change employee attitudes when it changes not very significant and is not very committed to it, employees are most likely to respond to changes in efforts made by someone who is liked, credible and convincing (Robbins, 2001). If employees don't trust managers, they will not accept themselves or order or change attitudes. Like the communicator can cause an attitude to deal with change, because people try to identify with a communicator who is liked and tend to adopt the attitude and behavior of the person they like (Ivancevich and Matteson, 1999). Attitudes are also attached to mental categories. Mental orientation towards concepts is generally referred to as values. Attitude consists of four components: cognition, influence, intention, and evaluation behavior. The affective component refers to our feelings regarding the focus on objects such as fear, desire or anger (Scholl, 2002).

2.5. Job Satisfaction

satisfaction can be measured by using the Job Descriptive Index (JDI) developed by Smith, Kendall, & Hullin (1969). The job satisfaction indicators measured by JDI include satisfaction with work, rewards, promotion opportunities, supervision, and co-workers. Satisfaction with work will be reached if the work of an employee is in line with the interests and abilities of the employee itself. Satisfaction towards the rewards will arise if employees feel that, the rewarded compensation is by the workload and balanced with other employees who work within the organization. Satisfaction with supervision from superiors will be fulfilled if employees have superiors who can provide direction, technical assistance, motivation, and feedback to employees. Satisfaction with colleagues will be achieved if employees have co-workers who can work together and provide social encouragement.

Satisfaction for the promotion opportunities will arise if employees have equal opportunities in the promotion system in the organizational structure.

2.6. Research Model and Hypothesis

The research model is illustrated in Figure 1 below:

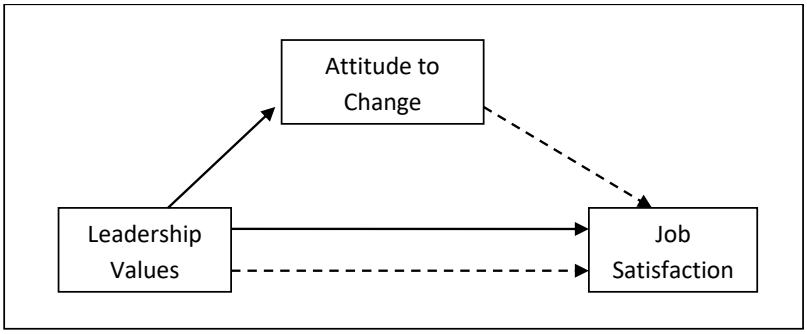

Figure 1: Research Model

Based on the literature review, the hypothesis of this study:

1. Leadership values has a positive effect on attitude to change.
2. Leadership values has a positive effect on job satisfaction..
3. Attitude to change has a positive effect on job satisfaction.
4. Leadership values has an indirect effect on job satisfaction through attitude to change as intervening variable.

3. METHODS

The research location consisted of 10 (ten) provinces in Sumatra including the Provinces of Bengkulu, Jambi, Sumatera Selatan, Lampung, Bangka Belitung, Nangroe Aceh Darussalam, Sumatera Utara, Riau, Kepulauan Riau, and Sumatera Barat. The object of research was a large-scale manufacturing industry, namely the manufacturing industry which has a number of employees over 100 people. The population in this study were 1,222 large-scale manufacturing companies. The sampling technique used was proportional stratified random sampling. The number of samples per province is presented in table 1 below:

Table 1: Population and Sample (Processed primary data)

No	Province	Population	Number of Sample
1.	Bengkulu	15	3
2.	Jambi	70	14
3.	Sumatera Selatan	103	21
4.	Lampung	110	22
5.	Bangka Belitung	36	7
6.	Nangroe Aceh Darussalam	24	3
7.	Sumatera Utara	328	61
8.	Riau	250	48
9.	Kepulauan Riau	232	45
10.	Sumatera Barat	54	9
Total		**1,222**	**233**

Respondents in this study were Chief Executive Officers (CEOs) of each sample company and their subordinates. Each CEO will be assessed by 5 of the subordinates. Thus, the total number of respondent samples in this study were 1,398 people, with details of the CEO of the company as many as 233 people and subordinates as many as 1,165 people.

The instruments used to measure research variables are as follows:

1. Leadership Values: The instrument used to measure leader values was a questionnaire developed by Schwartz and Boehnke (2004) consisting of 61 questions about 10 basic values of leader values composed of openness to change variables (OTC) which consists of 2 basic values, self-improvement (SE) which consists of 3 basic values, and self-transcend (ST) which consists of 2 basic values. The questionnaires were measured using a seven-point Likert scale (1-7). As for the details of the basic values on the variable dimensions of leader values, namely:
   a) Openness to change (OTC)
      - Direction of self
      - Stimulation
   b) Self improvement (SE)
      - Hedonism
      - Achievement
      - Power
   c) Self transcend (ST)
      - Virtue
      - Universalism

2. Leader attitude to change (ATC): The instrument for measuring job satisfaction was a questionnaire developed by Woods et al. (1998) and Robbins, (2001) as many as 10 questions. The questionnaires were measured using a seven-point Likert scale (1-7).
3. Job satisfaction (JSF): The instrument used to measure job satisfaction is the questionnaire developed by Smith, Kendall & Hullin (1969) contains 15 items of questions. These items contain dimensions of satisfaction towards job, promotion opportunities, rewards, supervision, and colleagues. The questionnaires were measured using a seven-point Likert scale (1-7).

4. RESULTS AND DISCUSSION

Based on Table 2, the type of company that was the object of the study mostly came from the food industry (17.17%). Furthermore, 15.02% of the beverage industry, 12.15% of the beverage industry, 13.30% of the rubber industry, and the remaining for the other industries.

Table 2: Number of Sample Companies by Type of Industry (Processed primary data)

No	Type of Industry	Number of Company	Percentage
	Industry:	*233*	*100*
1	Food	40	17.17
2	Beverage	35	15.02
3	Textile	14	6.01
4	Wood	20	8.58
5	Pulp and paper	11	4.72
6	Chemical material	7	3.00
7	Rubber	31	13.30
8	Animal food	3	1.29
9	Furniture	4	1.72
10	Machine repair	18	7.73
11	Mining	6	2.58
12	Shipping	7	3.00
13	Electronic Components	13	5.58
14	Plactic	21	9.01
15	Fertilizer	3	1.29

The next step was to test the reliability of the research instrument. Reliability testing was performed to test whether the instrument used is reliable and reliable. The instrument is said to be reliable if the Cronbach's Alpha value from each item of the questionnaire question is greater than 0.6. Table 3 illustrates the results of the reliability tests conducted on the variable of leader values.

Table 3: The results of the reliability test instruments are the basic values of the variables of the leader values (Processed primary data)

No	Basic Value	Cronbach's Alpha	Remarks
1	Direction of self	0.63	Reliable
2	Stimulation	0.61	Reliable
3	Hedonism	0.61	Reliable
4	Achievement	0.64	Reliable
5	Power	0.71	Reliable
6	Virtue	0.66	Reliable
7	Universalism	0.83	Reliable

Table 3 shows that all basic values are reliable. Reliability test was continued with the variables contained in this study, as presented in table 4 below.

Table 4: Reliability Test on Research Variable (Processed primary data)

Variable	Cronbach's Alpha
OPENNESS TO CHANGE (*OTC*): - Direction of self - Stimulation	0.73
SELF IMPROVEMENT (*SE*): - Hedonism - Achievement - Power	0.83
SELF TRANSCEND (*ST*): - Virtue - Universalism	0.82
LEADER ATTITUDE TO CHANGES (*ATC*)	0.86
JOB SATISFACTION	0.93

Table 5 shows that the cronbach's alpha value of all dimensions and variables in this study was greater than 0.60 so that the instrument was considered reliable. Then proceed to the hypothesis testing stage with multiple linear test. The details of each test result for the hypothesis are:

a) Openness to change influenced the leader attitude to change.
   As a result of multiple regression analysis, the dimension of openness to change (OTC) influenced the leader' attitude to change with a significance level of $p = 0.00$ and has a positive coefficient of $\beta = 0.48$. With this level of significance, the hypothesis is accepted.
b) Self-improvement influenced the leader attitude to change.
   Self-improvement dimension (SE) influenced the leader attitude to change with a significance level of $p = 0.04$ ($p < 0.05$). It also had a positive relationship ($\beta = 0.55$). Therefore, this hypothesis is accepted.
c) Self-transcend influenced the leader attitude to change.

Self-transcend dimension (ST) influenced the leader attitude to change with a significance level of p = 0.00 (p <0.05). It also had a positive relationship (β = 0.54). Therefore, this hypothesis is accepted.

d) Openness to change influenced the employee job satisfaction.
As a result of multiple regression analysis, the dimension of openness to change (OTC) influenced the employee job satisfaction with a significance level of p = 0.00 and has a positive coefficient of β = 0.21. With this level of significance, the hypothesis is accepted.

e) Self-improvement influenced the employee job satisfaction.
Self-improvement dimension (SE) influenced the employee job satisfaction with a significance level of p = 0.00 (p <0.05). It also had a positive relationship (β = 0.29). Therefore, this hypothesis is accepted.

f) Self-transcend influenced the employee job satisfaction.
Self-transcend dimension (ST) influenced the employee job satisfaction with a significance level of p = 0.00 (p <0.05). It also had a positive relationship (β = 0.23). Therefore, this hypothesis is accepted.

g) Openness to change has an indirect effect on employee job satisfaction through the leader attitude to change as intervening variable.
Openness to change has an indirect effect on employee job satisfaction through the leader attitude to change of 0.39, while the direct relationship of openness to change with employee job satisfaction is 0.21.

h) Self-improvement has an indirect effect on employee job satisfaction through the leader attitude to change as intervening variable.
Self-improvement has an indirect effect on employee job satisfaction through the leader attitude to change of 0.34, while the direct relationship of self-improvement with employee job satisfaction is 0.29.

i) Self-transcend has an indirect effect on employee job satisfaction through the leader attitude to change as intervening variable.
Self-transcend has an indirect effect on employee job satisfaction through the leader attitude to change of 0.38, while the direct relationship of self- transcend with employee job satisfaction is 0.23.

j) The leader attitude to change influenced the employee job satisfaction.
The leader attitude to change (ATC influenced the employee job satisfaction with a significance level of p = 0.00 (p <0.05). It also had a positive relationship (β = 0.39). Therefore, this hypothesis is accepted.

5. CONCLUSION

The results showed that the dimensions of leadership values in the form of openness to change, self-transcendence, and self-enhancement had a significant effect on the leader attitude to change and employee's job satisfaction. This research also showed that openness to change, self-transcendence, and self-enhancement had an indirect effect on employee's job satisfaction through attitude to change as an intervening variable. This research is expected to be a reference for other researchers who are interested in leadership values. This study has limitations in terms of the number of provinces that are the analysis units and respondents. Further research is expected to involve more industrial fields, as well as increase the number of other variables.

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THE CHARACTERISTICS OF INTEGRATION PROCESSES IN SOUTH ASIA AND THEIR INFLUENCE (CONTRIBUTION) TO THE PARTICIPATION IN GLOBAL VALUE CHAINS (GVCS)

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ABSTRACT
Regional (and/or preferential) trade liberalization has experienced strong growth from the beginning of 1990s. There is also evidence of intermediate trade increase that indicate the growing interconnections and interdependence between countries. This paper has two aims: (1) to analyse the current state of regional trade agreements (RTAs) in South Asia and (2) to calculate the participation in Global value chains (GVC) for South Asian economies. Even the countries of South Asia have signed the bilateral and regional trade agreements, they do not have influence on the increasing of the intra-regional trade. The intra-regional trade has been stagnating and represents just one fifth/one fourth of the export/import in the region. The South Asian countries have very low level in participation in GVC measured by the share of foreign value added. It is result of the level of development, the production structure, high level of tariff and non-tariff protection. Results emphasized that the region has perspectives/potential for the increase of regional trade and for the participation in GVC- these two process will mutually reinforce each other and the future situation will be result not just of economic decisions and development model but also of political cooperation and stability in the region.
Keywords: *global value chains, integration processes, intra-regional trade, South Asia*

1. INTRODUCTION

The Asian region faced numerous changes in last few decades: on the one side there is growing regionalism that is characterized with the flourishing the bilateral and/or regional free trade agreements and on the other side the increasing intra-regional foreign direct investments flows. In addition, the South-South trade is playing an increasingly important role in international trade and the share of developing countries in overall trade has increased dramatically, particularly in the past decade, in 2006, their total exports accounted for 37 % of world trade and in 2017 it was 43%. Among this, the South-South trade accounted 21.4% of world trade and it has the trend of stagnation and slowing down. In terms of geographical trade flows, South-South trade exhibits a "hub-and-spoke" pattern. Asia is incontestably the world's most important trade hub- with the domination of intra-Asian trade (90% of total South-South trade). In terms of GVC, there is evidence of intermediate products trade growth that indicates the dispersion of production process in many phases and many tasks that take place in many different countries. It presents the possibilities to reach high level of specialization, but also to employ the resources in countries of Developing Asia. In the area of global value chain (GVC) analysis, authors usually points three main world regions: "factory America", "factory Europe" and "factory Asia". The United States are in the centre of first factory, Germany of the second and China of the third one. The region of South Asia includes the following countries: of Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, India, Pakistan, and Sri Lanka. The region is one of the most populous and most densely populated in the world. Population of South Asia is about 1.75 billion or about one fourth of the world's population. It accounts for about 39.49% of Asia's population, over 24% of the world's population. The motivation for doing this research come from the fact that articles (about GVCs) usually focus just on China or additionally, to just few countries in (South-East) Asia, and there is a lack of findings about the characteristics

of South Asian countries. Also, even the regionalism is growing; the intra-South Asian trade is not high (as one can expect to be) and there are a lot of trade barriers, i.e. this region faces higher level of protectionism than developed countries (i.e. EU or US) . There is also evidence of different level of participation in multilateral, bilateral or regional trade liberalization processes: India has signed 15 agreements, while Maldives, Pakistan, Bhutan and Afghanistan have signed just agreements with India and they participate in South Asian Free Trade Area (SAFTA). Also, some countries are WTO members from the 1995 (India, Pakistan, Bangladesh, Sri Lanka), some joined later (Maldives, Nepal, Afghanistan) while Bhutan is not a WTO member. This facts influence on the level of protectionism and on the policy of liberalization of, not just, trade but also of investments flows. Important is also a bilateral agreement with China that is hub in Asia regarding GVC- just India and Pakistan signed the bilateral agreements with China. The aim of this paper is twofold: (1) to show the overview of regional or bilateral trade agreements in South Asia, (2) to analyse the participation of South Asian countries in GVC and (3) to find out the connectivity or interdependence between trade liberalization and increasing participation in GVCs and to give the perspectives for intra-regional trade and GVC participation in the next decade. We will employ the WTO data (for trade agreements, the level of tariffs), Asian Development Bank data (main indicators of development and GVC participation), ESCAP for trade facilitation. The research will be done using statistical methods. The paper is organized as follows: the second chapter gives the literature review about recent development of trade liberalization in South Asia and the GVC participation; the third chapter is research following with the conclusion with perspectives for future trade and GVC trends in this region.

2. LITERATURE REVIEW

In analyzing this region, it is important to emphasize that it is the least integrated region in the world - for trade and for production dispersion (GVC). Here are the review of the most important papers covering the issues of trade liberalization; participation in GVCs, inter-Asian relations (with other Asian countries). Ruta (2017) gives an overview of the evolution and development of preferential trade agreements, included WTO areas in PTAs and discuss the interrelation between PTAs and GVCs. Wignaraja (2018) researched the impact of Regional Comprehensive Economic Partnership (RCEP) on India (insider) and Sri Lanka (outsider), and he found positive implication on insider country will the outsider country will have negative consequences of non participation in this agreement. Osnago, Rocha, and Ruta (2016) researched the impact of preferential trade agreements (PTA) on GVCs trade using three measures of the “depth” of preferential trade agreements (total depth, core depth, and principal component analysis depth). They found that deep agreements have a large and positive impact on GVC trade and signing this kind of agreements doubles trade in parts and components and increases re-exported value added about 22%. Trade policy has been changed due to the GVCs, and the protectionism is decreasing. Blanchard, Bown and Johnson (2016) found the higher the domestic content of foreign-produced final goods, the lower the tariffs set by governments. Also with the higher GVC trade with partners the deeper will be agreements that countries signed (Orefice and Rocha 2014). There is two-way relationship between GVCs and preferential trade agreements. Mikić (2007) focused her research on the trade potential of Asia-Pacific Trade Agreements comparing trade complementary index between countries, intraregional trade and indicates the asymmetries in the size and level of development of the member countries. For better trade relation and increase of mutual trade the important issues are: other areas of cooperation such as trade facilitation, liberalization of logistic and financial services, and mutual recognition of standards. WTO has brought the Trade Facilitation Agreement in 2013 and it is in the process of ratification. It aims is to facilitate the movement, clearance and release of goods through more efficient customs and border procedures.

UNESCAP (2016) points "even economies in Asia and the Pacific continue to make improvements in trade facilitation, gaps among subregional economies remain. The heterogeneity in trade facilitation performance and trade cost reduction is a hindrance to full regional integration and efficient value chains". Chen, Cuyvers and De Lombaerde (2017) approach to the characteristics and development of ASEAN by comparing it with the EU and other integrations and giving the suggestion for improving the cooperation among member states. They emphasized there is potential for increasing of intra-ASEAN trade and they pointed necessary measures (such as reducing non-tariffs barriers, trade facilitation, strengthening regional GVC, etc.) for increasing of ASEAN competitiveness. Kawai and Kanda (2017) analysed the economic relations among ASEAN countries and they found out the evidence trade and investment mutually reinforce each other, a larger market tends to attract more inward FDI. FTAs that ASEAN has concluded with the Asian states tend to help stimulate inward FDI. The main determinants for boosting inward FDI are: strong institutions, good physical infrastructure, and low costs of doing business. They suggested further integration in ASEAN and with the rest of Asia and the world and deepening its internal integration. Pangestu and Ing (2016), advocate for further liberalization of trade in goods and services that will result in facilitation of trade and investment in ASEAN region. European Parliament (2016) gives an overview of EU relations with ASEAN, Transpacific Partnership, trade agreements between Asian and Pacific countries, Asian economies and WTO, role of global value chains in Asia and provides the detailed analysis of intra Asian trade and origin of value added. Wignaraja et al. (2017) analyses the reasons for export growth slowdown and among others pointed the change in position in GVC for China and Republic of Korea and decreasing the share of intermediate products that indicates that with their technological development they started to export more intermediates to lower-cost destination in the region and they are profiling in industrialization in advanced products. Also, it is evident through the increasing share of domestic value added in China export – it produces intermediates rather than imports them. Wignaraja et al. (2017) found benefit for low-cost developing Asia can benefit for shifts in China's GVC position and moving toward more technologically intensive products. They will benefit from increase of China's greenfield investment. The developing Asia countries should put "greater efforts to improve their investment climate; implement structural reforms dealing with behind-the-border barriers; upgrade skills; enhance finance for small and medium-sized enterprises (SMEs); and invest in trade-related infrastructure (like sea ports and logistics), as well as digital infrastructure" to be able benefit of FDI inflows. Kozo, Keita, and Katsuhiro (2016) have analysed the competitiveness (by the value added that industries contribute to the production of final goods) of industries in six Asian countries—China, India, Indonesia, Japan, South Korea, and Taiwan. They applied the World Input–Output Database tables from 1995 to 2011 and found increasing of competitiveness in China, India, and Indonesia, whereas it is decreasing in Japan, South Korea, and Taiwan. Also they pointed there is possibility to combine increasing GVC job opportunities with a rise in real income in Asian countries. Special attention should be focus on the services trade. Anukoonwattaka, Mikic and Zhang (2017) provide in detail explanation of specificities of services trade, trade liberalization, contribution of services to GVC participation and made analysis in the Asia-Pacific region- sectoral and regional trends with adding some case studies on particular sectors. The authors point "services play important roles in GVCs, either as part of exported products or as inputs in the production of goods and other services". They warn that roles of services are underestimated (in terms of the share of services in international trade and the contribution of services as inputs in the production in GVCs). The analysis is done using the OECD-TiVA data by showing trade in value added in Asia Pacific region. They found the main types of services in this region are: distribution, logistics, R&D, and financial and insurance services, and they are essential inputs in the production of exported manufacturing goods, especially relatively high-tech products.

3. RESEARCH

3.1. Integrations in South Asia- state of play

The overview of trade agreements/regional integrations in Asia is provided in Asian Development Bank publication "Asian economic integration report 2017- the era of financial interconnectedness. How can Asia strengthen financial resilience?". It is pointed out that region of South Asia has very weak intra-regional trade (the lowest in comparison with other Asian regions). In the geographic area of South Asia, it is important to point out three regional integrations: The South Asian Association for Regional Cooperation (SAARC); South Asian Free Trade Area (SAFTA) and South Asia Subregional Economic Cooperation (SASEC).

1. The South Asian Association for Regional Cooperation (SAARC) is an economic cooperation organization in the region, which was established in 1985 and includes all eight nations comprising South Asia (Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, India, Pakistan, and Sri Lanka). On the 12th SAARC summit in Islamabad, Pakistan in 2004, the SAFTA is reached. It created a free trade area of 1.6 billion people in Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka (as of 2011, the combined population is 1.8 billion people). This agreement scheduled the tariff reduction for developing countries down to 20 percent in the first phase of the two-year period ending in 2007. In the final five-year phase ending 2012, the 20 percent duty should be reduced to zero in a series of annual cuts. The least developed nations in South Asia (Nepal, Bhutan, Bangladesh, Afghanistan and Maldives) have an additional three years to reduce tariffs to zero. The onstrain is that all countries have huge list of sensitive products that does not include tariff concession.
2. Some bright spots were happened in 2001 with the launching the South Asia Subregional Economic Cooperation (SASEC) initiative by Bangladesh, Bhutan, India, and Nepal and with Asian Development Bank (ADB) assistance. Maldives and Sri Lanka joined in 2014, followed by Myanmar in 2017. ADB supports: (i) capacity building and institutional strengthening, (ii) regional initiatives, and (iii) financing for projects and technical assistance. In this issue the Asia-Pacific Regional Cooperation and Integration Index is introduced and it is calculated based on trade and investment, money and finance, regional value chain, infrastructure and connectivity, movement of people and institutional and social integration.

The South Asian region is one of the least economically integrated regions in the world. Intraregional trade remains well below its potential due to high transport costs, protectionist policies, and political tensions. The South Asian Association for Regional Cooperation (SAARC) agreements, the South Asian Preferential Trading Arrangement, and the South Asian Free Trade Arrangement, have failed to break down trade barriers. The charts 1 and 2 shows the shares of intra-regional export and import.

Table 1: Selected economic indicators, SASEC, 2016 (ADB, 2017), IMF, 2018)

	Population (million)	Nominal GDP ($ billion)	GDP growth (%, 2012-2016, average)	GDP per capita (current prices, $)	Trade openness (total trade, % of GDP)
Bangladesh	162.9	221.4	6.5	1359	33.1
Bhutan	0.8	2.1	5.3	2695	102.7
India	1326.9	2259.6	6.9	1703	27.4
Maldives	0.4	3.8	3.9	9021	65.5
Nepal	28.9	21.2	3.4	735	40.3
Sri Lanka	21.2	81.3	5.3	3843	34.3
SASEC	1541.0	2589.4	6.7	1680	28.3

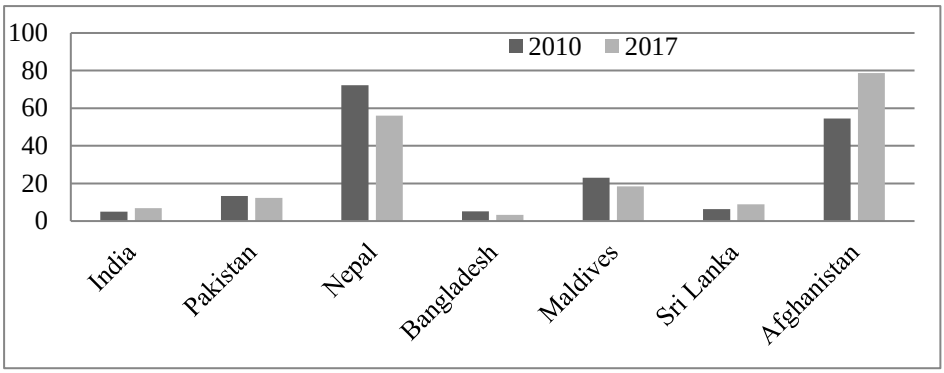

Chart 1: Regional export in 2010 and in 2017 (in % of total) (IMF, 2018)

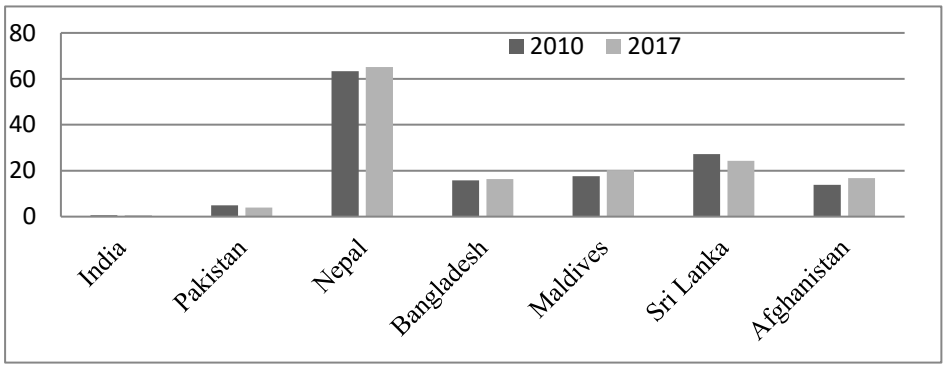

Chart 2: Regional import in 2010 and in 2017 (in % of total) (IMF, 2018)

Even the export and import of SAFTA countries have increasing trend in period from 2010 to 2017, the intra-regional trade remain on the low level. Average intra-regional export represents about 25% of total export. The value has slightly increased for 0.5 percentage points in eight-year period. Average intra-regional import represents just about 20% of total import. The value has slightly increased for one percentage point in the period from 2010 to 2017. This data indicate insufficient development of mutual trade in SAFTA and can be a reason for the FVA decrease. Chart 3 shows the integration index in Asian subregions. The average level of integration is 0.503 for the Asia and Oceania. According to the Chart 3 it is obvious the region of Southeast Asia has the highest integration index while the South Asia and Central Asia are integrated the least.

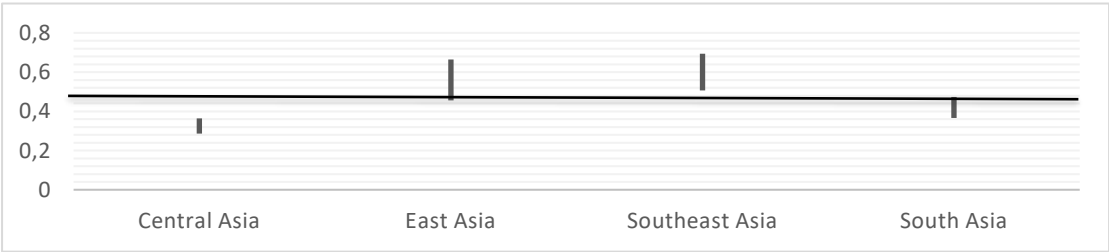

Chart 3: Overall Asian Regional Cooperation and Integration Index by Subregion (ADB, 2)

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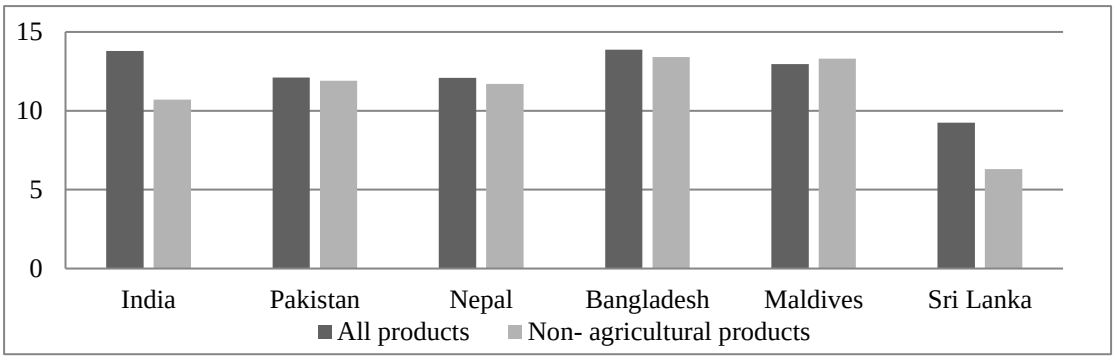

Chart 4: Simple average applied MFN tariffs in the South Asia in 2017 (WTO (2018), Trade and tariff data, Available athttps://www.wto.org/english/res_e/statis_e/statis_e.htm (October 4th, 2018))

The countries of South Asia applied very high level of tariff protection. The Chart 4 shows the average applied tariffs for all products and for non-agricultural products. The last one is slightly lower than the overall average tariff rate due the agricultural sector has higher protection than other sectors in economies except in Sri Lanka. The average tariffs are among highest in the world- India is ranked on 13th position among WTO members according to the highness of MFN tariffs. For the development of trade it is important (crucial) the process of lowering the tariffs that is component of every trade agreements. In addition, the trade flows depend on the administrative procedure on the borders, so it is also significant tackling non-tariff sources of trade costs, such as inefficient transport and logistics infrastructure and services, but also cumbersome regulatory procedures and documentation. The WTO Trade Facilitation Agreement (TFA) entry into force in February 2017, and a new Framework Agreement on the Facilitation of Cross-Border Paperless Trade in Asia and the Pacific (FA-CPT) has been adopted at ESCAP in 2016. These documents contributed to trade facilitation – "the simplification and harmonization of import, export and transit procedures –, including paperless trade – the use and exchange of electronic data and documents to support the trade transaction process". (ESCAP, 2017).

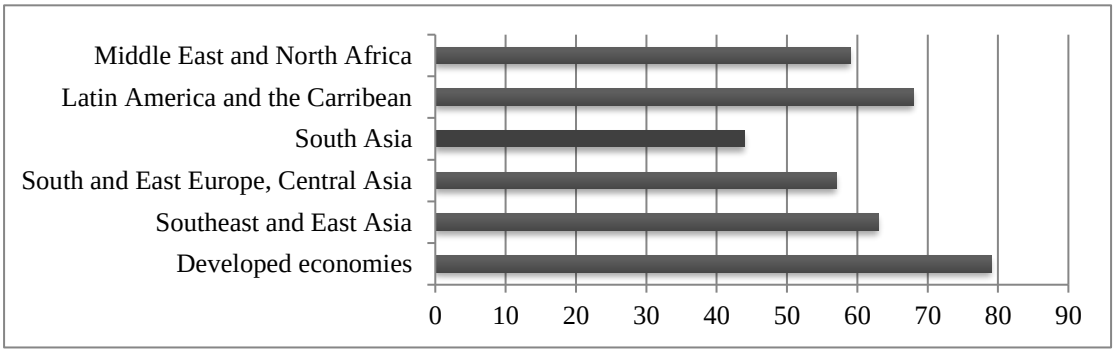

Chart 5: Trade Facilitation and paperless Trade Implementation in the world in % (ESCAP, 2017)

From the Chart 5 we can see that developed economies have the highest implementation ratio of almost 80% while the region of South Asia is lagging behind with the average ration just above 40%. From the Chart 6 it is obvious that the region of South and South-West Asia has the implementation ratio of 46% that is in the middle of achieved results in compared groups of countries, i.e. the highest ratio is in East and North-East Asia (74%) and the lowest is in Pacific Islands Developing Economies (28%). This ratio achieved the level of 79% for developed countries.

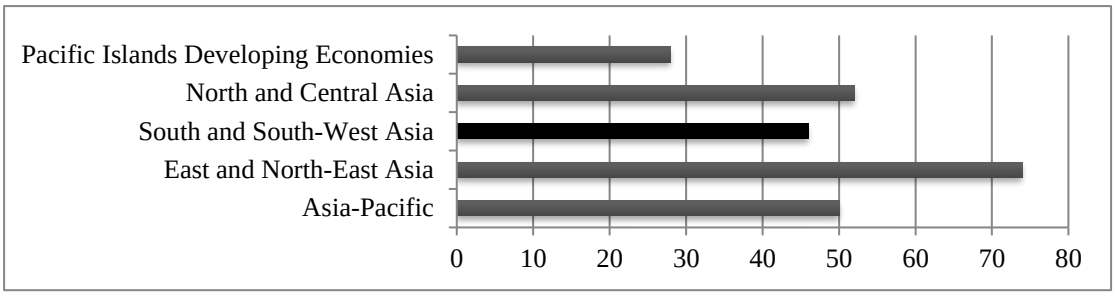

Chart 6: Trade Facilitation and paperless Trade Implementation in the Asia in % (ESCAP, 2017)

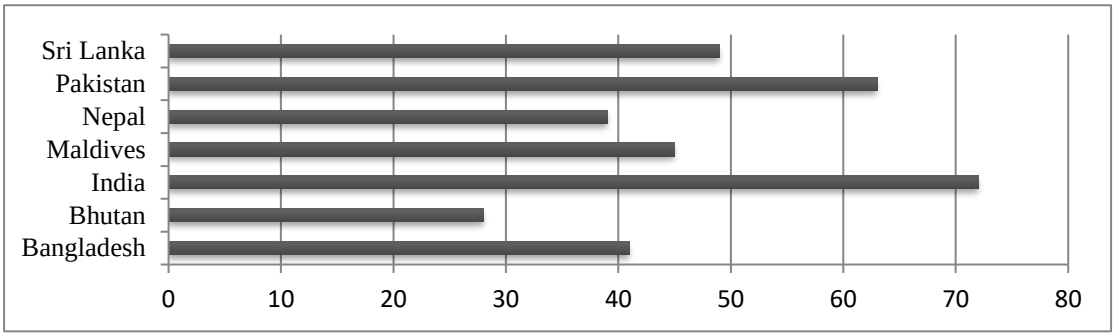

Chart 7: Trade Facilitation and paperless Trade Implementation in the South Asia in % (ESCAP, 2017)

The overall implementation levels based on a common set of 31 trade facilitation and paperless trade measures in countries of South Asia is shown in Chart 7. The average implementation in this group stands at 46.5%, which is below the regional Asia-Pacific average (50.4%). India has the highest implementation rate at 72%, and together with Pakistan and Sri Lanka –has implementation scores higher than the regional average. Body text goes here, Body text goes here, Body text goes here, Body text goes here, Body text goes here, Body text goes here, Body text goes here, Body text goes here, Body text goes here.

3.2. Participation in global value chains (GVCs) – state and perspectives

A value chain includes a full range of activities that firms undertake to bring a product or a service from its conception to its end use by final consumers. It refers to the spreading of production across countries, continents and the world. The development of GVCs has an important and inevitable role in the global trade flows." As part of global production chains, products at different stages of value added may be imported and re-exported multiple times, increasing the size of reported exports and imports relative to global and national value added. In advanced countries, this effect is reinforced by the fact that imports can contain a significant portion of inputs – including intellectual property, brand-development, etc. – originally sourced at home; in developing countries, imports of components and machines are crucial vehicles for absorption of technologies." (World Economic Forum, 2012: 4). Gereffi and Fernandez-Stark (2011) give an overview of GVC development and its name changes. GVCs are at the center of Porter's research who indicates the importance of firm competitiveness (Porter, 1990). Closely with the GVCs the necessity to measure trade in value added (TiVA) arises. It measures only the amount of value added by a particular country in the production of a particular exportable product and will be recoded as exports of this country (not the total value of that product if it was partially produced abroad and imported). In the trade reports there are plenty of data for goods and services trade, but they refer to the total (gross) trade. Measurement of GVC trade is more complicated due to limited data availability.

Escaith (2015) explains the implementation of national and international input-output tables to establish direct and indirect linkages between countries and sectors (originally developed by Leontief). At the global level, the countries of East and Southeast Asia are leading in the developing world in terms of integration into GVC (UNCTAD, 2013a). "China has become the world's factory with transnational companies relocating their production platform in the country" (Javorsek and Camacho, 2015: 3). Kwon and Ryou (2015) found progressive development of vertical specialization in the major exporting industries in China, Japan and Korea. This indicates the strengthening ability of East Asia to create value added, in contrast to advanced countries in Europe and North America. The crisis period exerts an impact on the drop of international trade and by using structural decomposition analysis; Nagengast and Stehrer (2015) show great collapse in value-added trade. The changes in vertical specialization accounted for almost half of the great trade collapse. The important finding is also that the decline in aggregate demand accounted for roughly a quarter of the decline in value-added exports. Participation in global value chain (GVC) can be measured with different indicators, such as: share of foreign value added in export, share of domestic value added in export, share of intermediate export in domestic export, share of intermediate import in domestic export, share of domestic value added in foreign country export, GVC participation index, GVC position index and etc. The common characteristics of all this indicators are that they measure involvement/participation of one country in production chains. In addition, it is necessary to differ backward (the share of foreign value-added in an economy's export) and forward participation (how much of an economy's locally generated value-added is embedded in the production of other economies). The most commonly used indicators that form the basis of gross export (GE) disaggregation in value-added terms (OECD, 2013):

1. Domestic value added embodied in gross exports (DVA): refers to the value added generated by the domestic economy in the production (direct and indirect) of goods and services for export. It includes the value added embodied in all exported goods and services produced by national industries, including the domestic value added that was previously exported and re-imported to be used in production of intermediates.
2. Foreign value added embodied in gross exports (FVA): refers to the value added of foreign goods and services that are used as intermediates to produce goods and services for export. FVA is usually analyzed by the country of origin.

The disaggregation of data can go further as Koopman et.al (2010) show.

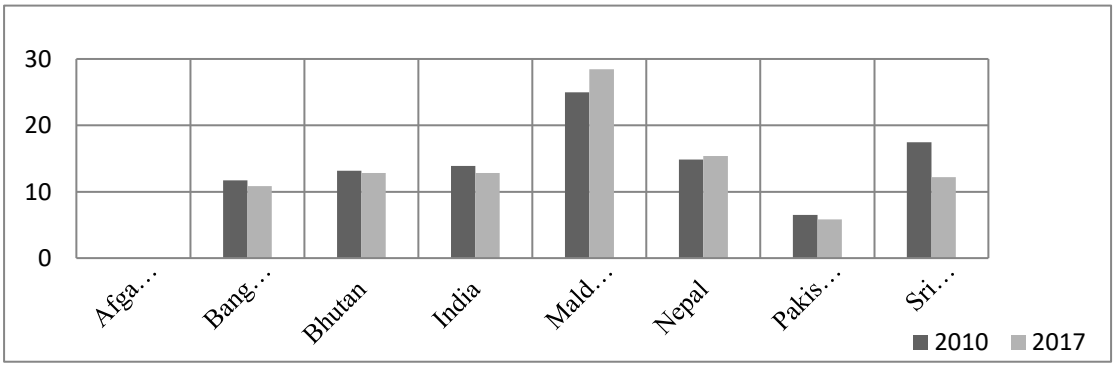

Chart 8: Foreign value added shares of gross export in 2010 and in 2017 (ADB, 2018)

The foreign value added share in gross export is very small in total economy, average 13 in 2017. For comparison the FVA in the EU is 38, in Japan 21; Asia (average) 31, East and South-East Asia 34. The FVA in export has decreasing trend in period 2010-2017 in majority of countries. It is obvious the domination of domestic value added in export that is above 70% for all countries in 2010 and in 2017.

It is closely connected with the structure of export – if the export consists of primary products, textiles products, or raw materials the FVA will be smaller. In sectors that belong to the medium and high-technology manufacturing sector, such as optical and electrical equipment, the FVA is higher.

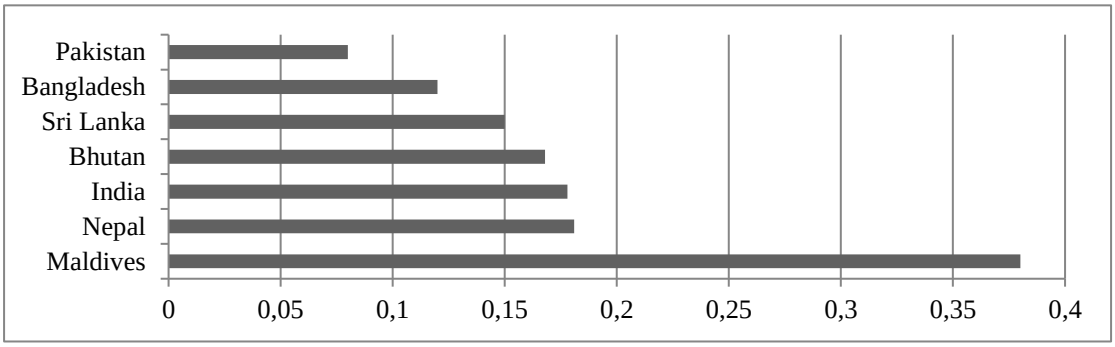

Chart 9: Backward participation ratio for Asian countries in 2017 (ADB, 2018).

The ratio for backward participation is in majority of the South Asian countries very low- below 0.2. The Maldives are the exception where they have the same ratio for backward and forward participation.

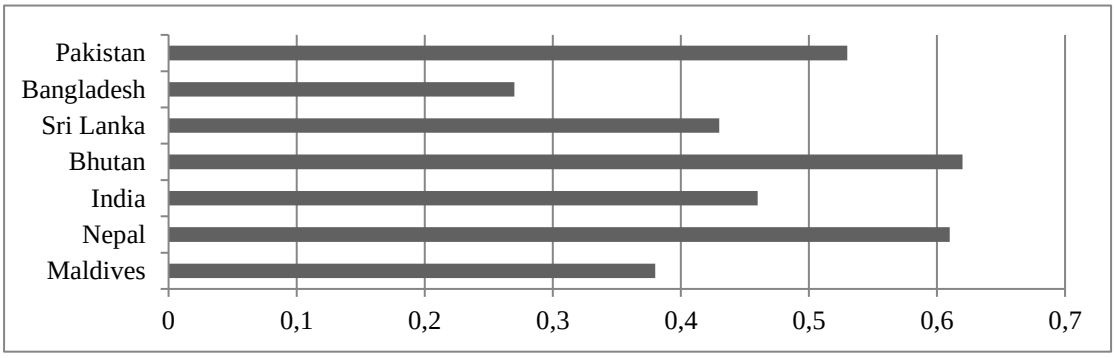

Chart 10: Forward participation ratio for Asian countries in 2017 (ADB, 2018).

The highest ratios the South Asian countries have for forward participation (above 0.3 and even above 0.4). These data indicate the countries of South Asia participate more through the supply side of GVC, rather than the demand side. In addition, "most economy-sectors participate in relatively low value-adding segments of GVCs, signifying the need for policies aimed at developing and fostering conditions that enable local sectors to move up the value chain" (ADB, 2018).

4. CONCLUSION

The region of South Asia consists of developing countries, that partially follow the global trends of participation in regional trade agreements and in global value chains. Even, the foreign trade in this region is increasing in last decade, the intra-regional trade has stagnated (with very slightly increase of 0.5 or 1 percentage points in their shares). Some regional trade agreements exist for longer period but without significant implications- visible through the increase of mutual trade. India has the potential to became a regional "hub" due to its size, population, the value of foreign trade and importance in trade structure of other countries (in the region). The production structure of these countries (labour and resource intensive products or raw-materials), relatively high level of tariff protection but also of non-tariff barriers to trade are the main causes of low participation in GVC.

The share of foreign added value (as the measure for participation in GVC) is decreasing over time, and it significantly differs the shares in other emerging or/and developed countries (13% in South Asia vs. 31 in Asia (average) and 38% in the EU). The countries of South Asia have very low ratio of backward participation and slightly higher for forward participation that indicate they participate more through the supply side of GVC, rather than the demand side. This research confirms the thesis of insufficient development of intra-regional trade and low level of participation in GVC. These two facts are mutual interconnected- with the increasing of intra-regional trade the participation in GVC will increase, but also participation in GVC can push the countries to trade more with each other. The situation is result not just of economic development (lagging behind) but also of political relations and problems in cooperation in that region. In this paper we have detected the main problems /causes of low intra-regional trade and low participation in GVCs, so it is very clear, but probably not easy to do the necessary changes/improvements. Due the region is very populous and has resources/precondition for achieve high growth rates, there is huge potential for increase the mutual bilateral/regional trade, openness for foreign direct investments and higher participation in global value chains.

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SUSTAINABILITY OF THE INNOVATION GOVERNANCE SYSTEM AS A FACTOR OF REDUCING THE RISCS OF NEW GLOBALIZATION AND THE FOURTH INDUSTRIAL REVOLUTION

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ABSTRACT
The article explores with a wide range of issues related to the definition of the value and role of the stability of the management system of innovative development to ensure the competitiveness of modern national States. The authors use the concepts of new globalization and the Fourth industrial revolution to analyze the context of modern innovative development, challenges and obstacles facing it. Special attention is paid to the specifics of modern Russian innovation policy, its weaknesses and strengths. The authors come to the conclusion that the governmental institutions in Russia shall become more dynamic, increasing the state's ability to develop successfully in an unstable environment, develop and implement a proactive governance strategy.
Keywords: *challenges and risks, governance, Industry 4.0, innovations, new globalization, sustainability, the Fourth industrial revolution*

1. INTRODUCTION

Among the many parameters that determine the competitiveness of a nation state in contemporary complex networking world one factor that is becoming more prominent is the effectiveness and sustainability of innovation governance system. The primary reason for this prominence is the fact that all aspects of social existence undergo increasingly massive changes these days, and an adequate reaction is required to manage them. The last ten or fifteen years world have experienced drastic transformations of industrial relations; the structure of employment; the demands of the labor market; the system of social coordinates; and the functions and the role of the political authorities, including the government, in economic and social relations. Information spreads at a colossal scale, and facts are updated with immeasurable speed, dashing away from our grasp. Information management also becomes more difficult considering the tangled global information networks, decentralized network control, and the constant variations of relative importance between regional, national and global management. With external pressure and competition, stability of innovation development system becomes a valuable and highly demanded feature. Stability is defined as the ability of the state's governance system to provide an adequate reaction to outside influence, keep structural change within specific limits, quickly restore balance and safeguard the national identity and cohesiveness, while still maintaining scientific and technological development at a speed comparable to leading economies of the world. Stability should not be understood as inertia or rigidity. Rather, it is a synergetic concept: stability is the result of a continuous renewal, fueled by the changing equilibrium of system-changing and system-sustaining processes (Kurochkin, 2000; Kurochkin, 2014).

2. METHODOLOGY

One scheme proposed to explain the most important geopolitical and geoeconomical challenges, together with possible ways of mitigating them and decreasing innovation-related risks in a national state, is the idea of "new globalization", most famously analyzed by Richard Baldwin. In *The Great Convergence: Information Technology and the New Globalization*, Baldwin differentiates between the so-called "old" and "new" globalization, where the "new" globalization is characterized by processes of divergence. Today, we find ourselves at the beginning of the third divergence, which will (literally) separate the process of labor from the workers. In the new world, workers from one country will offer their services to another country on a remote basis, including services that today require physical presence (Baldwin, 2016, p. 25). Thus, the third divergence means cheaper dissemination of ideas and technologies, integration of computers in industry, increased virtual presence and development of telerobotics. These new features will eventually create an acceptable substitute of human presence in the required geographic position (ibid., p. 406). Moving from the second to the third divergence, we can already mark several characteristic features of the new globalization. Firstly, the features associated with the new globalization are very hard to predict and difficult to manage in their entirety. As Baldwin says, information and communication technologies develop with an exponential growth, so that even the incredible things can become real within several months (ibid., p. 27). On the other hand, globalization does not simply affect branches of industry. It comes down to stages of production and specific jobs. As a result, the influence of this globalization is individualized: the losers and the winners are no longer grouped according to their industries or jobs. Thus, it is almost impossible to predict which jobs and operations will become obsolete (ibid., p. 27). Secondly, with new globalization, competitiveness is no longer tied to national states. At the same time the world economics is now moved by transnational corporations, which control international industrial networks. In these conditions, national economies have no comparable advantages (ibid., p. 27). Furthermore, the correlation between technological development and quality of life of the people who provide goods and services is now measured in transnational, not national terms. Finally, the new globalization has brought a drastic change in the perception of distances and other geographical factors. While information exchange costs less and less, moving workforce in physical space is still expensive. To counteract the importance of geographical proximity to new producing centers, new globalization makes workers' presence virtual and introduces telerobotics to industry. In this situation, global competitiveness and life quality increase are highly dependent on the dynamic of the Fourth industrial revolution, also known as the technological development program «Industry 4.0». The fourth industrial revolution is characterized by deep integration of information and communication systems into production of goods, creating cyberphysical production systems. Supported by artificial intelligence and the internet of things, this integration leads to the creation of an autonomous intellectual network that is able to control all segments of the production chain. In corporate management, this concept is known as Supply Chain Management (SCM). The Fourth industrial revolution is widely visible in countries with high innovative potential and developed digital economy. PWC consulting company predicts that already by 2020, the global volume of investments in developments of «Industry 4.0» technologies will comprise $907 billion a year (Rossiia 4.0: chetvertaia promyshlennaia revoliutsiia kak stimul global´noi konkurentosposobnosti, 2017).

Digitization of economics is an important influence on the speed and content of innovation development within the framework of the fourth industrial revolution. Presented below are three main directions of digital transformation of national innovation systems (Innovation Indicator 2017).

- Today's digital technologies offer completely new ways of collecting, processing, storing, disseminating, analyzing and assessing information. Companies engaged in innovation

development have at their disposal such technologies as cloud calculations, artificial intelligence, machine learning, analytical tools for processing large amounts of data, cyberphysical and autonomous systems, as well as flexible, decentralized and individualized production technologies. New technologies are present almost everywhere in digital economy's environment.

- Companies can use intellectual digital networks to stimulate their production speed, increase the quality of goods and services or develop new offers. Industry 4.0 offers a large variety of digital transformation options, making industry flexible, self-controlled and customer-oriented, while its products become personalized.
- A rapidly developing technology is digital platforms, a special environment for online interactions and transactions. The platforms use digital technologies and networks to integrate and coordinate groups of service suppliers and consumers. Often, these platforms become focal points for economic and social exchange, offering new ways of market integration for more effective use of services. Collective development and implementation of new digital projects becomes very important and complicated. Traditionally, innovators used to cooperate only on some stages of technological development, and the cooperation was not taken from one stage to the next. Now, collective development of innovation solutions is present at all stages.

3. DISCUSSIONS

However, the changes associated with new globalization and the Fourth industrial revolution are not only positive. They also include global socioeconomic and geopolitical issues related to exacerbation of politic and economic completion. This increased competition is a serious matter for Russia, as it is trying to find its place on the geopolitical map, aggravated by political clashes with the United States and EU-countries. In very general terms, today's global issues include the following. Firstly, as the world resource base is gradually depleted, competition for control over natural resources is permanently increasing. In this respect, global political and economic issues for Russia concentrate on macroregions that, despite low population and bad availability, are rich with all kinds of natural resources, such as the Arctic and the Far East. Secondly, the present world order is quite turbulent, as the system of international relations created post-Yalta conference has given rise to many local and macroregional conflicts in the first quarter of the twenty-first century, in particular, exacerbation of relations between Russia and the West due to increased military, political and economic competition in the post-Soviet regions, Latin America, and Middle East. A consequence of this turbulence is the constantly growing threat of international terrorism, as it takes new forms and makes active use of modern technologies (nuclear, biological, cyberterrorism etc.). To protect themselves and their population, the governments should direct their attention to breakthrough development and manufacture of new means of military, technological and information security (Kurochkin, Mal'tseva, 2018). Thirdly, the new conditions also lead to changes of employment structure and labor market, such as precarization and uberization of work. As a result, demand for all work except the highly skilled is reduced, part-time employment proliferate, and protection of workers' rights is getting significantly worse. The main social issue here is the new idea of minimized human presence, which will eventually develop into literal absence of humans in industry. Now, employment structure, work relations and the labor market demands change at a much faster rate than five or ten years ago. To counteract such issues, the state should develop a strategically valid industrial policy, where innovation development is balanced with social protection. Fourthly, new global situation, the innovation development has become unpredictable and difficult to control for businesses as well as government. An issue here is determining ethical and moral foundations of the technological progress. There exists a danger that new developments will empower total control and downplay the democratic foundations of the contemporary society.

Total digitization and virtualization should be answered with the creation of new institutionalized value management mechanisms, shared by various social groups. In the fifth, the population is not sufficiently trained and cannot actively participate in the digital economy. Together with uneven development of IT infrastructure, with its complex distribution and complicated algorithms, this creates a digital gap, which prohibits active participation of large social groups in today's economic relations and makes the mechanism of taking key economic decisions nontransparent. To counteract this issue, extra care is required with government stimulation of new information technologies. Moreover, the government should develop and popularize learning programs that will introduce the beginnings of information technologies to the least prepared groups. Regretfully, in today's Russia a country-specific complex strategy for innovation development of economy is long overdue. Currently, Russia has not yet developed nor tried to implement a viable strategy that can counteract the above-described digitization and globalization issues. The reasons for lagging behind are the unfavorable situation in which the Russian economy found itself in the first decade after the Soviet Union collapsed and the little-effective reforms of the late 1990s that aimed rather to reanimate the economy than to ensure its development. This makes a quality transfer to complex and balanced economic development all the more important for Russia. With time, this transfer can provide stable economic growth thanks to manufacture of high-technology products. It will also facilitate Russia's full integration into the world economic network, making it more than just a supplier of raw materials. Innovation economy is first and foremost linked to growth of investments in technological development. These investments help develop a competitive cluster of high-technology industries, increase the share of complex interdisciplinary research and renew the national innovation system. Importantly, Russia already possesses all key infrastructural features required for a transfer to innovative economy, such as its still viable scientific and technological base, unparalleled resources for industrial production and technological experiments and a still competitive higher education system. Moreover, several branches of Russia's economy have for a long time enjoyed leading positions on the global scale. However, the system of institutionalized tools that will enable transfer to innovation development is currently underdeveloped in Russia. Also lacking is political willpower to implement a long-term strategy with emphasis on innovation (Kurochkin, Eremeev, 2014). The state should be the main actor of this transformation. The state is recognized today as the primary moderator and coordinator of a national innovation system, from where the transformation impulse originates. Contemporary political science asks whether the state can stay tuned to global political agenda, make strategic forecasts and planning, formulate specific goals, minimize expenses at the right time, create competent management teams – in other words, show that it can effectively manage a complex political development program, where public opinion is considered. It is now accepted that only the state has enough financial resources to fund innovation developments, provided they have been correctly determined and are supported by publicly known all-nation goals and values. Only the state can afford long-term investments in projects that are necessary for society as a whole. Importantly, such projects should be guided by publicly acknowledged values, and not the particular values of groups close to power who may advance their own interests disguised as universal (Kulakova, Koverzneva, Koverznev, 2017). In contrast, in contemporary Russia the state has mostly neglected to engineer ideas that prescribe and describe an attractive future for the country's population (Malinova, 2015). Pragmatism, technocracy and rationalizing egotism govern all politics and management. By definition, they annihilate the concept of politics as a sphere where interests, meanings and values struggle and the citizens' creative willpower is mobilized. No institutionalized communication channels for interaction with citizens appear in Russia, even if they are necessary for an innovation breakthrough. Currently, the image of the future is not clearly defined, which hinders the country's development.

4. CONCLUSIONS

An innovation development governance system is stable when it is structurally complex, including the complexity of its units, institutionally flexible, and avoids abrupt non-planned reactions to outside influences. Structural complexity means, first and foremost, making the system complex "from below", thanks to institutionalization and stimulation of citizens' contribution and self-management, various models of partnership between the state and the individuals and publicly created regional and local development strategies that consider specific local features and economic advantages. Together, this helps to ensure that innovative development is managed on multiple levels, as long as there exists an effective mechanism to coordinate the activities on all levels. Increasing the stability of Russia's innovation development managements system will increase its global economic and political competitiveness. We can define several steps leading to this increase (Kurochkin, 2019; Kurochkin, 2018). First, political decisions-making and implementation of development strategies shall be successfully coordinated in various economy branches, between various institutions and on various levels (between the federal center, the regions and the city governments). Second, network cooperation shall develop, involving government and non-governmental actors from inside and outside the country. Third, the government power shall become more dynamic, increasing the state's ability to develop successfully in an unstable environment, develop and implement a proactive management strategy. Forth, political decisions shall be forward-looking, and the government shall actively use a sensitive feedback mechanism. However, all these elements of innovation management development face common challenge of hybrid political regime with limited opportunities for actors for independent strategy implementation.

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THE PERFECT EMPLOYEE EXERCISE: A BRIEF METHOD TO REVEAL BIAS AND STEREOTYPES

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ABSTRACT

Developing people's cultural intelligence (Earley & Peterson, 2004; Ng, Van Dyne, & Ang, 2009) and diversity management (Nelson, Poms, & Wolf, 2012; Zhang, Xia, Fan, & Zhu, 2016) has become a priority of schools around the world. The purpose is to help future managers to face the complexity of our changing world (Dhanaraj & Khanna, 2011). Indeed, the increasing number of professional and academic programs addressing these topics underlines the urgent need to develop global leaders open to a more diverse workplace (Earley & Peterson, 2004; Ng et al., 2009). Nevertheless, research has proven that despite the huge amount of efforts made, various bias continue to populate people's evaluation and decision-making processes (Manoogian & Benson, 2017). Thus, we used a specifically designed exercise called the "perfect employee" to study social inferences (Ames, 2004) across different populations (business students, STEM[1] students and management professionals) and test their ability to propose non-stereotypical descriptions. We collected qualitative and quantitative data from 2012 to 2018: a first study covered a sample of 1830 people divided into eight groups (f = 57%). Here we looked at demographical information and the words used to describe gender, nationality, personality traits, and physical traits of "the perfect employee". The second study covered a sample of 319 business students (f=52%) and included personality and creativity data. Finally, a third study was based on a sample of 931 STEM and business students (f=32%) and included social projection and psychological frustrations items. Our findings echo previous research about bias (Greenwald & Krieger, 2006) commonly related to stereotypes studied by implicit leadership theories and, more specifically, the traits attributed to successful leaders (Junker & van Dick, 2014; Keller, 1999; Offermann, Kennedy Jr, & Wirtz, 1994). Our results also resonate with a recent study in the field of evolutionary psychology, which examines the avoidance of disease threats by preferring attractive leaders (Van Vugt & Grabo, 2015; White, Kenrick, & Neuberg, 2013). Overall, our findings do not appear to promote diversity; we conclude that schools should continue to increase efforts in explaining bias that lead to prejudice. We encourage the use of the proposed exercise to raise awareness about personal bias.

Keywords: *implicit bias, "perfect employee", social inference, stereotypes*

1. INTRODUCTION

Developing students' reflexivity (Dyer & Hurd, 2016), cultural intelligence (Earley & Peterson, 2004; Ng et al., 2009), intercultural skills (Carroll & Ryan, 2007; Perry & Southwell, 2011) and diversity management skills (Day & Glick, 2000) has become a priority of schools around the world. Indeed, the increasing number of professional and academic programs addressing these topics underlines the urgent need to develop "global managers & leaders" (Earley & Peterson, 2004; Ng et al., 2009). Moreover, schools around the globe advertise the international and intercultural aspects of their program. In order to remain competitive, higher education institutions need to increase their international and multiculturally diverse faculty to meet accreditation standards and to improve their ranking (Harvey, 2008; Lemaître, 2012). In terms of business schools' social responsibility, the mission of fighting stereotypes and promoting

[1] STEM : Sciences, Technology, Engineering & Mathematics

diversity should then be an explicit part of management programs. Diversity and inclusion (Anand & Winters, 2008) are in fact key components of CSR (Corporate Social Responsibility) policies and practices (e.g., "Council for Corporate Responsibility |," n.d.; Snider, Hill, & Martin, 2003). Education and experience should theoretically have an impact on the ability of individuals to be more reflective and to avoid bias that could hinder managerial judgement. Yet, the vast research concerning the assumptions related to age (Posthuma & Campion, 2009; Weber, Angerer, & Müller, 2019), gender (Heilman & Eagly, 2008; Régner, Thinus-Blanc, Netter, Schmader, & Huguet, 2019), nationality (Eagleman, 2011), personality (Costa Jr, Terracciano, & McCrae, 2001; Ekehammar, Akrami, Gylje, & Zakrisson, 2004), appearance (Heilman & Eagly, 2008; Macrae, Stangor, & Hewstone, 1996) and more (Beukeboom & Burgers, 2019; Cox, Devine, Bischmann, & Hyde, 2016; Hayes, Parks, McNeilly, & Johnson, 2018; Tse & Tung, 2019; Valiquette-Tessier, Gosselin, Young, & Thomassin, 2019) show that stereotypes continue to be prevalent in the workplace (Posthuma & Campion, 2009; Régner et al., 2019). Therefore, our aim in this research is offer a methodological design for education purposes in the form of brief exercise that can help exposing as many biases as possible and potentially leading to stereotypes. This exercise can allow students and professionals to capture rapidly the influence of bias in their daily lives. The existing frameworks and available tests (McConnell & Rydell, 2019) explain and help detecting biases properly but they don't necessarily help quickly identifying one's own unconscious bias when constructing immediate judgements or impressions (Fiske & Neuberg, 1990; Hamilton & Sherman, 1996; Kunda & Thagard, 1996). In the following section, we present main theoretical frameworks explaining bias and stereotyping.

1.1. Conceptual frameworks on implicit biases

While "bias are unfair personal opinions that influence our judgment" ("BIAS | meaning in the Cambridge English Dictionary," n.d.) stereotypes "are set ideas that people have about what someone or something is like, especially an idea that is wrong" ("BIAS | meaning in the Cambridge English Dictionary," n.d.). In both cases, it is difficult to distinguish what comes first, Bias or stereotypes. Understating theses psychological mechanisms is still an important scientific challenge today. Halll et al., (2019) proposed and new model and explain that "despite increased awareness of a wide range of demographics, existing theory fails to adequately explain how the stereotypes associated with multiple demographic categories (eg, Black, female, gay, Muslim) combine to influence evaluations of employees" (Hall, Hall, Galinsky, & Phillips, 2019). Indeed, the same statement is also valid for the extensive amount of research that has explored stereotypes formation (Bordalo, Coffman, Gennaioli, & Shleifer, 2016; Judd & Park, 1993; Jussim et al., 2016; Macrae et al., 1996), implicit bias and their influence on our judgments (Greenwald & Krieger, 2006; McConnell & Rydell, 2019; Offermann et al., 1994). We also have the scientific proof of the influence bias have on us, their large number and our ignorance about many of these cognitive ruses (Manoogian & Benson, 2017). Social psychology researchers have as well concentrated their effort on the topic and more precisely on understanding the strategies we use to form stereotypes (Ames, 2004). Evolutionary psychology experts have tried to uncover the mechanisms that make us chose a person from another for specific contexts (Van Vugt & Grabo, 2015; White et al., 2013). We believe all the quoted research is heading towards the same direction. Our assumption is that we produce stereotypes based on our own personal bias and that the process of forming stereotypical descriptions is based on one or multiple bias influencing a specific judgement. We hypothesized that certain stereotypes are generalized because of the presence of universal bias that could lead to the same descriptions. In line with these hypothesis, our proposed exercise of the perfect employee will expose important similarities echoing previous research mentioned above (Ames, 2004; Van Vugt & Grabo, 2015; White et al., 2013) and other applied theories as

implicit leadership theories (Offermann et al., 1994). Various studies have found that stereotypes are activated automatically (Banaji & Hardin, 1996; Wheeler & Petty, 2001). "Empirical evidence suggests that stereotype activation can automatically influence social behavior and that some tasks could activate stereotypes" (Devine, 1989). Thus, we decided to test previous theoretical foundations thanks to a specifically designed 8 minutes brief exercise named "the perfect employee". We wanted to study the descriptions of business school students assuming universal bias and stereotypes could be found. The purpose of the research was to build a method to help understanding whether students could overcome bias and stereotypes, to identify the factors that could predict their stereotypical answers concerning "the perfect employee" and to help them become aware about their bias. We also wanted to compare the responses of different populations: French business students, international business students studying in France, French STEM students, and experienced professionals.

2. METHODOLOGY

We collected qualitative and quantitative data over a five-year period: the first study covers a sample of 1830 people divided into eight groups (six groups of students, one group of working "high potentials", and one group of executive MBA students; share of female respondents f = 57%). Here we looked at demographical information and the words used to describe gender, nationality, personality traits, and physical traits of "the perfect employee". The second study covers a sample of 513 business students (f=52%) and also looks at personality and creativity data. Finally, the third study is based on a sample of 931 working professionals, STEM and business students (f=32%) and includes three questions on social projection and a psychological frustration scale. We used Nvivo 11 to analyze the qualitative information and determine the frequency of each word used to describe nationality, personality, physical traits of "the perfect employee" (14497 words). The frequency of each word allowed us to compute a stereotypicality score (Judd & Park, 1993) the dependent variable in our regression analysis of the factors predicting stereotypical answers. Our main hypothesis consisted on predicting the bias anchored in the development of our participants' judgments despite a large difference in the studied variables (H1: age, H2: origin, H3: gender, H4: personality, H5: creativity, H6: social projection, H7: psychological discomfort). We explored these hypotheses and all the demographic variables in the three different studies. We finally explore the effect of the education level related to stereotypicality and projection in order to cluster population groups corresponding to the studied interactions. This hypothesis supports our theoretical assumption of universal bias leading to standard descriptions with no influence of the studied variables.

3. STUDY 1

3.1. Data analysis

In the current study, we ran multiple analyses. In order to reduce the likelihood of finding significant results by chance due to multiple hypotheses testing, we set the p-value threshold at p = .0001 throughout the analyses.

3.2. Results

3.2.1. Predictors of stereotype content

We ran a series of regression analyses to test our hypotheses regarding the influence of the level of social projection, age, gender, education, experiences abroad and professional experiences on the forty words -- 20 words related to physical traits and 20 words related to personality traits -- that participants most often used to describe the perfect employee. Estimates of the forty logistic models are reported in Tables 1 and 2. A part from gender that predicts the use of the word "smiling", we find that no estimate is significantly different from zero in the models.

This means that participants used the forty words independently of their level of social projection, age, gender, education, time spent abroad and duration of their professional experience.

	Tall	Smiling	Beautiful	Thin	Handsome	Well dressed	Clean	Fit	Average	Good looking	Strong	Sportive	Charismatic	Elegant	Brown hair	Healthy	Athletic	Blond	Brunette	Blue eyes
Social Projection	-0,18	0,11	0,39	0,44	-0,36	-0,15	0,17	0,23	0,23	0,12	0,27	0,01	-0,21	0,09	-0,24	0,04	0,04	-0,72	0,3	-0,5
Age	-0,02	-0,17	-0,04	-0,06	0,1	-0,09	-0,04	-0,03	0,07	-0,06	0,02	0,06	-0,19	-0,07	-0,46	-0,01	0,12	0,08	-0,01	-0,06
Gender	0,01	-0.78****	-0,33	-0,1	0,25	0,21	-0,24	0,28	0,08	0,15	0,73	-0,02	-0,42	-0,15	-0,13	-0,31	0,58	0,48	-0,44	0,07
Foreign Experience	-0,33	0,26	-0,08	0,01	-0,26	0,07	0,67	-0,19	-0,02	0,08	-0,33	0,22	-0,43	-0,98	0,69	0,3	-0,01	0,05	-0,46	-0,19
Professional Experience	0,02	0,19	0	0	-0,25	0,01	0,02	0,05	-0,07	0,02	-0,1	-0,25	0,23	0,06	0,41	-0,03	-0,36	-0,04	-0,24	0,15
Education	-0,02	-0,01	-0,12	0,04	-0,06	-0,09	-0,13	-0,04	-0,07	-0,15	0	0,12	0,08	0,43	0,1	-0,05	-0,1	-0,24	0,14	-0,04

*Note. N=1830, **** p < .0001*

Table 1: Study 1 - Estimates of the logistic models predicting the twenty most frequently used words to describe the perfect employee (Physical traits)

	Open	Creative	Curious	Hard worker	Ambitious	Dynamic	Enthusiastic	Organized	Autonomous	Confident	Motivated	Smart	Serious	Rigorous	Social	Leader	Responsible	Honest	Charismatic	Intelligent
Social Projection	-0,1	0,05	0,18	-0,19	0,35	-0,01	0,08	-0,12	-0,12	-0,17	0,05	-0,16	-0,04	-0,02	0,23	0,46	-0,03	0,15	-0,21	-0,16
Age	-0,08	-0,02	-0,04	0,13	-0,05	-0,24	-0,05	-0,11	0,07	-0,09	-0,04	0,01	-0,09	-0,05	0,03	0,03	0,07	0,12	-0,19	0,07
Gender	-0,12	-0,04	-0,07	0,26	0	-0,24	-0,15	-0,23	-0,1	-0,12	-0,3	0,39	0,16	0,23	-0,25	0,22	-0,34	-0,19	-0,42	-0,45
Foreign Experience	0,6	0,79	0,03	-0,69	0,04	0,71	-0,19	0,48	0,26	0,82	-0,01	-0,1	-0,87	0,06	0,69	0,35	-0,78	-0,51	-0,43	-0,59
Professional Experience	0	-0,35	0,05	-0,1	0,1	0,06	-0,02	-0,07	-0,54	0,14	-0,02	0,02	-0,01	-0,19	-0,48	-0,12	0,02	-0,09	0,23	0,04
Education	-0,11	-0,02	0,09	-0,11	-0,1	0,02	0,03	0,36	0	-0,39	0,09	-0,26	0,05	0,26	-0,17	-0,02	0,02	-0,06	0,08	0,1

*Note. N=1830, **** p < .0001*

Table 2: Study 1 - Estimates of the logistic models predicting the twenty most frequently used words to describe the perfect employee (Personality traits)

We ran a series of regression analyses to test our hypotheses regarding the influence of social projection (dummy coded: 0 for low social projection, and 1 for high social projection), age, gender, education, experiences abroad and professional experiences on the content of the stereotype of the perfect employee. Regarding the content of the stereotype, we looked at several indicators. First, we looked at the stereotypicality of the content (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality). Second, we looked at the fact that the perfect employee is described using healthy related word or not (dummy coded: 0 for no healthy related words, 1 for healthy related words). Third, we focused on the fact that participants used words derived from implicit theories of leadership to describe the perfect employee or not (dummy coded: 0 when the participant did not use words that can be related to implicit theories of leadership, 1 when the participant used words that can be related to implicit theories of leadership). Fourth, we focused on the use of indifferent by participants (dummy coded: 0 when participants never used the word indifferent, 1 when participants used at least once the word indifferent). Estimates of the four models are reported in Table 3.

	Stereotypicality Personality Traits	Stereotypicality Physical Traits	Health-related Words	ILT Personality Traits	ILT Physical Traits	Indifferent
Social Projection	0,06	-0,25	0,73	-0,23	0,3	-0,36
Age	0	-0,02	0,01	-0,04	0,08	0,08
Gender	0,01	0,06	-0,44	0,14	0,17	0,36
Foreign Experience	1.02****	-0,4	-0,79	-0,11	0,14	0,57
Professional Experience	-0.28****	0	0,11	0,04	-0,07	-0,15
Education	-0,16	-0,04	-0,34	0,14	0,11	0,21

*Note. N=1830, **** p < .0001*

Table 3: Study 1 - Estimates of the logistic models predicting various relevant indicators

Our results show that the more participants have experience in a foreign country, the more they use stereotypical personality traits to describe the perfect employee (B=1.02; p<.0001). We also find that participants with more professional experience are less likely to use stereotypical personality traits to describe the perfect employee (B=-0.28; p<.0001). A part from these two findings, we find that no estimate is significantly different from zero in the models. This means that all predictors had a very limited impact on the content of the stereotype. In other words, descriptions of the perfect employee are relatively independent of the level of social projection, age, gender, education, time spent abroad and duration of professional experience of participants.

3.2.2. The effect of education and experience abroad

In a last series of analyses using Loglinear models, we investigated the effect of the level of 1) education and 2) experiences abroad on the relationship between social projection and stereotypicality of physical traits. In a first model, we tested the independence of the following three variables: Level of education (dummy coded: 0 for low level of education, and 1 for high level of education), social projection (dummy coded: 0 for low social projection, and 1 for high social projection), and stereotypicality of physical traits (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality). The Loglinear models yielded a significant chi2 (chi2(df=4)=28.01, p<.0001). The frequency table is reported in Table 4. Looking at the frequency table, it appears that highly educated participants are less stereotypical when engaging in social projection (83/(83+44)=65.35%), than low educated participants who engage in social projection (414/(414+515)=44.56%). We ran the same analysis with the stereotypicality of personality traits. The Loglinear models yielded a non significant chi2 (chi2(df=4)=16.26, p=.002). This means that the distribution of participants in the quadrants is approximately the same. The frequency table is reported in Table 4 as well.

Physical traits			
		Low stereotypicality	High stereotypicality
Low level of education	Low projection	272	395
	High projection	414	515
High level of education	Low projection	52	55
	High projection	83	44
Personality traits			
		Low stereotypicality	High stereotypicality
Low level of education	Low projection	297	370
	High projection	394	535
High level of education	Low projection	56	51
	High projection	75	52

Table 4: Study 1 - Distribution of participants as a function of stereotypicality, projection, and education

We ran a similar analysis to test the independence of the following three variables: Level of education (dummy coded: 0 for less than 4 years, and 1 for 4 years or more), social projection (dummy coded: 0 for low social projection, and 1 for high social projection), and stereotypicality of physical traits (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality). The Loglinear models yielded a significant effect (chi2(df=4)=36.40, p<.0001). The frequency table is reported in Table 5. Looking at the frequency table, it appears that highly educated participants are less stereotypical when engaging in social projection (69/(69+28)=71.13%), than low educated participants who engage in social projection

(428/(428+531)=44.63%). We ran the same analysis with the stereotypicality of personality traits. The Loglinear models yielded a non significant chi2 (chi2(df=4)=13.14, p=.011).
This means that the distribution of participants in the quadrants is relatively homogeneous. The frequency table is reported in Table 5.

Physical traits			
		Low stereotypicality	High stereotypicality
Low foreign experience	Low projection	280	412
	High projection	428	531
High foreign experience	Low projection	44	38
	High projection	69	28
Personality traits			
		Low stereotypicality	High stereotypicality
Low foreign experience	Low projection	310	382
	High projection	411	548
High foreign experience	Low projection	43	39
	High projection	58	39

Table 5: Study 1 - Distribution of participants as a function of stereotypicality, projection, and foreign experience

4. STUDY 2

4.1. Data analysis

As in Study 1, we set the p-value threshold at p = .0001 throughout the analyses of Study 2, in order to reduce the likelihood of finding significant results by chance due to multiple hypotheses testing.

4.2. Results

4.2.1. Predictors of stereotype content

We ran a series of regression analyses to test our hypotheses regarding the influence of personality traits and creativity on the content of the stereotype of the perfect employee. We also controlled for social projection, age and gender in the analyses. Regarding the content of the stereotype, we looked at the same indicators as in Study 1. First, we looked at the stereotypicality of the content (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality). Second, we looked at the fact that the perfect employee is described using healthy related word or not (dummy coded: 0 for no healthy related words, 1 for healthy related words). Third, we focused on the fact that participants used words derived from implicit theories of leadership to describe the perfect employee or not (dummy coded: 0 when the participant did not use words that can be related to implicit theories of leadership, 1 when the participant used words that can be related to implicit theories of leadership). Fourth, we focused on the use of indifferent by participants (dummy coded: 0 when participants never used the word indifferent, 1 when participants used at least once the word indifferent). Estimates of the four models are reported in Table 6. We find that no estimate is significantly different from zero in the models. This means that none of the predictors had a significant impact on the content of the stereotype. In other words, descriptions of the perfect employee are relatively independent of the personality and creativity level of participants.

Table following on the next page

	Stereotypicality Personality Traits	Stereotypicality Physical Traits	Health-related Words	ILT Personality Traits	ILT Physical Traits	Indifferent
Creativity	0,03	-0,01	0,03	0,02	-0,01	-0,01
Extroversion	-0,02	0,03	0	0	-0,03	0
Agreeableness	0	0	0,01	-0,03	0,06	0,06
Conscientiousness	0,01	0	0	-0,01	-0,09	-0,07
Neuroticism	0	-0,01	0,05	-0,02	0,06	0,06
Openness	0,05	0	0	-0,05	-0,02	0,01
Social Projection	0,52	0,33	0,33	-0,41	0,29	0,77
Age	0,31	-0,03	0	0,17	0	0,1
Gender	0,43	-0,15	0,22	-0,32	0,45	0,57

Note. N=319, **** p < .0001

Table 6: Study 2 - Estimates of the logistic models predicting various relevant indicators

5. STUDY 3

5.1. Data analysis

As in Studies 1 and 2, we set the p-value threshold at p = .0001 throughout the analyses for Study 3.

5.2. Results

5.2.1. Predictors of stereotype content

As in Study 1, we ran a series of regression analyses to test our hypotheses regarding the influence of the level of frustration, the level of social projection, age, gender, education, experiences abroad and professional experiences on the forty words -- 20 related to personality traits, and 20 related to physical traits -- that participants most often used to describe the perfect employee. Estimates of the forty logistic models are reported in Tables 7 and 8. A part from gender predicting the use of "smiling" (B=-0.85; p<.0001) and "organized" (B=1.07; p<.0001), we find that no estimate is significantly different from zero in the models. This means that participants used the forty words independent of their level of frustration, their level of social projection, age, gender, education, time spent abroad and duration of their professional experience.

	Tall	Smiling	Beautiful	Thin	Handsome	Well dressed	Clean	Fit	Average	Good looking	Strong	Sportive	Charismatic	Elegant	Brown hair	Healthy	Athletic	Blond	Brunette	Blue eyes
Frustration	0,01	-0,01	0,02	-0,01	0	0	-0,02	-0,01	-0,04	-0,02	0	0,01	-0,01	-0,01	-0,03	0,02	0,01	0,01	-0,01	-0,02
Social Projection	-0,04	0,11	0,01	-0,04	-0,02	0,06	0,09	0,05	-0,06	0,01	0,02	0,02	-0,06	-0,04	0,01	0,05	0,04	-0,11	-0,21	-0,15
Age	0,03	-0,32	-0,05	0,04	-0,02	-0,24	-0,01	-0,01	0,01	-0,01	0,07	0,14	-0,08	-0,28	0,02	-0,04	-0,03	-0,04	-0,47	-0,07
Gender	-0,06	-0,85****	0,41	0,3	0,08	0,28	-0,36	1,07	-0,28	0,31	0,54	0,29	-0,18	-0,37	-0,93	0,05	0,76	0,85	-0,39	0,03
Foreign Experience	0,03	0,02	0,03	0	-0,04	0,01	0,04	0,16	0	-0,12	-0,06	-0,78	-0,11	0,07	-0,4	0,09	-0,15	-0,03	0,03	0,06
Professional Experience	-0,04	-0,07	0,06	0	0,13	0,17	0,06	0,05	0,12	-0,04	-0,11	-0,15	0,24	0,19	-0,39	0,09	-0,03	-0,32	0,27	-0,5
Education	-0,3	0,09	0,27	-0,4	-0,32	0,1	0,06	-0,52	0,19	-0,18	0,14	0,05	0,18	0,08	-0,25	0,09	0,26	0,23	0,28	0,22

Note. N=931, **** p < .0001

Table 7: Study 3 - Estimates of the logistic models predicting the twenty most frequently used words to describe the perfect employee (Physical traits)

Table following on the next page

	Open	Creative	Curious	Hard worker	Ambitious	Dynamic	Enthusiastic	Organized	Autonomous	Confident	Motivated	Smart	Serious	Rigorous	Social	Leader	Responsible	Honest	Charismatic	Intelligent
Frustration	0,01	-0,01	0,02	-0,01	0	0	-0,02	-0,01	-0,04	-0,02	0	0,01	-0,01	-0,01	-0,03	0,02	0,01	0,01	-0,01	-0,02
Social Projection	-0,04	0,11	0,01	-0,04	-0,02	0,06	0,09	0,05	-0,06	0,01	0,02	0,02	-0,06	-0,04	0,01	0,05	0,04	-0,11	-0,21	-0,15
Age	0,03	-0,32	-0,05	0,04	-0,02	-0,24	-0,01	-0,01	0,01	-0,01	0,07	0,14	-0,08	-0,28	0,02	-0,04	-0,03	-0,04	-0,47	-0,07
Gender	-0,06	-0,85	0,41	0,3	0,08	0,28	-0,36	1.07****	-0,28	0,31	0,54	0,29	-0,18	-0,37	-0,93	0,05	0,76	0,85	-0,39	0,03
Foreign Experience	0,03	0,02	0,03	0	-0,04	0,01	0,04	0,16	0	-0,12	-0,06	-0,78	-0,11	0,07	-0,4	0,09	-0,15	-0,03	0,03	0,06
Professional Experience	-0,04	-0,07	0,06	0	0,13	0,17	0,06	0,05	0,12	-0,04	-0,11	-0,15	0,24	0,19	-0,39	0,09	-0,03	-0,32	0,27	-0,5
Education	-0,3	0,09	0,27	-0,4	-0,32	0,1	0,06	-0,52	0,19	-0,18	0,14	0,05	0,18	0,08	-0,25	0,09	0,26	0,23	0,28	0,22

Note. N=931, **** p < .0001

Table 8: Study 3 - Estimates of the logistic models predicting the twenty most frequently used words to describe the perfect employee (Personality traits)

As in Study 1, we ran a series of regression analyses to test our hypotheses regarding the influence of frustration, social projection, age, gender, education, experiences abroad and professional experiences on the content of the stereotype of the perfect employee. Regarding the content of the stereotype, we looked at the same indicators as in Study 1: Stereotypicality of the content (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality), the fact that the perfect employee is described using healthy related word or not (dummy coded: 0 for no healthy related words, 1 for healthy related words), the fact that participants used words derived from implicit theories of leadership to describe the perfect employee or not (dummy coded: 0 when the participant did not use words that can be related to implicit theories of leadership, 1 when the participant used words that can be related to implicit theories of leadership), use of indifferent by participants (dummy coded: 0 when participants never used the word indifferent, 1 when participants used at least once the word indifferent). Estimates of the four models are reported in Table 9. We find that no estimate is significantly different from zero in the models. This means that none of the predictors had a significant impact on the content of the stereotype. In other words, descriptions of the perfect employee are relatively independent of the level of frustration, the level of social projection, age, gender, education, time spent abroad and duration of professional experience of participants.

	Stereotypicality Personality Traits	Stereotypicality Physical Traits	Health-related Words	ILT Personality Traits	ILT Physical Traits	Indifferent
Frustration	0,02	0,01	0	0	0	-0,01
Social Projection	0,03	0	0,03	-0,01	-0,03	0
Age	-0,14	0	0,05	0,06	0,09	-0,04
Gender	-0,14	0,07	0,2	-0,15	-0,01	0,02
Foreign Experience	-0,06	0,06	-0,02	0,13	0	0,04
Professional Experience	-0,02	-0,06	-0,06	-0,01	-0,04	-0,02
Education	0,08	-0,23	-0,26	0,03	0,08	0,1

Note. N=931, **** p < .0001

Table 9: Study 3 - Estimates of the logistic models predicting various relevant indicators

5.2.2. The effect of education and experience abroad

As in Study 1, we used Loglinear models to investigate the effect of the level of 1) education and 2) experiences abroad on the relationship between social projection and stereotypicality of physical traits. In a first model, we tested the independence of the following three variables: Level of education (dummy coded: 0 for low level of education, and 1 for high level of education), social projection (dummy coded: 0 for low social projection, and 1 for high social projection), and stereotypicality of physical traits (dummy coded: 0 for low stereotypicality, 1 for high stereotypicality). The Loglinear models did not yield a significant effect neither for physical traits (chi2(df=4)=1.23, p=.872), nor for personality traits (chi2(df=4)=9.90, p=.042).

The frequency table is reported in Table 10. The same analysis with level of foreign experience (dummy coded: 0 for low foreign experience, 1 for high foreign experience) instead of level of education, also yielded non significant test for physical traits (chi2(df=4)=2.30, p=.681), and personality traits (chi2(df=4)=12.21, p=.016). The fact that we had less participants in study 3 than in study 1 could explain why we fail at replicating our findings regarding the distribution of participants in the quadrants.

Physical traits			
		Low stereotypicality	High stereotypicality
Low level of education	Low projection	241	255
	High projection	181	174
High level of education	Low projection	24	23
	High projection	15	13
Personality traits			
		Low stereotypicality	High stereotypicality
Low level of education	Low projection	251	245
	High projection	172	183
High level of education	Low projection	30	17
	High projection	8	20

Table 10: Study 3 - Distribution of participants as a function of stereotypicality, projection, and education

Physical traits			
		Low stereotypicality	High stereotypicality
Low foreign experience	Low projection	203	207
	High projection	156	144
High foreign experience	Low projection	47	57
	High projection	32	33
Personality traits			
		Low stereotypicality	High stereotypicality
Low foreign experience	Low projection	199	211
	High projection	136	164
High foreign experience	Low projection	65	39
	High projection	38	27

Table 11: Study 3 - Distribution of participants as a function of stereotypicality, projection, and foreign experience

6. CONCLUSION

In the first study (N=1830), we found that only 10% of the respondents indicated that the physical traits of "the perfect employee" were not relevant (answer = indifferent). Furthermore, we found that time spent abroad, professional experience, and the number of years in higher education institutions all had a significant impact on the stereotypicality of the physical traits listed by the participants. Regarding the social projection hypothesis, we found that participants, who had lived at least six months abroad, were more likely to choose their own country of origin as the ideal country of "the perfect employee". Furthermore, male participants were more likely than female participants to choose their own gender as the gender of "the perfect employee". In the second study (N=513), we found that personality, measured according to the Big 5 model (Hahn, Gottschling, & Spinath, 2012), and creativity, measured according to the Kaufman domains of creativity (Kaufman, 2012), of respondents had very little impact on the stereotypicality of their responses, confirming that stereotypicality is very strong in the studied population.

Finally, in the third study (N=931), we further investigated the phenomenon of social projection and psychological frustrations and found that participants indicate that "the perfect employee" is similar to them in terms of gender, nationality, and personality, but not necessarily in terms of physical appearance. Despite the fact that the exercise was about the "perfect employee" and not the "perfect leader", our findings seem to echo previous research on implicit leadership theories and, more specifically, the traits attributed to successful leaders (Junker & van Dick, 2014; Keller, 1999; Offermann et al., 1994). The words used by our respondents also resonate with two recent studies in the field of evolutionary psychology: the first one examines the avoidance of disease threats by preferring attractive leaders (White et al., 2013) (White & al., 2013) and the second one analyzes leader selection based on positive physical attributes (Van Vugt & Grabo, 2015). We conclude that schools should not only continue to teach diversity and intercultural management courses, but also that they need to emphasize the differences between an employee and a leader. Indeed, our research suggests that the words used to describe the "perfect employee" more appropriately describe an idealized leader than a (subordinate) employee. We hope our exercise could help raising more awareness and interest on bias and stereotypes formation. The findings confirm our assumption of a universal bias leading to the same type of descriptions for the perfect employee, leaders and healthy individuals. The main limitation of the research is the missing link with the Implicit Association Test (McConnell & Rydell, 2019)that could be further explored in future research.

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DEVELOPMENT AND CURRENT STATE OF THE SLOVAK REPUBLIC FINANCIAL MARKET

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ABSTRACT

The current issue of finance in Slovakia is closely linked to the overall functioning of the European Union. However, it is worth mentioning the overall summary of the economy and its development. At the beginning of the 21st century, Slovakia can be characterized as a medium-developed industrial country with a highly industrialized economy. The current structure, profile and performance of the economy are the result of long-term developments, which have been influenced by internal and external factors. In the first chapter of this paper we focused on a detailed description of the origin of the financial market in Slovakia. We also described the main tendencies that influenced the development of the financial market in Slovakia. The second chapter is devoted to the division of the financial market of the Slovak Republic into individual sectors according to the National Bank of Slovakia. We have clearly defined and described each sector. The last chapter of the article focuses on the evaluation of the current state of the financial market in Slovakia during 2018. We consider the greatest added value of this article to be a summary of knowledge of the origin of the Slovak financial market due to the absence of similar publications and also an overall analysis of the development of the Slovak financial market during 2018. We believe that our article will be a contribution and a possible basis for further research in the financial market of the Slovak Republic.

Keywords: *Financial market, regulation, financial sectors*

1. INTRODUCTION

The logical consequence of the fact, that banks and banking sectors, have an extremely important role in National Economies, is the interest of the professional public in this issue, which is presented in many studies dedicated to the problem of measurement and evaluation of the efficiency of banks (Balcerzak et al., 2018). Everywhere there are investment opportunities, there are companies willing to assume financial liabilities and the associated inherent risks to maintain and develop their businesses (Kliestik et al., 2018). The aim of our article is to elaborate and explain the problems of the development of the financial market of the Slovak Republic and describe its current state. The first chapter of this article is focused on a detailed description of the origin of the financial market in Slovakia. We also describe the main tendencies that influenced the development of the financial market in Slovakia. The second chapter is devoted to the division of the financial market of the Slovak Republic into individual sectors according to the National Bank of Slovakia. In the third and the last chapter, we focus on the evaluation of the current state of the financial market of the Slovak Republic for the year 2018.

2. HISTORICAL DEVELOPMENT OF FINANCIAL MARKET IN SLOVAKIA

Current issue of financial markets in Slovakia is closely linked to the overall functioning of the European Union due to the deepening globalization. At the beginning of the 21st century, Slovakia can be characterized as a medium-developed industrial country with a highly industrialized economy. The current structure, profile and performance of the economy are the result of long-term developments, which have been influenced by internal and external factors. Before 1989, the economy was centrally managed, and its structure and profile were largely created on the basis of the decisions of the central authorities, taking into account the interests of the then block Mutual Assistance Council. After the change of political system in 1990 in the Czechoslovak Federal Republic (CSFR) began the transition to a market economy. The reform in the former Czechoslovakia was adopted in the form of systemic measures, designed on the basis of monetarist economic theory. The steps were as follows (Lukac, et al., 2010):

- liberalization of prices, extensive privatization,
- macroeconomic constraints;
- removal of monopolies.

It was called shock therapy, in a very short time it was necessary to restore the normal functioning of the economy, as in developed countries. This reform was complicated by the division of the country. Slovakia had the opportunity to rank among the developed countries of the world. The international situation was favourable and the prospect of Slovakia's accession to the European Union should be an impulse for the implementation of a modern political and economic system, the use of democracy and market mechanisms in the process of recovery of the Slovak economy and its individual parts. Individual countries used the chance for economic development in different ways in the post-communist bloc. Slovakia ranks among average successful countries. In 2001, Slovakia was ranked among the transforming countries of the former socialist bloc. The development of the Slovak economy at the beginning of the 21st century, taking into account the time horizon of ten years measured by the gross domestic product produced per capita, showed the stagnation of the economy. There were negative changes in the internal and external environment. The decisive reasons were the turbulent environment of the world economy and the unmanageable economic reform after 1990. After ten years of economic reform implementation in Slovakia, the basic goal (increasing economic performance) was only partially achieved. It should be noted that economic reform has failed similarly in all post-communist countries. This was due to a narrower interpretation of the reform and its perception, especially as a tool for achieving macroeconomic equilibrium. Among other things, insufficient building of the necessary institutions for a market economy. Other reasons were the absence of a coherent long-term economic and social strategy, the under-implementation of development programs and the absence of programs to support the development of the information society. Part of the negative development of the Slovak economy is the great influence of interest groups that promote their interests (Lukac, et al., 2010; Kliestikova et al, 2017).

3. FINANCIAL MARKET STRUCTURE ACCORDING TO THE NATIONAL BANK OF SLOVAKIA

We decided to introduce and closer to the division of the financial market into individual sectors according to the model of the NBS, which uses this division for professional examinations in the register of financial agents and financial advisors. We think this division best captures the current state of the financial market and helps with its orientation. Division into sectors according to Act No. 186/2009 Coll.

On financial intermediation and financial advice and on amendments to certain acts, amended by Act No. 129/2010 Coll. After Act No. 132/2013 Coll., Which also regulates financial advice in the following sectors (NBS, 2019):

- The insurance and reinsurance sector,
- The capital market sector,
- Deposit acquisition sector
- The sector of lending and consumer loans,
- The supplementary pension savings sector,
- The old-age pension savings sector.

3.1. The insurance and reinsurance sector

This sector includes life and non-life insurance, its basic principles, types and products. Insurance regulation and position in the economy. This area is regulated by Act No. 8/2008 Coll. On Insurance and on Amendments to Certain Acts and the Civil Code. Insurance is regulated by general binding legal regulations of the Slovak Republic and regulations of the European Commission. It issues an insurance license to the NBS for insurance activity, which is valid in all Member States of the European Union and the European Free Trade Agreement. The insurance business includes the provision of assistance services, the provision and execution of insurance contracts, the creation of technical provisions, the acceptance, assessment and management of insurance risks, the settlement of claims, the assignment of insurance risks to reinsurance undertakings and the prevention of damage. The insurance has four basic functions: stimulation, control, substitute and accumulation-redistribution. The term insurance can be described as a financial service provided by an insurance company to persons who have concluded a contract with the insurance company for a certain risk, which, if it occurs, is paid from the financial resources that the insurance company creates from the payments of insured persons. We divide the insurance industry into two parts that have similar features but are very different. The first is public insurance, which includes public health insurance and social insurance. The second area is the private insurance system, which includes commercial insurance and individual health insurance (Horniakova & Cunderlik, 2009; NBS, 2019).

3.2. The capital market sector

The capital market is a debt securities market with a maturity of more than one year and a stock market. The bonds may take the form of government, municipal, bank or corporate bonds. The yield depends on the form of the bond and may take the form of interest, bonus, profit-sharing or dividends. Bonds are bonds traded on the capital market, they are more risky than money market instruments, but less than shares. The difference between money and capital markets is mainly in profitability, liquidity and risk. On the supply side, investors or creditors enter the capital market who want to store their free resources on a long-term basis and on the demand side they are debtors, business entities or issuers (Kudzbel, 1999).

3.3. Deposit Acquisition Sector

Under this sector we find all the information about banking its legislation, system and products. Further information on building savings, deposit protection, interest, payment systems, protection against money laundering and protection against terrorist financing. One of the most important generally binding legal regulations is Act No. 483/2001 Coll. about banks. It aims at the safe functioning of the banking system. It is a basic document regulating the business of commercial banks that are legal entities with their registered office in the Slovak Republic. The National Bank of Slovakia decides on the granting of a banking license. The banking system in Slovakia is two-tiered, based on the principle of separate functioning of the central bank and the system of commercial banks.

In addition to the Bank's core business, which is deposit taking and lending, the Bank may also perform the following activities: financial leasing, payment and clearing, business advisory services, issuing and managing payment instruments, mortgage transactions, financial intermediation, etc. The products offered by the bank to clients vary, depending on the authorization granted. They must always be supported by a contract. The basic bank product is the deposit or current account to which the bank issues a payment card. With this card it is best to pay at shops, most banks offer their clients a choice of their ATMs free of charge. A foreign currency account is a non-domestic currency account. Overdraft is permitted through a combination of deposit and loan account. We use the term or savings account to get an account for the appreciation of funds. According to Act No. 310/1992 Coll. on building savings means a system whose purpose is to finance housing needs and housing-related necessities (Horniakova & Cunderlik, 2009; NBS, 2019).

3.4. The sector of lending and consumer loans

Here we find all the information regarding mortgage, construction and consumer loans. A loan is the temporary provision of creditors' funds in favour of a debtor who undertakes to return the money under the agreed terms. One of the aspects in which we can break down loans is purposefulness. We know the purpose and purpose, where the purpose for which the bank lends money is clearly given. We can also divide them by type of interest into fixed-rate loans and floating-rate loans. The annual percentage rate of charge most aptly determines the total cost of the loan. The Bank provides a mortgage loan for the construction or reconstruction of completed buildings, for the purchase of domestic real estate or its part or for repayment of loans already granted. The maturity period ranges from four to thirty years. It is secured by a lien on domestic real estate. A building loan from building savings can only be obtained by a saver who adheres to the agreed conditions of building savings. The amount of this loan is equal to the difference between the target amount and the amount saved by the saver, including interest, state bonuses and other resources. Consumer credit is the temporary provision of funds under a credit agreement in the form of a loan, credit or deferred payment. It can be obtained from a bank or non-banking institution. Act No. 129/2010 Coll. on Consumer Credits and Other Consumer Credits and Loans regulates consumer credit, overdraft permits and credit cards. The authorized overdraft is provided only to a current account with a pre-agreed amount of credit limit. A credit card is the type of loan that makes the most use of funds (Ostoj, 2019; NBS, 2019; Melian Gonzalez, 2018).

3.5. The supplementary pension savings sector

Supplementary pension saving is part of the three pillar pension scheme. Individual pillars are marked with Roman numerals. The first pillar is compulsory pension insurance, which is supervised by a social insurance company. II. The pillar is an old age pension saving. III. We call the pillar supplementary pension savings. An employee who has concluded a contract with one of the supplementary pension companies (DDS) currently on the market may contribute to the supplementary pension savings scheme. These are joint-stock companies based in the territory of the Slovak Republic, which have been issued by the National Bank of Slovakia. At the same time, the employer who has concluded a contract with DDS contributes to this saving. The purpose of this saving is to create a reserve and improve your retirement (Sika, 2012; NBS, 2019).

3.6. The old-age pension savings sector

Old-age pension saving is voluntary and the saver creates a reserve to use at retirement age. These funds are managed by pension management companies. The saver automatically pays 18% of the assessment base into the first pillar and when he / she reaches retirement age, he /

she is calculated the pension. Taking into account the demographic composition of the population of the Slovak Republic, the system of payment for the future will change for the future to the detriment of citizens. It is therefore important to use all three pillars of the pension system at productive age. Do II. 4% of the measuring base is removed from the pillar. This means that 14% is then transferred to the first pillar. Advantages II. The pillars are as follows: a citizen gets a better overview of their savings and saved money can be inherited. The saver can pay an additional 2% of the assessment base voluntarily (Klimikova et al., 2012; NBS, 2019).

4. CURRENT STATE OF FINANCIAL MARKET IN SLOVAKIA

During 2018, the development of the financial market was marked by the presence of an expansive phase of the financial cycle, which was also positively reflected in the increase in the balance of the financial sector. Financial sector assets grew by 4.3% year on year to almost EUR 118 billion in 2018. €. However, asset growth was not the same across financial market segments, with some segments stagnating and falling in assets under management last year. Increasing incomes and improving economic situation of the private sector have been reflected in an increased level of private sector's willingness to borrow. Private sector demand for investment has decreased over the past year due to worsening performance in financial markets. At the same time, however, the risks associated with these cyclical developments also increased as a result of expansionary trends within the economic cycle. These are formed just in times of favourable development, when the indebtedness is increasing and the level of alertness of risk perception decreases and their materialization occurs at the time of recession. The development of financial sector assets in the last year was most affected by developments in the banking sector. This sector accounts for more than 70% of the assets of the entire financial sector in Slovakia. Banks' assets grew at 5.6% during 2018. Their development was influenced mainly by growth in loans. They grew as a result of favourable macroeconomic developments, low interest rates and strong competition. However, the growth rate of assets gradually slowed compared to previous years. The insurance sector recorded a different development than in the insurance sector, where the volume of assets decreased for the first time since 2002. The main reason for this decline was a year-on-year decline in the value of assets of up to 7% invested in the currency and uncertainty about their further development was also reflected in the stagnation of the assets of collective investment funds and assets managed by investment firms. This slowdown can be seen as an unfavourable development of fund performance. The segments of pension saving recorded a slowdown in the year-on-year growth in assets, mainly due to their revaluation. The growth of assets in the second pillar was affected by favourable labour market developments, the growth in the number of savers approaching 1.5 million savers by the end of 2018, and the statutory increase in the second pillar rate, which increased to 2018 in 2018. 4.5%. The third pillar of pension savings also benefited from the favourable economic development and growth in the number of savers, when the number of savers exceeded 800 000 at the end of 2018. The leasing and hire-purchase segment slowed slightly, which also corresponds to the slowdown in consumer finance in the banking sector. The advanced phase of the expansionary phase of the financial cycle and the decline in performance on the financial markets were also reflected in the development of the financial sector's profitability. While some financial market segments maintained profitability at previous years' levels, collective investment management companies managed to increase their profitability. Banks have been trying to compensate for low interest margins for an extended period of increased credit activity as well as income from fees, while the current low level of credit risk costs due to the low default rate is also beneficial to banks' management (NBS, 2019; Kliestik et al., 2015; Huxley et al., 2018).

5. CONCLUSION

The aim of our paper was to elaborate and explain the problems of the development of the financial market of the Slovak Republic and describe its current state. In the first part, we have clearly described the process of the establishment of the Slovak financial market. The second part is focused on the structure of the Slovak financial market according to the National Bank of Slovakia and the detailed definition of individual sectors. We have described and specified the individual sectors in detail. The last part was devoted to the assessment of the current state of the Slovak financial market on the basis of information from the National Bank of Slovakia and its results for 2018. We can state that we have fulfilled the stated goal and we believe that this contribution can serve as a basis for further research in the field of Slovak financial market.

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DIFFERENCES BETWEEN BIRTH RATES BY SEASON AMONG GREAT PEOPLE

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ABSTRACT

Birth season has an important impact on a person's intellectual abilities. The fact that one's mental and physical qualities change according to their birth season must be seriously considered by educators and psychologists studying human development. Opposite trends were observed in number of births in each season between the academically successful and musically talented groups. People with great academic achievements were born mostly in summer. On the other contrary, the group of accomplished musicians was born mostly in winter. Experts in many fields offer numerous hypotheses and corresponding studies to explain the effect of birth season on human development, but to this day, a clear conclusion has not been established. Based on the results of this study, there were significant differences between birth rates by season among the Nobel Prize and Fields Medal laureates, Great People of the 20th Century, and renowned musicians. It is important to conduct additional studies to validate that 'groups with similar characteristics have similar birth rates by season and groups with different characteristics show different birthrates by season.

Keywords: *Birth rate, Differences, People*

1. INTRODUCTION

Humans as social beings are born with both a genetic side and a social side at the same time. These sides, genetic and social, interact and affect us during the process of our development. Although the genetic side has a very big role in the development of one's abilities and human nature, it is also true that the environmental factors surrounding humans also clearly have a very important role. The debate surrounding the environmental role in human development is progressively growing and at the same time its importance is also being emphasized. Indeed, the view that the aptitude and talent, especially concerning intellectual ability, is further decided by genetics than the environment has greater support to this day. But in spite of this situation, accurate information concerning the factors affecting the formation of aptitude and talent is still scanty. Historically, the view that human's aptitude and talent is decided by a genetically transferred "composition" has been generally accepted prior to the 1900's and beginning from the 1960's and 70's the belief that alongside genetics, the environment also has an important role in the development of talent has gradually gained recognition. These theories have gained acknowledgment since valid scientific basis from studies started showing data that pointed out the correlation of human development and environment. Such studies that tend to figure out the role of environment in talent are mostly concentrating on the educational activities, but this article will diverge from this frame and from the environments surrounding humans, collect basic data to determine the effects of the season of birth on the development of talent. The topic concerning difference in talent according to birth season has been researched abundantly in a wide scope for over 20 years and results obtained from these studies show, although not definite, a certain consistency. In fact, people born during the summer and fall tend to be more gifted by talents than people born during winter and spring (Orme, 1962). Seasonal Influence on Growth by Fitt (1941) which deals with human's abilities from stupid to genius is the most typical book in which such results can be found. The book states, that while the 12 months of the year each have a very diverse quality, seasonal factors show a clear agreement in its effects on the

development of human aptitudes. Many studies preceding Orme's also assert the existence of a relationship between the two (Knoblkch & Pasamarick, 1958; Fitt, 1941; Cattell, 1957). Also in Orme's studies it is emphasized, that no matter what the reason is for the relationship between the season of birth and human ability, birth season has an important impact on the intellectual ability a person attains. The fact that one's mental and physical qualities change according to their birth season is an essential fact that must be seriously considered by educators and psychologists studying human development. It is pivotal that more active research is carried out in this field. Under these circumstances, this study will analyze four groups of greatly talented adults by their birth seasons and examine their differences. Standing on the results of this study the precedent notion that people born during summer and fall are more talented than those born in winter and spring will be evaluated and verified if it applies to groups of greatly talented adults. For this, four groups of greatly talented people renowned in the fields of mathematics, science, and music were chosen which are divided as the Nobel Prize Laureate group, Fields Medal Laureate group, great people of the 20th Century group, and renowned and highly acclaimed musicians group. The groups will be examined to see if there are any clear connections between their births and season, and for the difference of birth seasons of the groups themselves. In addition, the study will compare and analyze what differences exist in birth seasons between the groups of great academic achievers as a whole, and the group of renowned artists, namely musicians.

2. SUBJECT AND METHOD OF STUDY (DATA PROCESSING)

This study compares as the study of subject very high accomplished people whose talent and achievements were recognized, and are divided into four groups which are the Nobel Prize Laureate Group, Fields Medal Laureate Group, great people of the 20th Century group, and renowned artists group. The Nobel Prize Group consists of Nobel Prize Laureates of 1901 (1969 for Economics) to 2005 except for the Laureates in Peace and Literature; 138 people in Physics, 119 in Chemistry, 141 in Medicine, 49 in Economics with a total of 447 people out of which 2 have unknown month of births and 5 were born in the Southern Hemisphere, leaving a sum of 440 people whose birth years range from 1839 to 1957. The reason this study only takes into account those born in the Northern Hemisphere is because the study focuses on the birth season of the groups of greatly talented people, the Southern Hemisphere having opposite seasons. Also, in order to compare the group's birth seasons according to their different dispositions the six categories of the Nobel Prize are grouped according to a common inclination of logical reasoning and academic talent such as the physics, chemistry, medicine, and economics as a whole excluding the artistic and humanity categories literature and peace. For the Fields Medal group, out of the 44 Laureates up to date, 2 have unknown months of birth and 1 was born in the Southern Hemisphere leaving 41 Laureates in the group whose birth years range from 1897 to 1966. The 106 Great people of the 20th Century group selected by The Times magazine comprise of leaders, builders, heroes, science and reasoning, and artists out of which 9 have unknown months of birth and 2 were born in the Southern Hemisphere totaling 95 people whose birth years range from 1854 to 1961. Lastly, the artists group includes 551 renowned artists[1] whose achievements have been recognized out of which 2 were excluded for being born in the Southern Hemisphere. This group has birth years that range from 1457 to 1948. The information on the birth date of these 4 groups of talented adults was collected from their individual homepage or other websites, and the Encyclopedia Britannica. For the study, the individual groups were analyzed according to month of birth and the result was put together as winter, spring, summer, and fall for each group so that the actual and expected values could be compared. In addition, the year was divided into the long photoperiod months (April to September) and short photoperiod months (October to March) and the birth rates of each period

[1] Information on the 551 artists selected from http://www.classical.net

were analyzed. In order to interpret the statistical results of the birth seasons of each group, the birth season and photoperiod month was examined and their differences were analyzed using the x^2 (chi-square) test. Finally, the difference between the Nobel Prize and Fields Medal Laureates group as a whole, which represent the academic field, and the renowned artists group, which represent the arts field, were analyzed by their months and seasons of birth and the tendencies of each group was compared and analyzed using the x^2 (chi-square) test.

3. RESULTS

3.1. Birth distribution by season of Nobel Prize and Fields Medal Laureates, great people of the 20th Century, and renowned artists

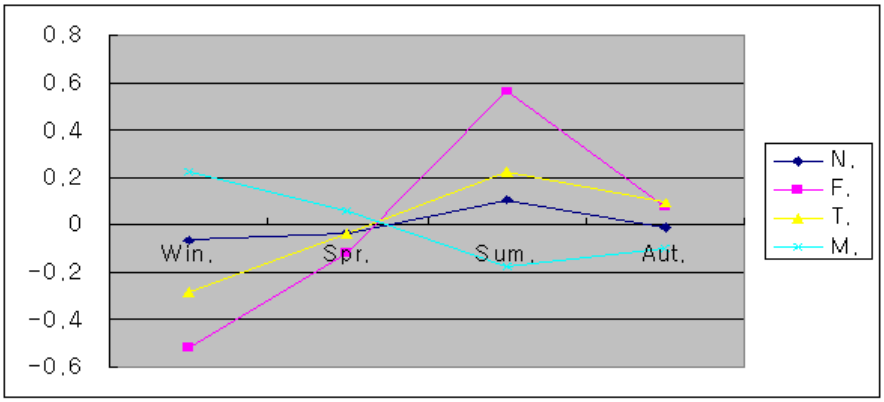

Figure 1: Birth rates by season of the groups of gifted adults[2)]

Table 1: Birth rates by season of the groups of gifted adults

Categories	Season of birth				expected	X^2	Significance
	Win.	Spr.	Sum.	Aut.			
N.	103(94)	106(96)	122(111)	109(99)	110.0(100)	1,90	n.s.
F.	5(49)	9(88)	16(156)	11(107)	10.25(100)	5,63	n.s.
T.	17(72)	23(97)	29(122)	26(109)	23.75(100)	3,31	n.s.
M.	168(122)	145(106)	113(82)	123(90)	137.25(100)	12,65**	p=0.0054

N.: Nobel Prize Winners
F.: Field Medal Winners
T.: The most important people of the 20th Century (by Times magazine)
M.: Musicians

Table 2: Birth rates by long-short photoperiod months of Nobel Prize and Fields Medal Laureates group, great people of the 20th Century group, and renowned artists group

Categories	Photoperiod Months		expected	X^2	Significance
	LPM(Apr.-Sep.)	SPM(Oct.-Mar.)			
N.	228(104)	212(96)	220.0(100)	0.58	n.s.
F.	24(117)	17(83)	20.5(100)	1.19	n.s.
T.	53(112)	42(88)	47.5(100)	1.27	n.s.
M.	247(90)	302(110)	274.5(100)	5.50*	p=0.0189

LPM = Long Photoperiod Months
SPM = Short Photoperiod Months

[2)] The value n of birth rate by season in Graph 1 was produced by the following way.
n = (number of births – average number of births) / average number of births

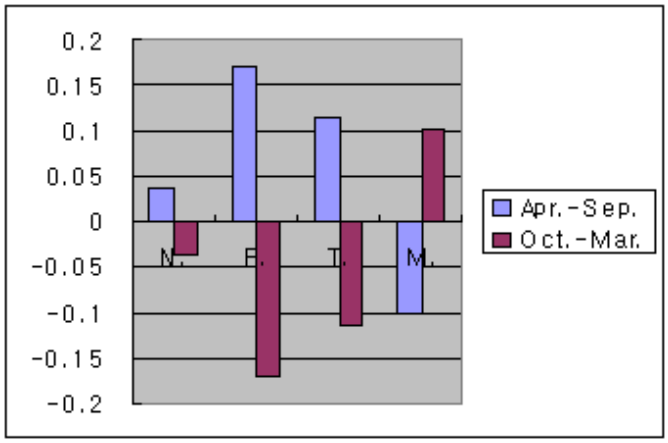

Figure 2: Birth rates by Light-Short Photoperiod Months of Nobel Prize, Fields Medal Laureates group, great people of the 20th Century group, and renowned artists group

Birth distributions by season of Nobel Prize (Chemistry, Physics, Medicine, and Economics field) Laureates and Fields Medal Laureates, great people of the 20th Century selected by the Times Magazine, and renowned artists are as shown in Table 1. As it can be see in Table 1 and Graph 1, the Nobel Prize and Fields Medal groups along with the great people of the 20th Century group all had the highest birth rates during the summer and showed the lowest birth rates during winter. The births in summer for the Nobel Prize group showed an 11% increase than the expected value, 56% increase for the Fields Medal group, and 22% increase for the great people of the 20th Century group while the decrease during winter was 6% for the Nobel Prize group, 51% for the Fields Medal group, and 28% for the great people of the 20th Century group. But the difference in birth rates by season of each of the three groups showed no statistical meaning. On the other hand, the birth rates by season of the renowned artists group which had the lowest birth rate in summer (18% decrease) and highest in winter (22% increase) did show a statistical meaning in its difference ($x^2 = 15.12$, df=3). Therefore it is possible to say that artists are born more often in winter. Table 2 and Graph 2 compared and analyzed the birth rates of the 4 groups during a year's long photoperiod months and short photoperiod months. According to Table 2, as in the birth distribution by season of each group as shown above, the Nobel Prize group, Fields Medal group, and great people of the 20th Century group had birth rates above the expected value during the long photoperiod months but the difference in birth rates by long-short photoperiod months had no statistical meaning. To the contrary, in the case of the renowned artists group, the short photoperiod months' birth rates increased and the difference in birth rates of these artists by photoperiod months analyzed by the x^2 (chi-square) test ($x^2 = 5.50$, df=3) also showed a 5% level of significance.

3.2. Comparison and analysis of the birth rates by season of the 5 categories of the groups of gifted adults

Table following on the next page

Table 3: Comparison of the birth rates by season of Nobel Prize and Fields Medal Laureates group, great people of the 20th Century group and renowned artists group

Categories		Season of birth				X^2	Significance
		Win.	Spr.	Sum.	Aut.		
N.	obs.	103	106	122	109	23.03**	P=0.0061
	exp.	114,59	110,68	109,51	105,20		
F.	obs.	5	9	16	11		
	exp.	10,67	10,31	10,20	9,80		
T.	obs.	17	23	29	26		
	exp.	24,74	23,89	23,64	22,71		
M.	obs.	168	145	113	123		
	exp.	142,98	138,10	136,64	131,27		

Table 4: Comparison of the birth rates by long-short photoperiod months of Nobel Prize and Fields Medal Laureates group, great people of the 20th Century group and renowned artists group

Categories		Photoperiod Months		X^2	Significance
		LPM (Apr.-Sep.)	SPM (Oct.-Mar.)		
N.	obs.	228	212	8.17*	p=0.0425
	Exp.	215,89	224,10		
F.	obs.	24	17		
	Exp.	20,11	20,88		
T.	obs.	53	42		
	Exp.	46,61	48,38		
M.	obs.	247	302		
	Exp.	269,37	279,62		

The analysis of the difference in birth rates by season of the Nobel Prize and Fields Medal Laureates group, great people of the 20th Century group and renowned artists group is as shown in Table 3. As mentioned earlier the Nobel Prize and Fields Medal Laureates group and great people of the 20th Century group selected by the Times Magazine have the commonality that their highest birth rates lay in summer while their lowest birth rates lay in winter. The renowned artists group had the opposite trend with summer having the lowest birth rates while winter had the highest. Thereupon, after performing the x^2 (chi-square) test on these 4 groups in order to verify any statistical meaning behind the difference in birth rates by season, $x^2 = 23.03$ (df=3) significant in a 1% level of significance. The results show that the Nobel Prize and Fields Medal laureates group and great people of the 20th Century select by the Times Magazine group have higher birth rates in summer and lower in winter compared to the renowned artists group which shows a significantly higher birth rate in winter than the other 3 groups while a significantly lower birth rate in summer. The birth rates by photoperiod months of the 4 groups also resemble the birth rate by season trend with the same outcome for the Nobel Prize and Fields Medal laureates group and great people of the 20th Century group while the renowned artists group showed opposite occurrences. The x^2 (chi-square) test of the 4 groups on the difference in birth rates also showed statistical significance leading to the conclusion that The Nobel Prize and and Fields Medal laureates group and great people of the 20th Century group have higher birth rates during the long photoperiod months while the renowned artists group has higher birth rates during the short photoperiod months.

3.3. Comparison and analysis of birth rates by each period of academically gifted groups and artistically gifted groups

The study compared the birth rates by photoperiod months, by month, and by season of the pure academic field groups and musically gifted group. The academic field gifted people were based on Nobel Prize (chemistry, physics, medicine, and economics) and Fields Medal laureates. The results of the comparison of birth rates by month of these two groups are as shown on Table 5. According to Table 5, the birth rates of the academic field gifted people group show an increase during the summer and fall periods(except for October), while showing a decrease in the winter and spring periods(except for March). When placing the expected value at 100, the month with the largest rate of increase was in June with a 27% while the month with the largest rate of decrease was in January with a 13%. However, such differences in birth rates by month of the academic field gifted people group showed no statistical meaning according to the x^2 (chi-square) test. On the other hand, the renowned artists group displayed opposite trends than that of the mathematicians and scientists group which decreasing rates during the summer (except for June) and fall periods (except for November) and increasing rates during the winter and spring periods (except for April). It again showed opposite trends with the academic field with January having the largest rate of increase (42%) and August having the largest rate of decrease (39%). The difference in birth rates by month for this group showed statistical significance (x^2=26.23, df=11). Table 6 shows the result after examining for a statistically meaningful difference between the academic field gifted people group and musically gifted group. The x^2 (chi-square) test showed that the difference in birth rates by month are significant in a 5% level of significance (x^2=19.951, df=11). Therefore it can be concluded that academically gifted people have higher births than musically gifted people between June and November (except for October), and musically gifted people have higher births between November and June (except for April). The comparison of the birth rates by season of the academically gifted people and musically gifted people is as shown in Table 7. Although the group of academically gifted people showed a rate of increase in summer of 15% respectively, and a decrease in winter and spring of 10% and 4% respectively, these differences showed no statistical significance. Contrarily, the musically gifted group showed a rate of increase in winter and spring of 22% and 6% respectively and a rate of decrease in summer and fall of 18% and 10% respectively which showed a statistical significance (x^2=13.0911, df=3). Performing the x^2 (chi-square) test in order to verify any statistical meaning behind the difference in birth rates by season of the academically gifted people group and musically gifted people group resulted to be significant in a 1% level of significance (x^2 = 14.60, df=3). From this it can be inferred that academically gifted people have higher births in summer than musically gifted people, who have higher births in winter and spring.

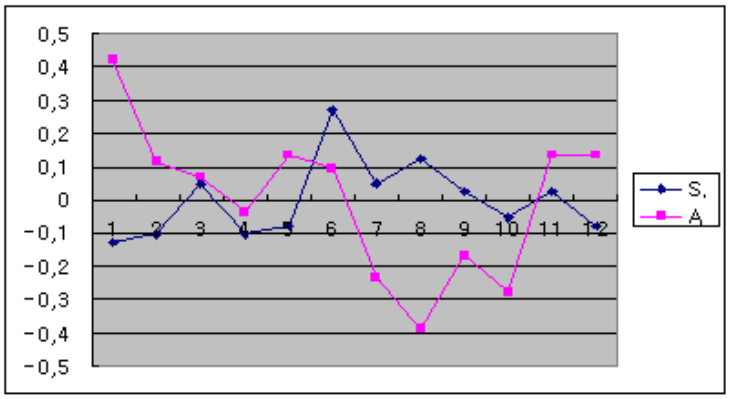

Figure 3: Birth rates by month of the group of academically gifted people and the group of musically gifted people

Table 5: Birth rates by month of the group of academically gifted people and the group of musically gifted people

Cat-egor-ies	Month of birth												expected	X^2	Significance
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.			
S.	35 (87)	36 (90)	42 (105)	36 (90)	37 (92)	51 (127)	42 (105)	45 (112)	41 (102)	38 (95)	41 (102)	37 (92)	40,08 (100)	5.86	n.s.
A.	65 (142)	51 (111)	49 (107)	44 (96)	52 (114)	50 (109)	35 (77)	28 (61)	38 (83)	33 (72)	52 (114)	52 (114)	45,75 (100)	26.23**	p=0.0059

S.: Scientific Field
A.: Artistic Field

Table 6: Comparison of the birth rates by season of the group of academically gifted people and the group of musically gifted

Categor-ies		Season of birth												X^2	Significance
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.		
S. vs A.	obs.	35	36	42	36	37	51	42	45	41	38	41	37	19.95*	p=0.0460
	exp.	46.70	40.63	42.50	37.36	41.56	47.17	35.96	34.09	36.89	33.16	43.43	41.56		
	obs.	65	51	49	44	52	50	35	28	38	33	52	52		
	exp.	53.30	46.37	48.50	42.64	47.44	53.83	41.04	38.91	42.11	37.84	49.57	47.44		

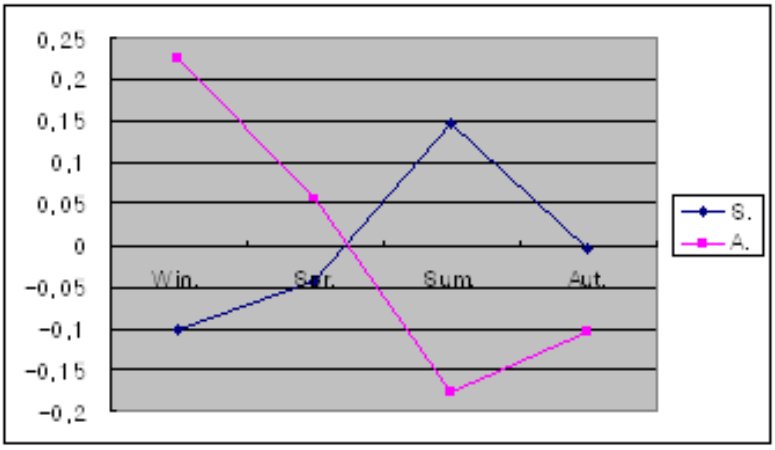

Figure 4: Birth rates by season of the group of academically gifted people and the group of musically gifted people

Table 7: Birth rates by season of the group of academically gifted people and the group of musically gifted people

Categories	Season of birth				expected	X^2	Significance
	Win.	Spr.	Sum.	Aut.			
S.	108 (90)	115 (96)	138 (115)	120 (100)	120,25 (100)	4.09	n.s.
A.	168 (122)	145 (106)	113 (82)	123 (90)	137,25 (100)	13.09**	p=0.0044

Table 8: Comparison of the birth rates by season of the group of academically gifted people and the group of musically gifted people

Categories		Season of birth				X^2	Significance
		Win.	Spr.	Sum.	Aut.		
S. vs A.	obs.	108	115	138	120	14.60**	p=0.0021
	Exp.	128.89	121.42	117.21	113.48		
	obs.	168	145	113	123		
	Exp.	147.11	138.58	133.79	129.52		

4. DISCUSSION

When studying a disorder or psychological phenomenon of which the cause is unknown, many experts look for explanations within the genetic factors and environmental factors. For a scholar studying the environmental factor of a disorder or psychological phenomenon, an apparent environmental factor is the connection to the climate or season; hence many scholars have actively been trying to reveal its relationship to month of birth or season of birth for a long time. Such trends are no exception in the field of study of human development and the difference in ability on account of month or season of birth has been the main interest of studies for over 20 years. Such preceding studies accordingly show that people born during summer and fall have greater abilities than those born during winter and spring. On this point of view, this study considered which aspects academically and artistically (musically) gifted people take on according to their birth season, and from this, determined how environmental factors, namely birth season, affects development of talent in each category. The results show that each of the 4 groups displays a trend in birth season according to their characteristics. The groups of academically successful individuals, namely the Nobel Prize and Fields Medal laureates group and the great people of the 20th Century group, which contain only a small number of artists, had no statistically significant difference in the birth rates by season alike. On the other hand, the group of musicians who were musically successful showed significantly higher birth rates during winter. Moreover, comparing the number of births in each season of the group of academically successful people and musically successful people showed that these two groups have opposite trends. The groups of people with great academic achievements had the highest number of births in summer and lowest in winter, with the order being summer-fall-spring-winter. On the other hand, the group of accomplished artists in the music field showed contrary results with winter having the most births while summer had the least, with the order being winter-spring-fall-summer. The difference in the number of births by month and season of academically successful people and musically successful people showed to be statistically significant proving that talent in certain fields is related to month and season of birth. Connecting such results to the characteristics of each group of gifted people, the Nobel Prize and Fields Medal laureates group which have the highest birth rates during the summer have developed abilities connected with the left brain, for example logical, analytical, rational, abstract thinking power, while the group of renowned musicians have highly developed emotional, artistic, creative thinking power along with the abilities of the left brain aforementioned. It is generally accepted that musicians need rational and analytical skills along with artistic talent. Data that support such claims can be found in a study on high-school students in each field of studies undertaken in 1995 by Yoon, Gyu Tae and Choi, Ki Soo. According to these studies, students who excel in natural and humanities studies show a tendency of developed left brains while those who excel in music use more of both halves of the brain. The group of people with developed left-brains and the group of evenly developed brains show different trends in birth season implying that certain seasonal factors affected these differences in brain development. The studies mentioned earlier by Knobloch and Pasamanick (1958) and Orme (1962, 1963) on the relationship of 'birth season and IQ' also provide data that supports such grounds. In their studies they have concluded that 'people born in summer have higher IQ's than people born in winter.' The IQ tests that these three people used tested an individual's logical thinking power, analytical skills, memory, and vocabulary level, which all test the functions of the left-brain. Therefore, the relationship of 'birth season and intelligence' that they discovered shows similar tendencies as the birth rates by season of the group of academically successful people. This can also be related to the relationship of 'gifted talent and IQ.' Contrary to the past beliefs that gifted talent is purely decided by intelligence, it is now believed that many varying factors affect the gifted talents of individuals and therefore multilevel discernment procedures are required for these gifted individuals.

With all this said, IQ is still considered a very important factor in the formation of gifted talents in individuals. Thus, while the gifted talents that Nobel Prize and Fields Medal laureates have are decided by many factors, intelligence is a very important factor in the formation of their talents. Experts in many fields are suggesting numerous hypotheses and carrying out according studies to explain the causes of the effects that birth season have on human development, but even to this day a clear conclusion has not been discovered. Some experts assert that certain environmental factors change due to the passing seasons, and this in turn affects the susceptibility to certain illnesses and overall affects the development of the brain. Such studies on the effects of season present hypotheses that are related to virus infection, expressly, a connection to the exposure to influenza during pregnancy (Wyatt, 1996 Wright, 1997). Another hypothesis related to season focuses on the effects the change in hormone levels of a pregnant woman by season have on neuronal pruning or other developmental processes (Turnquist, 1993). It is considered that the reason for such varying explanations for the effects of birth season on the physical and psychological development of humans is that the subject of study, a psychological phenomenon of humans, is a non-visible subject of study much like the black-box. However, as it was shown in this study, the comparisons of the groups of Nobel Prize and Fields Medal laureates, great people of the 20th Century, and renowned musicians did show either similar or opposite trends of birth rates by season, which indicates that a significance to the season of birth. Considering the present study along with the other studies done so far, it is not only a theory but a fact that environmental factors, closely connected to birth season, affect human development. Furthermore, it is important to continue additional studies into the fact that 'groups with similar characteristic have similar birth rates by season and groups with different characteristics show different birth rates by season.' And fields of study that further aim to examine the birth seasonal effects, not only on human development, but on the formation of human abilities and talent should find various ways that follow scientific procedures and methods. But even more important is the collect a wide range of subjects for the study and clearly classify the qualities of each groups of study. If such further studies are accomplished, and additional scientifically reliable data is obtained, it will definitely help our understanding of the relationship between birth season and human abilities and talent. Although it is clear that the physiological and psychological characteristics of an individual is affected by birth season and the need for further study on this topic is certain, the present rate of study into this topic is unsatisfactory and information on the environmental and genetic factors on human abilities and talent is still scarce. The dispositions discovered in this study hopes to enlighten the currently unclear subject and further direct other studies into the matter.

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THE IMPACT OF NON-COMPETITION AGREEMENTS ON THE CAREER PATH OF EMPLOYEES OF TSL ENTERPRISES IN POLAND

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ABSTRACT
The article discusses the importance of career development, the changes and characteristics that have influenced the employment pattern over recent years, and the importance of these for human life based on a case study involving employees of the TSL sector in Poland. In addition, the paper presents the legal characteristics of the non-competition agreement with reference to the Polish Labor Code. The aim of the article is to analyze and assess the impact of non-competition agreements on the career path of employees of the TSL sector in Poland. Subsequently, relying on the study conducted among employees of TSL enterprises, the following hypothesis will be tested: Non-competition agreements have a significant impact on the career development of employees of TSL enterprises in Poland. To this end, the survey method with a questionnaire was used, allowing to carry out a study among employees who assured commitment and who were selected on the basis of their job position and gender.
Keywords: *Career development, Non-competition agreement, TSL sector*

1. INTRODUCTION

Over the last thirty years, a significant change in the pattern of human life could be observed. According to research, young people are increasingly postponing the start and enlargement of a family (Demograf, 2017). This has been markedly influenced by universal access to higher education and social pressure. Thinking has changed, too, with young people now paying more attention to a stable financial and professional situation. Students visualize their career path already in college and act towards it through additional training or courses, while their experience is tested during internships or soon after graduating in their first job or at the stage of its search. New employees appear on the labor market every year, and even though inexperienced, they are ambitious and fast learners, ready to start work and enter adulthood. From the employer's perspective, meanwhile, there is a high employee turnover, as employees' demands collide with the experience and skills that they have. Goodwill and fresh diploma are often not enough, which gives rise to new ideas on how companies can balance out their interests against staff turnover and desired business growth. One way to protect against unfair competition is a non-competition agreement signed by the employee. Such agreement can be binding for the duration of employment, following its termination, or – in the longest case scenario - from the moment of signing the contract until its expiration. It is the responsibility of every employer and employee to comply with the provisions of the Polish Labor Code, which states that "Everyone has the right to a freely chosen job. No one, except in cases specified in the Act, shall be prohibited from practicing a profession" (Polish Labor Code, 1974, art.10, par. 1).

2. COMPETITION IN THE TRANSPORT SECTOR FROM AN ECONOMIC POINT OF VIEW

The term "competition" comes from the Latin *concurrentia*, which literally means "to run together" in the sense of rivalry. Presently, competition denotes a behavior oriented towards succeeding in a competition against others. From an economic point of view, it is the competing of entrepreneurs for the economic benefits obtained from the sale of goods and services, the fight for supply and sales markets, as well as for human resources.

In addition, competition encompasses a number of activities aimed at getting rid of fellow competitors and acquiring customers at the expense of competitors from the same industry (Kosikowski, Ławicki, 1994, pp. 9). The perception of competition is changing based on the dynamics of demand, supply and prices of services in individual markets (Rosa, 2013, pp. 13). Competition is an inherent component of the economy, a widespread phenomenon occurring wherever there is private ownership of resources and a commodity-based system model. One of the key aspects from the standpoint of an enterprise is to have as much leeway as possible for doing business on the market, relying to this end on the principle of economic freedom (Kosikowski, Ławicki, 1994, pp. 10). If a company wants to not only survive on the market but also to thrive and make profit, it must set in place competitive strategies. These are understood to be the outcomes of activities and methods, which - if properly implemented - should make it more likely for the company to achieve its goals in a given marketing environment at a given time. Having said that, the intensity of competition ultimately depends on a variety of factors, including the size of the company, the owners' ambitions, or the number of actors competing on the market. The article discusses the transport market, in which relationships occur between sellers and buyers. Supply is defined as the sellers' willingness to sell a certain number of exchangeable items under given conditions and at a given price. Entities that can be considered sellers of freight transport services representing supply in the transport market include:

- carriers - service providers (producers or manufacturers of transport services);
- shippers (forwarders) – intermediaries in the transport services distribution channel;
- logistics operators - large, professional companies that minimize logistics costs for clients;
- brokers and agents on service exchange platforms (Rosa, 2013, pp. 63).

Demand, meanwhile, should be understood as the purchase of a specific good at a certain price and in a given time. Therefore, buyers in the transport market are:

1. actors on the demand side:
    - individual and institutional buyers of transport services;
    - entities cooperating with carriers, e.g. research, marketing, logistics firms;
2. actors on the supply side:
    - transport companies offering market services and acting as independent transport entities;
    - entities cooperating with carriers, e.g. as part of handling tourist traffic;
3. actors on both the demand and supply side:
    - the state as a service recipient or regulator in the area of market regulation, supervision and control of entities operating on the transport market, work safety, investment, and implementation of public tasks;
    - institutions responsible for transport policy - the state, offices, chambers, associations, etc;
    - market institutions - banks, stock exchanges and insurance companies, providing financial services for market transactions, ensuring reduction of uncertainty and market risk (Rosa, 2013, pp. 61).

Only two years ago there was still an oversupply of transport services in Poland, prompting many carriers to adapt to the requirements and expectations of service recipients, often giving up profits as long as they could safeguard the covering of running costs. This is no longer the case, and the transport market is now suffering from a deficit of drivers, with all the implications that entails.

3. NON-COMPETITION AGREEMENT ACCORDING TO THE POLISH LABOR CODE

The transport industry relies on contact information shared with clients or subcontractors, meaning: the personal data of business representatives, correspondence addresses, email addresses, telephone numbers, transport routing, specifications of transported loads, freight rates, and all information that is necessary to achieve a profit or goal in the form of a transport order. In this case, intellectual values are much more valuable than material objects. Time is especially valuable, given that acquiring clients requires time. The time factor can be greatly reduced with a knowledgeable subcontractor well-versed in the specificity of the market and the provided services. This relationship between the shipper (forwarder) and the client, which is also subject to changing dynamics over time, is important. It often happens that a client "gets used to" a service provider, and although they know there are cheaper options out there, they prefer to stick to proven solutions. The securing of interests by a company springs from the emergence of situations that could potentially jeopardize the company's position on the market. In addition to the covenant not to compete, a duty of loyalty must also be observed. By associating with an enterprise by signing an employment contract, the employee is subject to the provisions of the Labor Code, in which two of the articles state: "The employee shall, in particular [...] take care of the good of the workplace, protect his property and keep secret information whose disclosure could expose the employer to the detriment" (Polish Labor Code, 1974, art.100, par. 2), and "observe the secret specified in separate provisions" (Polish Labor Code, 1974, art.100, par. 2). The duty of loyalty only applies for the duration of the employment contract. Let us also refer to this text: "An employer who has suffered damage as a result of an employee's violation of the non-competition clause provided for in the contract may claim compensation from the employee on the terms set out in the provisions of Chapter I in Section Five" (Polish Labor Code, 1974, art.101, par. 2) and in relation to the above, an extract from Section Five of the Labor Code: "The employee shall be liable for any damage within the limits of the actual loss suffered by the employer and only for the normal consequences of the act or negligence resulting in the damage" (Polish Labor Code, 1974, art.115), and "If the employee has intentionally caused damage, he shall repair it in full" (Polish Labor Code, 1974, art.122). In light of the paragraphs just cited, it can be considered that the employer has the right to expect from the employee a compensation for failure to comply with the terms of the contract, while the employee whose action is proven to have been intentional bears full responsibility for any resulting damage. Furthermore, the Labor Law also specifies that if damage was caused inadvertently by the employee and arose from the breach of the covenant not to compete, the amount of compensation may not be higher than the amount of the employee's three-month salary. The issue of the expiry of the clause is raised in the following passage: "The non-competition clause referred to in §1 shall cease to apply before the expiry of the period for which the contract provided for in this provision has been concluded, in the event of the reasons justifying the ceasing of such covenant or the employer's failure to pay compensation". The employer is not required to inform the employee in writing about their exemption from the non-competition clause. In the event of a failure to pay due compensation, the contract may be considered as non-binding (Polish Labor Code, 1974, art.101, par. 2). Subsequently, referring to the amount of compensation, Paragraph 3 sets out that it must not be lower than 25% of the salary collected prior to termination of employment. If the contract provides for a lower value or specifies that the employee will refrain from competitive activity without remuneration, or does not contain such a provision at all, the contract is valid, but the provisions of the Labor Law apply, in which case the employee should always be entitled to compensation of at least 25% of their base salary. In summary, the non-competition agreement has the following characteristics:

- under pain of nullity, it must be concluded in writing,

- is prepared in the form of a separate contract, e.g. as an annex to the employment contract,
- contains a non-compete period,
- defines what is meant by competitive activities,
- in the event of the non-competition clause applying after termination of employment, determines the amount of compensation due to the employee from the employer, which may not be lower than 25% of the salary received before the termination of employment,
- may be terminated ahead of time if the employer fails to pay compensation or the reasons were put forward justifying the ceasing of the covenant,
- the parties may always resolve it ahead of time by mutual agreement,
- the maximum possible duration after termination of employment is not specified, but is usually from 3 to 24 months.

4. THE IMPACT OF THE NON-COMPETITION CLAUSE ON THE TRANSPORT INDUSTRY

The article analyzes the impact of non-competition agreements on the career path of employees in the TSL sector. The population examined as part of the study were employees of TSL enterprises. With a view to preserving the relevance of the sample, actors such as freight forwarders, shipowners, production planners, logistics specialists, coordinators, administrative employees, accounting specialists, drivers and other persons engaged in the TSL sector were invited to participate. The place of employment was not limited in terms of territory or number of residents in a city. The study was carried out in June 2019. In what concern the methodology – here, the way in which components of the studied population would be selected - non-random sampling was used, as it enables reaching a clearly defined population and conducting research on a specific segment of the TSL sector. Non-random sampling adheres to criteria based on the researcher's intuition and knowledge, and is also performed on the basis of the familiarity with the parameters of a population, meaning the experience and knowledge of the industry are significant. The last step is to determine the size of the sample. This is to enable the interpretation of the results and the drawing of conclusions from the findings with a certain level of accuracy and validity. It should be mentioned that the generalization of research results obtained from samples of less than a hundred consumers or households and less than fifty enterprises is, in principle, impossible and utmost caution should be exercised when interpreting such findings (Kędzor, Karcz, 2001, pp. 85). A total of 154 responses were collected, of which 153 were qualified for the final study. One questionnaire had to be rejected, as it was completed by the owner of a transport company and it was recognized that owning a business constitutes a separate factor influencing career development. Overall, 84 men and 69 women participated in the study, ranging in job title from Junior Specialist/Specialist (114 responses) to Head of Department/Team (39 responses). Interestingly, no Apprentice/Trainee participated in the study. Respondents were asked a total of eight questions.

- Question 1: Are you bound by a non-competition agreement towards your employer (current or former)?
  All respondents answered the first filtering question. Nearly 70% of respondents were required to abstain from pursuing competitive activities towards their current or former employer (107 positive responses). After taking into account the gender criterion, it can be said that gender in no way affects the need to sign the commitment and the resulting relationship is similar for both men and women. Considering the feedback from the perspective of the job title in a company (broken down into management, mid-level employees, and trainees), it turned out the vast majority of managers (almost 75%) either are currently, or were in the past, bound by a non-competition agreement, whereas the share of mid-level employees subject to the non-competition clause was 34%.

- Question 2: Did the employer inform you about the requirement to sign the covenant in the form a non-competition agreement when recruiting you for the job?
  Another important aspect from the research perspective is whether or not the employee was informed at the stage of the job interview about the company's policy involving the requirement to sign a non-competition agreement. Since this question was also answered by all respondents, it was found that every third employer (34% of positive responses) informs future employees about the need to sign an additional non-competition clause necessary to take up employment in a company.

- Question 3: Have you consulted your non-competition agreement with a lawyer or legal advisor?
  Among the respondents who signed a non-competition agreement, the vast majority did not consult the document before signing, and only every fifth used professional help in this respect. In addition, three respondents admitted that they consulted a legal advisor only when the dispute arose.

- Question 4: Does the non-competition clause also cover the period after termination of employment?
- Question 5: If you answered "yes" in the previous question, please indicate the duration of the non-compete period after termination of employment.
- Question 6: What is the equivalent you received in exchange for signing the non-competition clause?
  These three questions refer to the non-compete period following termination of employment. From a legal standpoint, a non-compete obligation occurs if the employer pays a financial equivalent to the employee in exchange for refraining from the pursuit of competitive activity by the latter. It was noted that a significant number of respondents - as many as four out of five - are bound by the covenant not to compete also after termination of employment. On the other hand, when it comes to the length of a non-compete period, the largest number of respondents (nearly 50%) indicated they are obliged to refrain from competitive activity for a period from 6 to 12 months. At the same time the range of 3 to 6 months was mentioned by 21% and 19% of respondents, respectively, out of those who admitted to signing a non-competition agreement. Last but not least, 10% of respondents were bound by a non-competition agreement lasting up to 3 months after termination of employment. In addition, it was noted that the length of the non-competition clause was correlated with the job title. Most respondents bound by the non-competition clause for a period exceeding one year worked in a managerial position (approximately 80%). Regarding the amount of compensation arising from the covenant, the most frequently cited answers were: below 25% of base salary and 25-50% of base salary, respectively. Over a fifth of respondents do not know what the equivalent amount is. In turn, only every twentieth respondent receives compensation in the amount of 50-100% of their base salary, and only those working as managers indicated that response. According to the Polish Labor Code, the minimum equivalent amount that the employer must pay to the employee is 25%. If the employer fails to comply with this requirement, the covenant ceases to be binding. The same occurs when the equivalent amount is not specified in the contract whatsoever.

- Question 7: How many people does your current company employ?
  The most numerous group of respondents was represented by employees of enterprises hiring more than 100 employees. However, the study was more concerned with identifying in which companies the non-competition clause was applied most often. It was found that enterprises with 51-100 employees (44%) were most frequently indicated, followed by

enterprises with 21-50 employees (24%) and those with more than 100 employees (22%). Lastly, the lowest number of answers was obtained for enterprises employing up to 20 people (10%).

- Question 8: Have you ever considered changing jobs? If so, what is stopping you?
  The last question was to test whether respondents have considered changing jobs, and 140 positive responses were obtained. Having said that, the vast majority of respondents cannot find a job that would match their interests (54%). The second most mentioned argument was that in which respondent simply could not afford - financially speaking - to be unemployed. Only every fifth respondent indicated the non-competition clause as a factor stopping them from changing the current place of employment.

5. CONCLUSIONS

Business owners, aware of the threat arising from universal access to knowledge about the company, prices of products and services, want to secure their interests to the largest extent possible, and they start with their employees. An example is the enforcement of a non-competition clause, in an attempt to limit the impact of unfair competition and prevent data leakage. However, in that process, employers fail to take into consideration employees' needs regarding career development opportunities and self-realization. Loyalty to the employer under the Labor Code and the covenant not to compete are two completely different things. Analyzing the results of the conducted research, a trend could be noticed that enterprises signing non-competition agreements with an employee are reluctant to mention this fact upfront to job candidates. Without informing about the company's policy and the requirement to sign the covenant during the interview, the employee is in a way against the wall, without even the opportunity to consult the entering into such a commitment with a professional. The need for an employee to be aware of the broader context of the obligations arising from their job is being pushed into the background in favor of what is in a way forced signature detrimental to the employee's further growth, given that most often such contracts remain valid even after termination of employment. Another conclusion to be drawn from the study is that the higher position an employee holds in a company, the higher the equivalent they can receive in return for the signed commitment. This equivalent tends to be the highest for managerial positions and usually ranges from 50 to 100% of the employee's base salary. It was also noted that the number of employment contracts signed with the non-competition clause is the most prevalent in enterprises employing from 51 to 100 people. This usually means that a company already enjoys an established brand and position on the market, but it is not yet mature enough to afford the risk of data interception by an employee. In such companies, an employee has access to a wide range of data – including on clients and costs – which they could potentially transfer to another employer. On the other hand, in larger enterprises with more than 100 employees, the employment pattern is completely different. Department employees are assigned tasks and do not deal with the order at every stage of its fulfillment, while the employer does not feel threatened by an employee's possible misconduct, as it will not challenge their company's established position on the market anyway. It was found in the study that employees do not necessarily believe it is the non-competition clause that restricts their professional development. Instead, the main reasons cited by the respondents concerned the lack of interesting job offers or fear of unfavorable financial standing in the event of resignation. Hence, a conclusion can be drawn that the formulated research hypothesis was not confirmed.

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THEORETICAL BACKGROUND OF FUNDRAISING FOR NON-PROFIT ORGANISATIONS

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ABSTRACT

Non-profit organisations represent nowadays a growing part of the economy and society as a whole. They are important because they are part of the third sector of the economy, also known as voluntary, civic, community or non-profit sector. This sector represents a growing number of non-profit organisations focused on social services, the environment, education and other unmet needs throughout society which are not met by private sector for-profit businesses or public sector government organisations. The third sector in society is closely linked to civic engagement and initiative. It consists of organizations whose motive is social, religious or ethical mission. By its very nature, it should not be dependent on a government or political organization, which is often referred to as non-governmental in literature. It groups many organizations and naturally modifies and evolves. It places a mirror on society, mobilizes citizens and mainly covers those demands of society where the state and the private sector do not want or cannot intervene. In order for non-profit organizations to function, they need as much as other entities, be they public or private sector entities, to ensure their sufficient funding. That is why in this article, we explore theoretical background of fundraising, as one of the tools to provide funding for non-profit organisations.

Keywords: *fundraising, non-profit organisations, theory*

1. INTRODUCTION

Non-profit organisations represent an important part of society and economy by fulfilling the needs that are not met by private business or public entities. Usually, they focus on social services, the environment, education or civic life of a society. They are also known as voluntary, civic, community or the third sector. Their goal is to make live better for the society as a whole. Non-profit organisations are in general perceived as entities working for public good without the intention of making a profit. We can discern public and private non-profit organisations depending on whether they were established by public or private entities. In this article we mostly focus on private non-profit organisations as they are those who need fundraising to get the money the need for fulfilling their mission. However, public non-profit organisations also use fundraising. The non-profit private sector is that part of the national economy whose objective function is not profit but direct benefit. It is funded by private finance (but the public finance contribution is not excluded), that is, by private individuals and legal entities who have decided to invest their private finance in a specific, predefined production or distribution of goods without expecting to receive financially expressed profit (Rektorik, 2004). As the goal of non-profit organisations is to meet the needs neglected by other economic agents, whether a private company or government, they also need money to fund their activities. They get the money needed either through their own business activity or an activity called fundraising. In this article we are focusing on fundraising of non-profit organisations from the theoretical point of view. In the first chapter, we present basic theoretical concepts for fundraising.

In the second chapter, we explore current state of knowledge in this area as found in the Web of Science Core Collection.

2. FUNDRAISING - THEORY

The importance of relationships, networking, and long-term relationship management are important in terms of building the reputation of the organization. The importance of funding to cover the cost of its activities is of equal importance. Obtaining financial and non-financial resources - that is Fundraising. Effective communication with the public is needed for long-term support of sponsors, realization of the organisation's mission and successful functioning of the organization. Majduchova (2009) defines fundraising as a summary of activities that are aimed to receive not only funding but also support through donation of services or products, recruitment of supporters or volunteers. Fundraising is an opportunity for non-profit organizations to obtain financial and other resources for their activities using various methods and procedures. Polackova (2005) propose a different definition. She sees fundraising as a professional, targeted organizationally thought-out activity aimed at finding sponsors and raising funds to support charitable or charitable activities. Fundraising is a complex process of engaging the public in a project that responds to human needs and is worthy of financial support. We can discern the main aspect of fundraising from these definitions. It is an activity which aim is to obtain resources in any form for the non-profit organization. These activities rely on the philanthropy of the addressed entities (state, local government, businesses, individuals). From a broader perspective, it aims at increasing the financial and non-financial resources of a non-profit organization and ensuring the continuity of resources. From a narrower point of view, fundraising is aimed at increasing the financial and material resources of a non-profit organization, which are necessary for the existence and effective fulfilment of the public benefit goal of a non-profit organisation. Fundraising can be divided into internal and external. Internal is focused inside the organization - it receives donations from employees and volunteers, effectively uses the personnel and financial resources of the organization. External fundraising focuses on the surroundings of the non-profit organisation; therefore, it is important to plan individual fundraising activities (Kuvikova, 2004). Fundraising is a long-term work with various resources and their cultivation or expansion to ensure funding for a specific activity and to fulfil the mission of the organization. These resources in this context that fundraising seeks to cultivate can be people (volunteers, counsellors, co-workers, employers ..), things (material donations, equipment, tools, means of transport ..), rights (various authorizations granted), information (access to information sharing by others), reputation (trustworthiness of the organization), work (volunteers, workers ..), services (provided free or at a discount), and own finance. Fundraising is often referred to as the marketing of non-profit organizations. Being able to turn to the right people, with the right fundraising product, at the right price, at the right place, at the right time, with the right offer, is the so-called. fundraising mix. (Bukovová, 2012)

2.1. Why non-profit organisations need fundraising?

Norton (2009) proposes following reasons why fundraising is a critical aspect for non-profit organisation:

- Survival: Every organization needs money to survive - for example, to pay project costs and prepare future programs to pay for its employees, rent office and all other necessary interim costs to maintain or repair premises or vehicles, and to provide new technical equipment. The list is endless. And the stark truth is that if the money is not raised, the organisation will not be able to carry out its work. And if the work is not done, all those pressing needs will remain unmet.
- Expansion and Development: To be successful in the future, an organization may need to expand and develop its activities - improving the services it offers, operating in other areas

and regions, conducting research, in addition to providing regular services, campaigning or advocacy experimentation and innovation. It all requires more money – money that you will need to raise

- Reducing dependence: Many organisations have one or perhaps several major donors who provide most of the funds they are spending. This situation can lead to a state of dependency. If one of your large grants is withdrawn, this could create a financial crisis. Not only this, but this dependency can make it difficult for your organisation to determine its own agenda since it will be constantly having to adapt to the priorities of its donor organisations.
- Building a constituency: Fundraising is not only about money but also about the number of supporters. Anyone who supports the organization is important. All fans can be persuaded to donate again and become even more generous. In addition, they can become volunteers for the organization or reach out to their friends to become promoters of the organization. Supporters are a mirror of the level of support and add seriousness to the campaigns they run. In the organization, it is necessary to consider what groups of supporters to address and who may be interested in the work that the organization is engaged in.
- Creating a viable and sustainable organization: Fundraising is not just about raising the resources needed to survive next year or to plan expansion and development. It also concerns whether the organization will be a viable, stable organization that is sustainable. There are many ways you can do this. One is to build a substantial and active donor base – getting people to support you who feel involved and important to the organisation, and who will continue to give their support over a long period of time. Other ways include: organising successful fundraising events (which can be repeated and run even more successfully in subsequent years); creating capital within your organisation, such as buildings and equipment (which reduce your need for running costs or can help you generate an income) or an endowment or 'corpus' fund; and developing some sort of income-generating activity within the organisation itself.

2.2. Principles of fundraising

Hruška (2014) defines principles of fundraising as follows:

- Strategy - Fundraising is about engaging in the mission of a non-profit organisation: The purpose of a non-profit organisation is not itself, but the topic or question it deals with. Nor does it raise money for itself, but to help disadvantaged or starving children, the environment, the elderly. Therefore, fundraising is not about money, but about topics and their communication by methods appropriate to the context.
- Education - Fundraising and education always go hand in hand: Fundraising is a unique opportunity to educate donors about the mission, content and motivation of an organisation to implement them. If an organisation asks for money, it always asks what. At the moment, the donor wonders what the organisation does, what it can participate in when it decides to support the organisation. Good fundraising educates donors while raising funds.
- Ethics - Fundraising is an ethical discipline: The point is that every organisation, before embarking on fundraising at all, must agree and decide who it does not accept the funds offered from. There is no general guidance or correct solution. Something else is unacceptable for any organisation. But we need to be clear and find a compromise that is acceptable to the whole organisation: from whom and under what conditions not to receive money.
- Complexity - Fundraising is always about people and relationships: At the same time as looking for material support, it is always about expanding the circle of collaborators, supporters and friends, not just the organization but above all the mission itself. Fundraising is therefore primarily about people and it is about building a relationship between donors and donee.

- Activity - Fundraising requires constant initiative: The organisation will not receive what it does not ask for. People - donors need to hear a specific request for a specific form of assistance or cooperation. Therefore, new creative assertive methods need to be constantly sought. The personality of the fundraiser must be capable of assertive action.
- Truthfulness - Fundraising must be based on truthful information: Fundraiser must speak unequivocally in the negotiations, even if it is sometimes unpleasant (for example, previous failed projects for which funds were spent). Short-term "success" due to manipulation, disguise, half-truth, or even a lie will never outweigh the long-term damage caused by it.
- The result - Fundraising continuously evaluates its own activity: A very important piece of information is comparing the funds raised through a particular fundraising method with the cost of using it (for example, the revenue of a public fundraising event or a benefit event with the cost of organizing it). However, it should be understood that the 'outcome' does not always have to be calculated simply and immediately, as these are long-term relationships.
- Acknowledgments - Fundraising likes the word “thank you”: Showing gratitude and honest appreciation of the deed, attitude or relationship of others is the most important aspect in the donor-recipient relationship. It is important to thank for the smallest donation the organization receives. Firstly, we would like to thank the courtesy and secondly it is the way to get a gift again. Acknowledgments must be made in a timely manner.

2.3. Methods of fundraising

There are several classifications of fundraising methods and procedures in the literature.
According to Suchánková (2006) are fundraising methods based on the wholeness of the marketing activities of fundraising, defined as follows:

- direct fundraising - face-to-face meetings, direct mail, telephone fundraising,
- event fundraising - campaigns, public collections, event arrangements, subsidized events, beneficial events,
- non-profit advertising - direct mail, advert,
- grant writing - project preparation and grant application,
- testament fundraising - long-term contacts - one-off large amount of finance.

Marček (2010) claims that for successful fundraising it is sufficient to know the answer to how to get support from a particular source and defines different methods for it:

- Public collection
- benefit action
- Telephone addressing
- personal meeting
- donor SMS, DMS
- creating a project and writing a grant or grant application
- Shared marketing
- Testament link
- Sale of own products and services
- Membership fees
- Direct mail - mail campaign

According to Marček and Bartovičová (2011) we recognize the following instruments within the framework of fundraising:

- Direct mail - obtaining resources by sending letter-post items.
- Corporate fundraising - obtaining resources from companies.

- Institutional fundraising - obtaining grants from institutional supporters, organizations and institutions.
- Public collections - sourcing from the general public.
- Direct sourcing through direct addressing to street.
- Online fundraising - fundraising through the internet and social networks.
- Mobile and digital fundraising - sourcing through mobile devices and other digital tools.

3. CURRENT RESEARCH ON FUNDRAISING

In this chapter, we will explore current state of knowledge about all aspects of fundraising. We are using Web of Science Core Collection from Clarivate Analytics to look for the articles that focus on fundraising for non-profit organisations or its aspects. Lychagina et al. (2017) devoted their article to a comprehensive study of philanthropy and fundraising in Russia. They looked into the aspects of full-fledged fundraising infrastructure and mechanisms for interaction with donors in the socio economic and cultural environment of Russia. Kiseleva and Dubrova (2019) also researched Russian non-profit organisation with the focus on corporate non-profit legal entities and their mechanism of attracting financial resources. Basova et al. (2018) explored Russian non-profit organisations too, but from the standpoint of cooperation with companies in order to provide continuous financing. Vasicek et al. (2015) examines situation of financing environmental non-profit organisations in Croatia where fundraising poses a problem for these organisations, mainly due to poor diversification of revenue structures which brings up a risk of lack of funds. Bekkers and Wiepking (2011) did a review of mechanism that drive charitable giving. They identified eight mechanisms as the most important forces that drive charitable giving: awareness of need; solicitation; costs and benefits; altruism; reputation; psychological benefits; values; efficacy. These mechanisms can provide a basic theoretical framework for future research explaining charitable giving. This exploration of motives behind giving might help fundraiser make their fundraising more efficient. Hladka and Hyanek (2015) looked into motivation of people to donate funds in condition of Czech Republic. Their findings on drivers of motivation in the decision to make a donation might be used to tailor the fundraising process to increase donations. The limitations might be that the study was made on Czech population, thus there might be differences in other countries. Gittell and Tebaldi (2006) and Marx and Carter (2014) explored giving and factors influencing it in US states. Jasper and Samek (2014) also examined different motivation of potential donors in the United States and discuss strategies for charities to increase effectiveness of their fundraising. Naskrent and Siebelt (2011) investigated influence of commitment, trust, satisfaction and involvement from the donor’s point of view on donor retention in Germany on a sample of social non-profit organisations. This provides insight for fundraisers on how to build a relationship with the donor so as to maximize donor retention. Merchant et al. (2010) explore donor attrition and the effect of acknowledgement on donor relationships. Their findings indicate that acknowledgements enhance positive emotions and alleviate negative emotions; the converse effect is observed when the donor does not get a thank-you note. Thus, acknowledging the donor's gift provides a promising means of fostering donor relationships and retaining donors. De Wit et al. (2017) focused on contrary on the effect of additional government funding on donations from private entities. They found that responses to public funding are dependent on the non-profit context. Donations in the fields of social services, health, and nature are displaced by government support, while crowding-out does not occur in the field of international development. Even in fields where crowding-out is more likely to occur, the increase in donations does not offset the decrease in public support. The conclusions nuance popular beliefs about the direct consequences that policy changes have for public awareness and participation. Andreoni and Payne (2011) also studied crowding out of donor money by government grants.

Their approach was novel in separating two effects that cause crowd-out – donors giving less because they gave through taxes, but also the reduction of fundraising by charities who received the grant. Their results on more than 8000 charities in the US show that the latter, the fundraising crowd-out, accounts for 70-100% of all crowd-out. De los Mozos et al. (2016) explored the impact of the diversity of funding streams of non-profit organisations on their efficiency. They found a negative impact on fundraising efficiency when non-profit organisations change their pattern of diversification. his effect is impacted by organizational size and industry. Using a change (versus level) model of funding diversity, their work shows that increased diversification leads to a higher operational inefficiency that could be penalized by potential donors. These results might impact the decisions of fundraisers how many different types of donors to pursue and how many different fundraising methods to use. Another aspect of fundraising was explored in an article by Yeomans and Al-Ubaydli (2018) who looked into how fundraising among volunteers of an non-profit organisation affects volunteering. Their results suggest that long-time volunteers maintained their volunteering and also were more likely to donate in the first place. At the same time, substitution of money for volunteer hours after donating was rare. However, a decline in volunteer hours among new volunteers was observed after the fundraising. This might be a valuable insight for fundraisers and impact their decision to postpone fundraising in new volunteers. Moreno et al. (2017) explores fundraising of a single non-profit organisation with the aim to analyse its crowdfunding, marketing and communication tools as well as success factors. They are providing an example of successful fundraising techniques for other non-profit organisations to emulate. Vollan et al. (2017) examined how scientific soundness of an aid project or advertising the quality of an aid organisation influences donation behaviour compared to a standard emotional appeal. They found that average donations of 14 Euros increased by 8 Euros in the treatment group that received information indicating that the project was evaluated using a randomised controlled trial and they found no effect for advertising that it is a quality organization. These results show that an organisation's fundraising can benefit from rigorous evaluation and usage of scientific methods to evaluate their projects. Vagner and Zadnanova (2019) propose evaluating the efficiency of non-profit organisations using data envelopment analysis (DEA). The results of their analyses can serve as a basis for improving efficiency in the strategies that organizations have established. Modern technologies and their use in fundraising are also researched. Metcalfe (2015) described how an innovative crowdfunding project successfully helped them fund a scientific research program into stars observed by Kepler mission. His points on the subject might help other fundraisers with their crowdfunding campaigns. Galvez-Rodriguez et al. (2016) explored the use of twitter as a communication tool for non-profit organisations. Bellio et al. (2013) explore scenarios for mobile communication technologies in fundraising activities of non-profit organisations and assess the mobile fundraising initiatives in the Italian non-profit sector. Nageswarakurukkal et al. (2019) focuses on more cost-efficient strategies for small and medium-sized non-profit organisations using online marketing activities for fundraising. They surveyed donors and non-profits to conclude with a set of suggestions how to build specific capabilities to collect online donations more efficiently. Fundraising also brings financial risks for the non-profit organisation. Valaskova et al. (2018) focuses on the management of financial risks. Financial risks of an organisation are also dependent on its capital structure. Michalski et al. (2018) explored capital structure of non-profit organisations and proposed a model for fixing the best debt levels in their capital structure. This should be taken into account by fundraisers. Their findings are that costs indirectly linked with the realisation of the main aim of the social entity cannot be higher than 10% of the collected money sources. These findings were made in the Polish social and economic environment which is a limiting factor. Financial risks might be also decreased by better budgeting. Emerling and Wojcik-Jurkiewicz (2018) propose the replacement of traditional budget with performance

budgeting. It would lead to the improvement of the quality of state management and as a tool it would allow to effectively monitor and evaluate the results and efficiency of budgetary funds administrators. Every fundraiser should take into account also risks stemming from the project risk. Kral and Janoskova (2015) studied project risk management which is recognized as essential in order to cope with the challenges arising from the environment. They deal with the he basic condition for the risk acceptability, including the assessment of the risk acceptability. Also doing research are Sekera (2018), Chessel (2018) and McAleer et al. (2018).

4. CONCLUSION

In this article, we explored the theme of fundraising from the theoretical point of view and also presented current state of research on this topic from the Web of Science Core Collection. We present a few definitions of fundraising, establish reasons why fundraising is needed for non-profit organisations, we define principles of fundraising and present different takes on methods of fundraising. As for the current research, we found a good amount of research about fundraising and many of its aspects in Russia. Lot of researchers also look into motivation for giving of donors which might give fundraisers insight in how to formulate their donor outreach and their strategies. Other researchers focused on crowding-out of private donations by government grants. Interesting insight of fundraisers might be the finding that most of the effect of the crowd-out was found to be explained by a decrease in the amount of fundraising work done by charities which were given grants. Thus, they might adjust their strategies and continue with efforts to fundraise all the while receiving enough money from grants. Some researchers also focus on the efficiency of fundraising, analyse best practices and examine cases to serve as role models for other non-profit organisations. As with all other domains, new technologies are coming also into fundraising and researchers are exploring their use in fundraising and impact they have. All said, we hope this article provides a good overview of the current state of knowledge on fundraising and will help fundraisers draw new insight from these researches and do their work more effectively. This article also provides as a base upon which to build our future research.

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ARCHIVAL INSTITUTIONS, MEDIA AND PUBLIC RELATIONS: A CASE STUDY OF THE STATE ARCHIVES OF ZADAR

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ABSTRACT

At a time when globalization and technological developments affect all areas of science and education, archives cannot exist as isolated institutions that exclusively support professional and scholarly work. It is imperative for modern archives, which constitute an integral component of cultural heritage, to raise awareness and disseminate knowledge about their wider importance. By extending the traditional archival activities of establishing and maintaining professional relationships with the public, and communicating information and promoting their holdings and role, a positive image of archives is developed. Expanded archival public relations (PR) (including all relevant internal and external media publications) can help to harmonize the professional objectives of the institution with social expectations including aligning priorities regarding use of archival sources with social needs. The aim of the research discussed in this paper is to determine the extent to which the State Archives in Zadar coordinate their professional outreach activities in terms of informing the public of their work through a variety of communication channels (TV, radio, newspapers, Internet) and tools of public relations (exhibitions, publications, cooperation with education), as well as the use of Internet to establish relationships between archives and users. In a second phase of the research the authors wanted to determine whether there is, on the other hand, a tendency among the archival community in Zadar for online communication technologies to have more impact than traditional media in terms of archival outreach. According to the perception of archivists in Zadar, it is being revealed that the contemporary technological platform ARHiNET, applicable in their everyday work, it not adequate to users' demands. The authors expect efforts in the analysis of users, which means additional education of archivists, in terms of better recognisability by the public.

Keywords: *archives, archival activity, media, public relations, State Archives of Zadar*

1. INTROUDUCTION

Archives are places where local records and documents from the earliest days to the present are kept (Bradsher, Pacificio 1989; Duchein 1992; Mac Neil, 2000; Pavelin, 2012; Pavelin 2016) However, the public often views archives as dark and dusty rooms (Steedman 2002, p. 63) and their contents difficult to access. Following the example of other heritage institutions such as museums and libraries, the survival of today's archives is dependent upon being open and responsive to the public's needs, and to societal needs in general. There are multiple reasons for this. First of all, contemporary society is not prepared to support a scientific or cultural institution, or any organism of civil service as an isolated, closed place, exclusively dedicated to internal professional and scientific work. The basis of the democratization of all social and institutional activities is the potential for intense public participation and the enrichment of

contemporary social life. There is an urgent need to increase the understanding of the human and social factors involved (Stulli, 1997, p. 357). Being open to the public necessitates communication with users. Users are the people for whom the archive exists and it is, therefore, logical for the archive to adapt to the users (Pavelin, 2017). Also, the role of the archives as an institution must change in accordance with the changes and demands of a digital and networked society whose rapid expansion in the volume of information, constant communication and availability, as well as mobility are only some of characteristics. In the first part of this paper we will discuss the archives as an institution, its role in society and the need for the archive to be open to the public, especially with respect to how it communicates with the public. It places special emphasis on communication via mass media, which today represent one of the most widespread forms of communication with users. The authors wanted to investigate whether the archivists considered the communication channels (TV, radio, newspapers) and tools of public relations (exhibitions, publications, cooperation with education) to be more effective promotional means than the Internet. In a second phase of the research the authors wanted to determine whether there is, on the other hand, a tendency among the archival community in Zadar for online communication technologies to have more impact than traditional media in terms of archival outreach. In the final part of this paper the authors draws conclusions and makes suggestions based on the results of the study.

2. THE ROLE OF ARCHIVES AS INSTITUTIONS

Archives are a social invention. Their origins lie in the information need of rulers, governments, enterprises and individuals, who established archives and who manage them. To be more specific, thanks to the established archives, it is easier to manage necessary information contained in archival records. Archives are not merely accumulated stores of historical documents; they are also a reflection, and often the justification of the society who creates them. The volume and flow of the information they contain speaks to the importance that they carry in society (Schwartz, Cook. 2002 pp. 1-19.) As an institution, archives are one form of those institutions that protect and maintain cultural goods, others being museums, galleries, libraries, conservation institutes and other public cultural institutions, whose main activity is the preservation, restoration and protection of cultural goods. According to Croatian law, archives are: „Institutions for the storage, protection, processing and use of archival material, which may be public and private. Archival materials are records or documents of enduring significance for the culture, history and other sciences, regardless of the place and time of their creation and regardless of the form in which they are preserved. Records and information are mostly files, documents, ancillary office and business books, card files, maps, plans, drawings, posters, blank forms, pictographs, moving images (movies and videos), sound records, microforms, machine-readable records, folders, including programs and tools for their use (http://www.zakon.hr/z/373/Zakon-o-arhivskom-gradivu-i- arhivima)“. Public archival material in Croatian state archives is used in scholarly research, teaching, exhibitions and publishing; and to prove or protect personal rights and for other legal, evidentiary or historical purposes. In Croatia, archival services are carried out by public institutions: the Croatian State Archives, regional state archives, and archives of local government and self-government. Certain kinds of archival service may be conducted by specialised and private archives.

2.1. Opening the archives to the public

We can say that today's archivists spend a lot of working time in discussions with their colleagues, and that they are focused mainly on daily activities and exchange of information about professional best practices. However, despite their commitment to archival work, archivists find it difficult to understand the low turnout of visitors during the opening of an exhibition or presentation of preserved and significant material.

It is easy to get the impression that the public does not understand what the archives are, in fact, or why they are necessary (Sniffin – Marinof, 2003, pp. 39-49). Many archivists wonder why there is a little support for archives as cultural institutions. In recent decades, we can see an increasing need for the promotion of archives and the importance of archival material with the goal of better informing the public. Yet, there is an increasing need to reshuffle archival priorities and include new activities, which will help the archivists to bring their work and the work of the institution closer to the public. Ann Pederson (Pederson 2003, pp. 306-349) warned that the use of materials by a narrow circle of users will lead to inadequate conditions, reduction in services, and finally, closure of archives. In recent decades, we can see an increasing need for the promotion of the importance of archives and archival material in order to better inform the public. The main reason (Cook, 2001, p. 16) for the existence of archives for most users, and the general public, is to offer the feeling of identity, place, history, culture and of personal and shared memory to citizens, which is reflected in most national and state archival legislation. Simply put, it is no longer acceptable to restrict the definition of social memory only to documents created by the elite. The public and historical responsibility requires more archives and archivists. This task demands from archives to approach people and to encourage them to use archival material. In contrast to the former archival reclusiveness, the necessity of maintaining a cultural and educational archival function as an integral part of the basic activities of the archival institution has recently become more recognized and accepted. Therefore, the main task of all archivists is to make archives available to the general public, to raise the interest among potential users and enable them to use, in a straightforward way, the materials which may have accumulated in storage for years. It would be good for all archives and their employees to tend to this goal, because otherwise they will be swallowed by all the wealth that they preserve so carefully. Public Relations (PR) as a promotional activity, comprise various actions on the part of a specific cultural institutions that are aimed at actual and potential users such as stakeholders, suppliers, banks, research institutions, local boards, authorities, local and regional government and the public, in order to create trust, goodwill, favourable opinions and ideas about work and activities of these institutions of culture as a social entity. Accordingly, this promotional activity affects the formation of corresponding public opinion about the cultural institution in different people directly or indirectly associated with that institution. In other words, we should create an appropriate bridge of trust between cultural institutions and certain segments of their environments. The objectives of archivists who professionally conduct their tasks in public relations are as follows: „Create, maintain and protect the reputation of archives which means, to make the archival material easy to access, to ensure that the staff is friendly, attentive and aware of their contribution to the community; to increase the archival prestige, to present the archives in a positive light, which means to join other cultural institutions in promotion of their common goals, and to promote archives in touristic purposes and finally, to create a higher reputation by offering courses to local primary and secondary schools and invite the media to attend and support these activities.“ (Pavelin 2019, p. 295; referenced by Gaub 2011, p. 74) Therefore, we can draw the conclusion that archives actually need to change its perception as of an institution in public. The image of the archives as a dusty, old and dark buildings should be changed for several reasons, but the first and most basic is to ensure the survival of archives as an institution in today's business environment. First of all, in order to change its image, archives must be open to the public. The question is in which way and which tools should be used? Opening to the public means finding new ways to connect with users. There are many people who could benefit from the knowledge and use of materials, but they are not aware of it. And archives themselves could benefit greatly. Besides actively implementing their traditional goals, they could successfully publish exhibits, collect donations, and educate employees, researchers and anyone interested (Freeman – Finch 2003, pp. 17-18).

Developing new ways to connect with customers means reorienting archives towards the public in terms of connection with donors, volunteers, customers and other stakeholders. This can be achieved through workshops, seminars, presentations, but the easiest and, at the moment, the most effective way is through mass media. A team of experts for relations with public services and customer service should be formed. The range of responsibilities could include the following components: responding to reference requests and assisting users who visit archives, predicting at least a part of the reference traffic by using continuous monitoring of user groups that could benefit from the use of archival records, open advocacy for the use of the archives, regular reports on new approaches to newspapers and other sources that potential customers can see, writing articles for non-archival official newspapers and publications about the character, content and information potential of archival material, especially material that is less frequently used, careful monitoring of the use of materials, exhibitions, audio-visual presentations, lectures, and more - on the impact and importance of the use of archival material, careful monitoring and analysis for planning purposes of the used materials and the impact of that use, management decisions for the evaluation of new documents, re-evaluation and re-positioning of less used material, and prioritization of conservation, duplication, digitization and publication plans.

2.2. Media and public relations and archival institutions

Public Relations (PR) occupy a central place in the contemporary culture of promotion and their practices, while institutions are defined as "premeditated management of public image and information in order to realise organizational interests." (Sudar, Keller, 1991, pp. 322-323). PR representatives work between public institutions and official sources of information and their main function should be to protect the interests of the person or institution that they represent in the best way possible. Working with the media is a great way to promote an institution's product and services to the general public. The media are the channels of communication between an organization and its target group. Public relation experts have a task to establish rapport and communication with all publics of the specific archive, including the social and professional groups that directly or indirectly affect the success of its work. It is therefore necessary that the communication of information begins within the archives, because it should make the PR part an integral component of its strategic development process. When contemplating the orientation of the media promotion, it is important to consider the kind of message the archives want to send about themselves. Do they want to promote their distinctiveness or a friendly image? Do they have new equipment or facilities thereby facilitating availability and more efficient and easier use of the archival material? How should press releases be written? Which media should be used and how and when should they be contacted? What is the best way to attract media attention? Should a press conference with a noteworthy theme be convened? To assist in such decision-making, it is helpful to conduct a survey of local media about the best way to promote the institution. In other words, what is required is a continuous research; because the media landscape is constantly changing and this in turn offer new promotional opportunities. Archives need to see if the editors of media share the same opinion as archivists about topics of interest, and it is also worth to think about how to offer a material that will attract media attention and how to realize the link that the media need in order to communicate archival stories to the public. It is therefore necessary to reorganise archival activities to include business planning and public relations. The task of public relations communication is to gain the attention of the target group of the public, to arouse interest for the content of the message, to cause an intention to respond in terms of messages and to direct the actions of those who act in accordance with the message. The information from the media is useful in determination of a topic of conversation in everyday situation.

Individuals receive support for their views through media coverage, and they observe and estimate the environment, and this is what creates the public opinion. PR has three fundamental objectives: (1) Change public opinion: cause the public to think, or believe, or react in a way that is different from how they thought, believed or acted upon in the past; (2) create opinion were there was none; and, (3) enhance existing public opinion (Meler, 2006, pp. 229-230). The real reason for understanding public opinion is that having opinion in common results in joint action. Moreover, there are subjects in which archives have specific interest but of which the public might not be aware. One of the main tasks of public relations professionals is to be familiar with the media - knowing how to work with any media, how to produce content for each of them, respect their deadlines, adhere to their specific requirements with regard to style, and how to talk to their audiences. Planning a media relationship allows to archives to define clearly what is expected and to know at any time if those expectations are met. The plans, which must contain precisely defined objectives, are what determine the people, means and time necessary for their realisation. Since the realisation of media relations involves many people, plans also serve to synchronize their work.

2.3. The realisation of the connection between the mass media and archives

Mass media are social institutions that mediate information immediately and publicly to a large heterogeneous and diverse community. They include institutions (newspapers, magazines, radio, and television) and techniques by which the specialized group use technological means for transmitting the symbolic content to a wide and varied audience. They are unavoidable and require qualifications for their use. They are used to spread news and audio-visual content for the purpose of informing, education and entertainment of all parts of the population (European Council of Information Associations: 2004). The mass media have a little knowledge of archives, while archivists also have minimal knowledge in the field of marketing and public relations. Regardless, they both need each other. The media need archives to help them with historical material, lateral themes and materials for the „silly season“. Archivists need media to promote their activities and to respond to any controversy that may go public. The usefulness of the press release can be seen in two ways: first, it provides a constant awareness of our appearance in the media; and secondly, it provides a timely response to, critical articles about the organization. The person in charge of media relations in the archives has an ongoing task to record, analyse and monitor public opinion about their institution. That person does it by collecting all the material that appears in the mass media, alone or by hiring a professional institution, and to collect clippings (press-clipping), TV and radio recordings. In addition to the desk research, the person in charge of the relationship with the media responds to field research findings, which are used to determine basic indicators of public opinions, attitudes, perceptions and prejudices regarding the archives, and the direct and indirect effect of the PR. Methodical systematic research is the basis of successful media relations. It should be also noted that there is a natural connection between the archives and the media as both seek and disseminate information. Archivists can determine the historical framework of certain stories or photographs and films, while the media is a mechanism for mass distribution. The task of the archives is to coordinate public relations to pursue its own contacts with the press and to make sure that journalists and editors receive regular updates regarding archival programs.

2.4. Archives in the online environment

If they want to be a relevant cultural institution, archives and collections must think about making the material that they preserve available to researchers. In times of seemingly constant budget-cutting for the culture and of an increased competition, online tools offer to archives the possibility of opening up more to the public in a fairly easy and affordable way. Creating a website or opening a social media profile requires no specialist knowledge, but the successful

implementation of online tools should be integrated into the policies and plans of the institution Pavelin, 2016). For the realization of long-term results, it is necessary to establish a system for tracking user activity on the website and the social network, to define and allocate tasks within the institution in accordance with available resources, to protect the archival material and to publicise activities and efforts of the institution on an ongoing basis. The inclusion of the Internet and social media in the work of archive is futile without digitalisation of archival material. While many European archives began digitising holdings a long time ago, this process has been occurring rather slowly in Croatia. Online dissemination of archival collections, search tools and catalogues will facilitate search and allow users of the archives to find out, before visiting the institution, if they hold the materials or information users are seeking for (Pavelin, 2019).

3. THE RESEARCH PROBLEM

The development of new media and their influence on society are a broad challenge for archives and cultural institutions. In order to respond to societal demands, archives are expected to make changes in their working mode and in communicating with customers or the general public. The modern public is active, learns quickly and expects dynamism, creativity, as well as fast and efficient products and services. On the other hand, archives, although they are a key source of knowledge and authenticity and provide authoritative documentation for their community, have been perceived as static, boring, and burdened with numerous rules and restrictions. Technological implementations that other cultural institutions such as libraries and museums put in place a long time ago are similarly expected from archives, which have integrated new technologies into the overall functions of their institutions, in the presentation and representation of their holdings slowly and with aloofness. Traditional media, and especially new media (social networks, blogs, institutional websites), allow archivists to improve the ability to search records and otherwise to conduct a slowly and with aloofness research, and also to position the archives as modern institutions.

3.1. Research goals

The aim of the research was to determine the extent to which the State Archives of Zadar coordinate and communicate their professional activities through a variety of media in order to inform the public. This research will show to what extent the Internet is recognised and used as the mean of communication.

- H1 It is assumed that the archivists consider communication channels (TV, radio, newspapers) and the tools of public relations (exhibitions, publications, collaboration with education) as a more effective means of promotion than the Internet.
- H2 It can be expected that the archivists consider the communication channels (TV, radio, newspapers) and PR tools (events, publications, educational materials, film) as more effective means of archives promotion than the Internet.

To achieve the mentioned goals, we conducted a short face to face interview during ten days with archivists who were ready to cooperate. Afterward, we have created a questionnaire with quantitative research draft based on trial interviews and obtained data. This research was conducted immediately after the launch of State Archives in Zadar website. 3 out of 23 completed questionnaires were void.

3.2. Evaluation of different communication channels and pr tools by archivists and comparison with the internet

In this phase of the research, the authors wanted to see whether the archivists in Zadar considered traditional communication channels (TV, radio, newspapers) and tools of the public

relations (exhibitions, publications, cooperation with educational institution) to be more effective promotional means than the Internet. Archivist respondents evaluated from 1 to 5 (1-minimal and 5-maximal) the effectiveness of each promotional channel. As the result of the evaluation of each communication channel and PR tool, we took the sum of marks the archivists gave to the individual PR tool or communication channel. Archivists rated *exhibitions* with total of 84, the use of *educational material for different age groups* with total of 83, their *own publications* with total of 82, and the *movie* was rated with 63. *Press* as a communication channel was rated with an overall score of 72, the *television* with 71, and the *radio* with 56. Based on the data which indicate that the archivists of the Zadar State Archives see some of the most effective promotion in conjunction with education, the authors undertook a second phase of research to determine whether there is a tendency among the Zadar archivists community for online communication technologies to dominate over the traditional ones with regard to communication with the archives. To be more specific, given that the global communication structures mark a move from printed information to electronic information and that contemporary archives assume the obligation to transform the archives from being a storage to become a mediator, the authors had a goal to determine to which extent the archival community is ready to carry out the above mentioned in a digital age, that is, how they could assure the functioning of the custom service in electronic form which will meet their users' demands. Therefore, the authors undertook second phase of their research. Archivists were asked questions on contemporary technologies, in the first place on the Internet (ARHiNET). 14 archivists out of 20 questioned use the Internet in their everyday work. Most of them consider that the available research options are sufficient (8 answers), while 5 of them consider them efficient. However, we found out from those respondents that the Internet (ARHiNET) is not suitable for the requirements of Zadar State Archives users (10 answers), so it is realistic to expect from the Archives to undertake necessary actions in removal of this problem. Finally, it is plausible that 11 archivists strongly agree that the State Archives of Zadar should connect with all relevant scientific, cultural and state institutions through their website. It is interesting that the number of archivists who disagree with this statement is zero.

4. CONCLUSION AND RECOMMENDATIONS

Several researches of archives users on national lever and more broadly have already been published, but researches of archival employees on their understanding of their own profession in contemporary information environment are extremely rare and inadequate. This case study suggests that archivists are still operating within their comfort zone, moving on familiar ground with the motto "collect, preserve, protect and put to use." Their breakthrough in the presentation of material to the public is being done through their own publications, exhibitions and seminars. However, the opening to the publicity and promotion of archival institution should take place through all the available channels and tools. Archivists are dealing with the issue of how to turn an ancient institution such as archives into a modern institution oriented towards users. Therefore, archivists are not only the guardians of the past with solid custodial abilities, but also skilled communicators who are able to show the public why they keep records and what they are dealing with. Changing public stereotypes is not just a problem of public relations. It requires a change in the self-image of archivists and of their activities and behaviour. In this way, archivists must redefine their professional identity and their role in the society. Based on the results obtained, we noticed the need for additional education of archivists in the area of information and communication, as well as the need for subsequent conduction of new researches.

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EFFICIENCY OF BROWNFIELDS REVITALIZATION

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ABSTRACT

The paper deals with the issue of the economic evaluation of the revitalization of brownfields. The brownfield means mostly the old, hardly polluted, not used or, from the economic point of view not very efficiently used, industrial, logistic or mining zones, or commercial and residential objects. The existence of the brownfield brings to the specific location a lot of problems. Very often it is situated in the very interesting location, which it is not possible, due to the existence of the brownfield, effectively to use. Moreover this location uses to be connected with negative impacts on the environment and also the aesthetic aspects plays very important role. The revitalization of this location can bring a big number of various benefits. Beside economic benefits there are also identified benefits ecological, social, and aesthetic. The successful revitalization of the brownfield can be also very prestigious matter and can bring benefits not only in the frame of the revitalised location, but also in its wider surroundings. In all cases it concerns about the very difficult intention, time consuming and expensive. From these reasons it is very important to elaborate the economic or the socio-economic evaluation of partial variants of the solution to choose the variant with the biggest effect. The paper is focused on the economic evaluation of the commercial project of the brownfield revitalization. The economic analysis is based on the principles of the net present value, when the key inputs are expected investment costs connected with the revitalisation and incomes from the rent. Results are presented on the case study of the revitalization of the power plant complex in the centre of the city of Žilina in Slovakia into the multifunctional objects with the pre-dominant residential use.

Keywords: *Brownfield, Commercial Object, Economic Evaluation*

1. INTRODUCTION

The issue of the revitalization of brownfields is very actual discipline combining technical, financial, economic and environmental aspects. The paper deals with the evaluation of the economic side of the revitalization of brownfields. The economic evaluation of the revitalization of brownfields is strongly influenced with the character of the project, which is within the revitalization carried out. A little bit different will be the point of view of the private investor, when the key indicator of the successful realization of the project will be the profit or another indicator of the financial or economic efficiency, and the public investor, whose objective will be the total social benefit of the whole project. This paper is focused mainly on the economic evaluation of the project of the revitalization of the brownfield carried out by the private investor in order to transform the original construction object in the centre of the city into the residential object.

2. PRESENT STATE REFERENCES

The brownfield revitalization is very important part of the regional development. Key instruments of the regional development oriented on municipalities are the subject of the work of Vaňková, Kocourková, Krejza (2018). The brownfield means mostly the old, hardly polluted, not used or, from the economic point of view, not very efficiently used, industrial, logistic or mining zones, or commercial and residential objects. Generally it is possible to talk about brownfields as about objects, which had already lost their functional use. The most often they are situated in centres of cities and densely populated parts of cities, sometime it is possible to find the brownfield in suburb parts of the cities on in the industrial zones. This time they are usually the holders of the ecological burden (Kadeřábková, Piecha, 2009; Atkinson, Doick, Burningham, France, 2014). The issue of social and technical factors influencing the stakeholders of the revitalization of brownfields is solved by Alexandrescu, Rizzo, Pizzol, Critto, Marcomini (2016) and by Černík, Kunc, Martinát (2016). The process of the revitalization of brownfields and its dynamics in the relation to the sustainability of the specific project is solved by BenDor, Metcalf, Paich (2011), the evaluation of projects itself from the aspect of its impacts is consequently the subjects of more publications. Bardos et al. (2016) deal with the optimization of the value from the soft re-use of brownfield sites. Life cycle approach in the brownfield redevelopment area is solved within the work of Chen, Tsai, Ma, (2016). Morio, Schädler, Finkel, M. (2013) are consequently focused on applying of a multi-criteria genetic algorithm framework for brownfield re-use optimization. The historical context of the brownfield revitalization was the subject of the work of Jamecny, Husar (2016). The risks connected with the revitalization of brownfields and their analysis are the subject of work of Tedd, Charles, Driscoll (2001).

3. METHODOLOGY

The subject of the paper it to evaluate possibilities for the economic evaluation of the project of the revitalisation of the brownfield in the form of the conversion of an existing brownfield into multifunctional object including residential part. The methodology of the paper is based on the analysis of the case study. The object of the case study is the historical complex of the power plant in the city of Žilina in Slovakia. The project of the multifunctional object includes residential part and the commercial part. For the purposes of the case study there were defined three variants for the evaluation:

- Variant 1 The sale of newly reconstructed flats in the residential part, the rent of newly reconstructed commercial spaces,
- Variant 2 The complete sale - the sale of newly reconstructed flats in the residential part and the sale of newly reconstructed commercial spaces,
- Variant 3 The complete rent – the rent of newly reconstructed flats in the residential part and the rent of newly reconstructed commercial spaces,

The project analysed within the case study is the commercial project carried out by the private investor, from this reason the economic analysis is based on the analysis of cash-flow of the investor connected with investment costs consisting from costs for the revitalisation (expenditures connected with the acquisition of the brownfield are not included) and operational costs including the revenues from the sale or the rent and operational costs. The cash-flow is analysed using standard methods of the investment analysis based on the Net Present Value (NPV), the model discount rate were defined 7 %, the evaluation period is 25 years (Sabo, 2016).

4. RESULTS AND RECOMMENDATIONS

The subject of the case study is the project of the revitalisation of the historical complex of buildings of the power plant in centre of the city of Žilina in Slovakia. The objects to be revitalised are the building object BO05 (former administrative building – the centre of management) and the building object BO06 (former administrative building). After revitalisation, both of them should include the residential part and the commercial part. The investment costs were calculated as cited in the table 1.

Table 1: Investment cots of the revitalisation in EUR (own elaboration according Jančok and Janák, 2014)

Item of IC	Year		Totally
	1st year	2nd year	
Remediation of BO05	15,000	0	**15,000**
Remediation of BO06	35,000	0	**35,000**
Reconstruction of BO05	300,000	200,000	**500,000**
Reconstruction of BO06	2,000,000	500,000	**2,500,000**
Air condition and heating	100,000	450,000	**550,000**
Sewerage and water supply	20,000	0	**20,000**
Electricity	20,000	200,000	**220,000**
Roof	50,000	0	**50,000**
Totally	**2,540,000**	**1,350,000**	**3,890,000**

Consequent cash-flow is connected with revenues from the sale of the rent according to the evaluated variant. The data of unit prices for the sale or the rent were taken from the detailed analysis of prices in the place of the realization of the project (Sabo, 2016). Cash-flow for consequent variants are as follows.

4.1. Variant 1: The sale of newly reconstructed flats in the residential part, the rent of newly reconstructed commercial spaces

The revenues of the variant 1 from the sale are displayed in the table 2.

Table 2: Revenues of the Variant 1 – sale of flats (own elaboration according Sabo, 2016)

Objects of the sale	Totally (EUR)
Flat units BO05	963,640
Flat units BO06	1,722,808
Totally	**2,664,448**

The annual revenues of the variant 1 from the rent are displayed in the table 3.

Table following on the next page

Table 3: Revenues of the Variant 1 – rent of commercial spaces (own elaboration according Sabo, 2016)

Objects of the sale	**Annually (EUR)**
Commercial spaces BO05	17,100
Commercial spaces BO06	188,106
Totally	**205,206**

4.2. Variant 2: The complete sale - the sale of newly reconstructed flats in the residential part and the sale of newly reconstructed commercial spaces

The revenues of the variant 2 from the sale are displayed in the table 4.

Table 4: Revenues of the Variant 2 – sale (own elaboration according Sabo, 2016)

Objects of the sale	**Totally (EUR)**
Flat units and commercial spaces BO05	1,201,140
Flat units and commercial spaces BO06	4,335,400
Totally	**5,536,540**

4.3. Variant 3: The complete rent – the rent of newly reconstructed flats in the residential part and the rent of newly reconstructed commercial spaces

The revenues of the variant 1 from the rent are displayed in the table 5.

Table 5: Revenues of the Variant 3 – rent (own elaboration according Sabo, 2016)

Objects of the rent	**Annually (EUR)**
Flat units and commercial spaces BO05	86,482
Flat units and commercial spaces BO06	312,149
Totally	**398,631**

The results of the economic evaluation of particular variants are as follows. The Variant 1 combines the sale of the residential parts of the project and the rent of commercial part. The Net Present Value of the Variant 1 is 169 180 EUR, the Internal Rate of Return is 7.95 %, the pay-off period is 20 years. The Variant 2 works with the supposition that all flats and all commercial spaces will be sold. This variant does not work with Net Present Value, because of the too short evaluation period (the sale is planned just after the finishing of the revitalisation). The net profit after tax is 1,132,592 EUR, regarding the too short evaluation period it can be considered as the NPV. The Variant 3 works with the supposition that all flats and all commercial spaces will be rented. The Net present Value is negative, -217,200 EUR, the Internal Rate of Return is 6.39 %, and the pay-off period is 29 years. The most efficient variant is the Variant 2, net cash-flow are the biggest from all evaluated variants. The pay-off period is logically also the lowest. The Variant 1 is less efficient, but still acceptable, the Variant 3 is from the point of view of cash-flow inefficient. The positive feature connected with the Variant 3 is that the whole property stays in the ownership of the investor, what can be interesting from the strategical aspect. An important recommendation must be defined, the big stress should be done on the risk analysis.

Mainly in the case of the brownfield revitalization it is necessary to anticipate that costs connected with revitalization are very uncertain, it is too complicated in detail to describe all activities, which it is necessary to carry out. The risk analysis should involve the sensitivity analysis examining the relations between the change of input variables (costs, revenues) and the indicators of the economic efficiency. The sensitivity analysis can provide strong information about the resistance of the project against changes of input variables. Consequently it is important to elaborate also the qualitative analysis oriented on the detailed analysis of risks and definition of possible steps to avoid or to mitigate the risk.

5. CONSLUSION

The subject of the paper is to analyse the possibilities of the economic evaluation of projects focused on the revitalization of brownfields. There exist a lot of kinds of brownfields, this paper is focused mainly on projects of the revitalization of the old historical buildings into new multifunctional object oriented on commerce and living. The key topic of the paper is the case study of the revitalization of the old power plant building into new multifunctional object with flats and commercial spaces. The analysis carried out on the case study is based on the analysis of the cash-flow connected with the revitalization, the cash-flow involves investment costs including costs connected with remediation and reconstruction, operation costs and revenues from the sale or the rent, depending on the variant. Authors defined three variants for the economic evaluation, Variant 1 supposes that flats will be sold for the marked price and commercial spaces will be rented. Variant 2 supposes that all outputs of the projects will be sold and the last Variant 3 works with the supposition that flats and commercial spaces will be rented. From the economic point of view, the Variant 2 (the complete sale) is the most efficient, the Variant 1 is less (but still) efficient and the variant 3 is inefficient. From the result of the paper is evident that the cash-flow analysis using Net Present Value Approach is the suitable method for the analysis of the brownfield revitalization, mainly in the case of commercial projects, when the real cash-flow is for the investor the most interesting criteria. In the case of the public sector it is suitable to use the Cost Benefit Analysis (CBA) or in some cases Multi-Criterial Analysis (MCA).

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DRIVER SECTORS OF CROATIAN ECONOMY – GHOSH INPUT-OUTPUT APPROACH

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ABSTRACT

Unlike Leontief demand-oriented input-output model, in Ghosh input-output model the supply of certain productive sector is considered as the driving force of the economy. In this paper, Ghosh input-output model is applied to identify productive sectors whose supply of goods and services are most influential in the production of other productive sectors of Croatian economy. Ghosh output multipliers and Ghosh employment multipliers for all Croatian productive sectors are quantified. When economic sectors producing goods are in question, the highest Ghosh output multipliers were detected for sector code CPA_B - Mining and quarrying and sector code CPA_D35 - Electricity, gas, steam and air-conditioning. In the group of services sectors, for sector code CPA_N78 - Employment services and sector code CPA_L68B - Real estate services the highest Ghosh output multipliers were found. The lowest Ghosh output multipliers were recorded for the group of public services sectors, i.e. for sector code CPA_Q87_Q88 - Social work services, sector code CPA_O84 - Public administration and defense services and sector code CPA_Q86 - Human health services. The highest number of employees per one million HRK of output increase was recorded in sector code CPA_A01 - Products of agriculture, hunting and related services and in sector code CPA_H53 - Postal and courier services. Sector code CPA_L68A - Imputed rents of owner-occupied dwellings do not require direct or indirect employment since other sectors do not use its services for intermediate consumption.

Keywords: *Ghosh input-output model, multipliers, productive sectors*

1. INTRODUCTION

While Leontief inverse matrix is based on the coefficient matrix of the intermediate inputs, so called technology matrix, Ghosh inverse matrix, developed by Ghosh (1958), is based on the coefficient matrix of the intermediate outputs. Ghosh supply-oriented input-output model, in which value added is an exogenous driver of the model, is a well-known alternative to Leontief input-output demand model, in which output of productive sectors depends on exogenously given final demand (Dietzenbacher, 1997). In Ghosh input-output model supply of goods and services is considered as a driver of the national economy. The combination of demand and supply approach implies significant insight into the importance of particular productive sector for the national economy. Aroche Reyes and Marquez Mendoza (2013) stated that Leontief demand-sided input-output model is more robust because it is technology related, while supply

coefficients in Ghosh input-output model are not based on anything reliable. However, authors concluded that demand-driven side gives support to the supply-sided and that both Leontief and Ghosh models are mathematically very similar and are interdependence based. Further to implausibility problem that affects Ghosh open model (Oosterhaven, 1989), Guerra and Sancho (2010) argued about Ghosh model comparing it with the open Leontief input-output model and closing it, which in some way answer the implausibility problem and makes it more plausible. Analysis of the impact and importance of certain sector of interest on growth and development of Croatian economy in domestic literature is primarily based on the standard Leontief input-output methodology. Croatian forestry and wood industry was analyzed in Lovrinčević and Mikulić (2014), textile industry in Buturac, Lovrinčević and Mikulić (2014) and food industry in Buturac and Vizek (2015). Keček, Žajdela Hrustek and Dušak (2016) and Keček, Milković and Mikulić (2019) analyzed the multiplicative effects of the ICT sectors. Foreign tourist demand was evaluated in Mikulić, Keček and Žajdela Hrustek (2017). Mikulić, Lovrinčević and Keček (2018) quantified total effects of wind power plant deployment, while economic effects of the renewable energy sources plants deployment in Croatia were quatified in Keček, Mikulić and Lovrinčević (2019). In Keček, Milković and Boljunčić (2019) the multiplier effects analysis of Croatian productive sectors is limited to a type I and type II output and employment multipliers calculation based on the demand-oriented input-output model. In this paper, the impact of supply channel of certain sector's products to other productive sectors for their intermediate use is examined for the Croatian economy for the first time. The contribution of this paper is the empirical analysis of the Ghosh output and employment multipliers for all Croatian productive sectors. As a main data source, Croatian input-output table for domestic production divided on 64 productive sectors for the year 2010 is used (Croatian Bureau of Statistics, 2019). Additionally, number of employees for Ghosh employment multipliers calculation was downloaded from Eurostat database (Eurostat, 2019). The remainder of this paper is organized as follows. After the introduction, review of the relevant literature based on the Ghosh input-output model is presented. In chapter 3 research methodology is described. Chapter 4 presents the empirical results of Ghosh output and employment multipliers for productive sectors in Croatia. Finally, in the conclusion final remarks are provided.

2. LITERATURE REVIEW

The literature review identified only a few research where Ghosh input-output model was applied for analysis the effects of supply channel of certain sector's products to other productive sectors. Bon (1986) estimated technical coefficient stability for the US economy based on the demand-side and supply-side input-output models. Comparative analysis of two approaches indicate that demand-side input-output model better predict total output, while supply-side input-output model offers a better prognosis for larger number of sectors. Similar comparative stability analysis of demand-side and supply-side input-output models Bon and Yashiro (1996) applied to analyzed Japanese, UK and US economies. As in Bon (1986), authors realized that demand-side model is better for forecasting total output and supply-side for larger number of sectors. Supply-side model gave a better forecast for 'mature' sectors like agriculture and mining. Performance of construction sector are better predicted by demand-side model in Japan, while by supply-side model in the UK and USA. In Bon and Xu (1993) similar research with similar conclusion was provided. In order to get a better insight whether total economy or a particular productive sector is more focused on demand or supply side, author suggests using of both models. Shao and Miller (1990) presented demand-side and supply-side multiregional input-output models. Comparison of spatial linkages for US multiregional economy in observed period indicates their relative stability, both regionally and nationally. Four quadrant space of economic situations with 'price vs. price-quantity' and 'increase vs. decrease' axes was suggested in Park (2007) as a new form of the supply-driven input-output model.

The author points out the advantage of this approach in the development of simplified nonlinear IO model. Namely, induced changed prices can update fixed base input-output coefficients which will be useful for long-term economic strategy.

3. RESEARCH METHODOLOGY

In the standard Leontief input-output model multiplier effects of particular sector are usually measured by Leontief inverse matrix

$$L = (I - A)^{-1} \tag{1}$$

where A represents a square n-by-n matrix of technical coefficients

$$a_{ij} = \frac{x_{ij}}{x_j} \tag{2}$$

Technical coefficients are defined as the ratio of the product from sector i that is required by sector j in order to produce one unit of its product. I is an n-by-n identity matrix, where n represents number of observed productive sectors. More details about the standard Leontief input-output model can be seen in the ten Raa (2005), Miller and Blair (2009) and Mikulić (2018). Element α_{ij} of the matrix L represents the total direct and indirect output of sector i per unit value of final demand for products produced by sector j. In Ghosh input-output model distribution of deliveries of a particular sector to other sectors is used. Ghosh inverse matrix is denoted as

$$G = (I - B)^{-1} \tag{3}$$

where B is a square n-by-n matrix of direct output coefficients

$$b_{ij} = \frac{x_{ij}}{x_i} \tag{4}$$

Ghosh direct output coefficients represent the distribution of outputs of sector i across sector j that purchase interindustry inputs from sector i. Matrix I is an n-by-n identity matrix. Element g_{ij} of matrix G represents the total value of production that comes about in sector j per unit of primary input in sector i. Ghosh input-output model is described in more detail in Augustinovics (1970) and Miller and Blair (2009). Ghosh output multiplier equals to the row-sum elements of the Ghosh inverse matrix and represents the increase in the output of sector i needed to supply the inputs required to produce a unit of the final demand output in sector j. Ghosh employment multiplier is obtained by multiplying Ghosh inverse matrix and column vector of employment coefficients representing ratio of the number of employed persons in the sector's output.

4. RESEARCH RESULTS

Based on the research methodology described in previous chapter and data sources, following results are obtained. In Table 1. Croatian productive sectors with the highest Ghosh output multipliers are presented. Of all the observed productive sectors, the highest Ghosh output multiplier is recorded for sector code CPA_B - Mining and quarrying. Other sectors with the highest Ghosh output multiplier are electricity, gas, steam and air-conditioning, rubber and plastics products, computer, electronic and optical products and fabricated metal products, except machinery and equipment.

In addition to the listed sectors, whole range of services sectors recorded high values of the analyzed multiplier (employment, real estate, rental and leasing, architectural and engineering, postal and courier services).

Table 1: Croatian productive sectors with the highest Ghosh output multipliers

Code	Description	Value
CPA_B	Mining and quarrying	2.78
CPA_N78	Employment services	2.57
CPA_L68B	Real estate services (excluding imputed rent)	2.43
CPA_N77	Rental and leasing services	2.40
CPA_D35	Electricity, gas, steam and air-conditioning	2.38
CPA_C22	Rubber and plastics products	2.37
CPA_M71	Architectural and engineering services; technical testing and analysis services	2.37
CPA_C26	Computer, electronic and optical products	2.30
CPA_H53	Postal and courier services	2.29
CPA_C25	Fabricated metal products, except machinery and equipment	2.21

Source: Authors' calculation

The lowest Ghosh output multipliers, just slightly higher than 1, are attributed to sector code CPA_Q87_Q88 - Social work services, sector code CPA_C13-C15 - Textiles, wearing apparel and leather products and sector code CPA_O84 - Public administration, defense and compulsory social security services. These values indicate a low level of listed sectors' output usage from other producers. Low values of Ghosh output multipliers are also apparent for a whole range of service activities (Table 2).

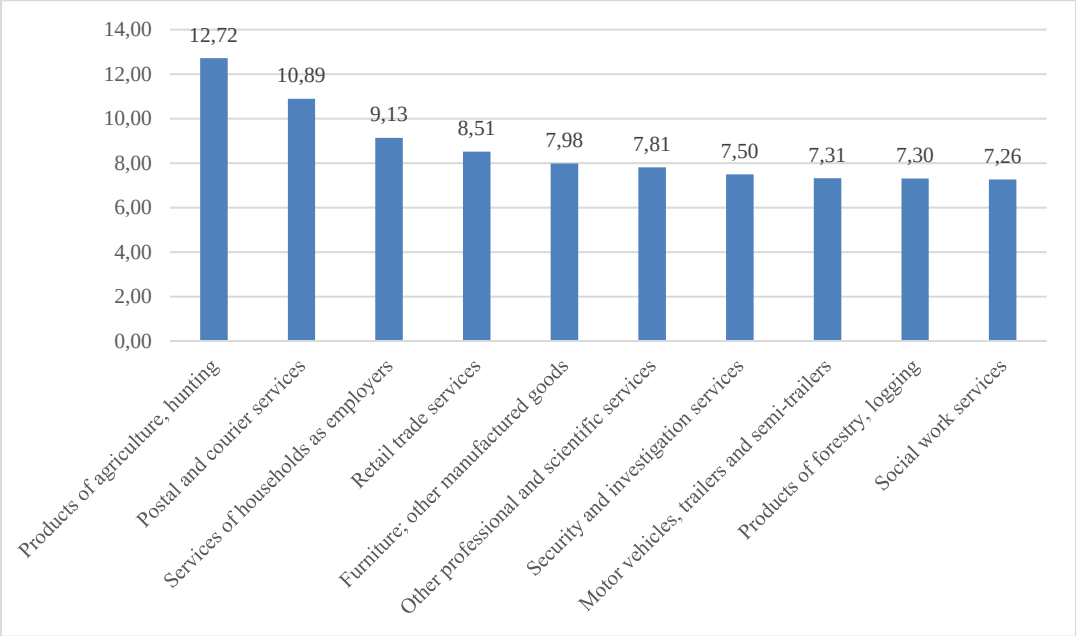
Table 2: Croatian productive sectors with the lowest Ghosh output multipliers

Code	Description	Value
CPA_C18	Printing and recording services	1.10
CPA_L68A	Imputed rents of owner-occupied dwellings	1.08
CPA_R93	Sporting services and amusement and recreation services	1.07
CPA_I	Accommodation and food services	1.05
CPA_Q86	Human health services	1.04
CPA_M72	Scientific research and development services	1.04
CPA_R90-R92	Creative, arts and entertainment services; cultural services	1.02
CPA_O84	Public administration, defence and compulsory social security services	1.01
CPA_C13-C15	Textiles, wearing apparel and leather products	1.01
CPA_Q87_Q88	Social work services	1.01

Source: Authors' calculation

Figure following on the next page

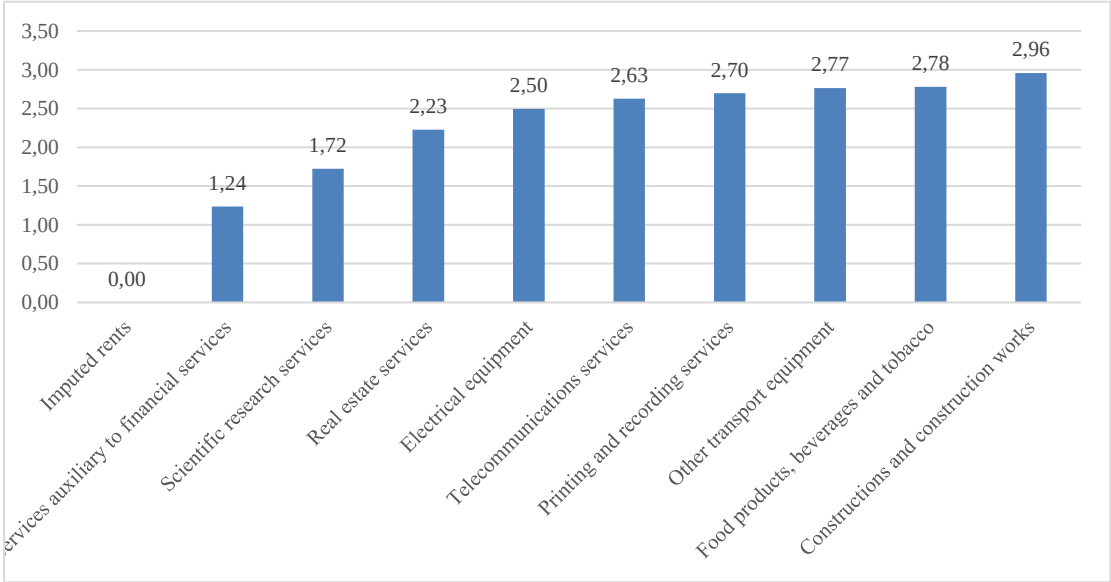
Figure 1: Croatian productive sectors with the highest number of jobs per 1 million HRK of output increase



Source: Authors' calculation

On Figure 1. ten Croatian productive sectors with the highest number of jobs per 1 million HRK of output increase are presented. The number of total jobs generated is the result of a direct increase in employment in the observed sector whose production is increasing and also in other sectors where observed sector supplies goods and services for their intermediate consumption. It can be noticed that on 1 million HRK of output increase the highest number of jobs, almost 13 employees, is generated in the sector code CPA_A01 - Products of agriculture, hunting and related services, followed by sector code CPA_H53 - Postal and courier services with almost 11 employees.

Figure 2: Croatian productive sectors with the lowest number of jobs per 1 million HRK of output increase



Source: Authors' calculation

The lowest number of employees per 1 million HRK of output increase is recorded in sector code CPA_L68A - Imputed rents of owner-occupied dwellings, because other productive sectors do not use services of this sector for intermediate consumption (Figure 2). Less than two employees are recorded in sector code CPA_K66 - Services auxiliary to financial services and insurance services and in sector code CPA_M72 - Scientific research and development services.

5. CONSLUSION

In order to get a better insight into the importance of certain productive sectors not only from the demand side but also from supply side, in this research Ghosh input-output model was applied for the identification of Croatian productive sectors whose supply of goods and services are most stimulating in the production of other sectors. Results of Ghosh analysis indicate that sectors with the highest values of Ghosh output multiplier are recorded for productive sectors whose output is significant as intermediate input for other productive sectors. This group consist of sectors mining and quarrying, electricity, gas, steam and air-conditioning, rubber and plastics products, computer, electronic and optical products and fabricated metal products. Ghosh output multipliers are also high for certain group of services sectors. In the group of services sectors, sectors employment, real estate, rental and leasing, architectural and engineering, postal and courier services sectors are highlighted. The lowest Ghosh output multipliers are recorded for the group of public services sectors, such as social work services, public administration and defense services and human health services. Also, in the group of sectors with the lowest Ghosh output multipliers sectors whose production is intended for final consumption of households, like sporting and recreation services and accommodation and food services, are included. The highest number of employees per one million HRK of output increase is recorded in agriculture sector and postal and courier services sectors, i.e. in sectors with high direct employment which further contributes to the increase of indirect employment in sectors that use their goods and services as intermediate consumption. The lowest number of employees per 1 million HRK of output increase is recorded in sectors whose output is not intended only for intermediate consumption of other sectors.

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APPLICATION OF NEW TRENDS IN MONITORING MEDIA BY THE STUDENT POPULATION FOR BRAND STRATEGY

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ABSTRACT

New generation of student population consumes less traditional media and is more digitally active than the previous. Electronic media use includes e-mail, instant messaging (IM), cellularphone communication, social-networking sites (SNSs), video or online games, and television or movie viewing on different platforms. The purpose of this paper is to research changes in habits of students in consuming media on a case study of a business school, in order to develop an effective brand strategy which is of great importance in the competitive environment of Croatian private high education. For that reason, the marketing department of the business school continuously monitors changes in consumption of media, traditional as well as digital, for every new generation of its students, conducting internal surveys from the academic year 2013/2014. A comparative analysis of surveys from pregraduate first year students was undertaken for different groups, according to their age. The results concerning the continuous consumation of certain media content from the academic year 2018/2019 have also been compared with those of previous academic years. The results of the comparative analysis among groups of students show changes and trends in habits, as well as differences according to their age. New generations of students tend to frequently serach for news and other information on electronic media while older groups of students still also follow traditional media. The results have been implemented in the branding and communication strategy of the instuitution as well as in developing future study programs. The case study deals with the data about students from only one business school. To get more relevant data, future research should be expanded and include other high education institutions in Croatia or even from the region.

Keywords: *branding, high education, media, student population, trends*

1. INTRODUCTION

This paper researches changes in habits of students in consuming media on a case study of a Croatian business school. It also analyzes the effect that various communication channels could have on corporate brand image of higher education, concerning preferences and diferences between target groups of potential students according to their age. There is evidence in various research that different media on Internet has become the predominant source of getting information. Every new generation of student population consumes less traditional media and is more digitally active than the previous. Digital media has also changed students' learning environments and behaviors in higher education (Venkatesh et al., 2014; referenced by Gidion, Capretz, Grosch and Meadows, p. 491). According to the International Student Survey 2017 Europe, for many, and young people in particular, social media is now the principle means by which they gather information and communicate.

Social media use cuts across demographic boundaries from age to income, as well as national boundaries. In year 2017 the number of internet users reached half of the total world population, and only in that year the number of social media users worldwide has grown by 20 per cent. Just as important as knowing the extent to which prospective international students use social media is knowing which platforms they use. Regular social media usage is dominated by Facebook, YouTube and Instagram, but a range of other platforms, from LinkedIn to Pinterest, are also used regularly (International Student Survey 2017, Europe, p. 16, available at https://www.internationalstudentsurvey.com/). According to a recent survey about media habits in the Republic of Croatia, conducted online on a sample of 1023 persons in March 2019 by Ipsos market research agency for its client, the publishing company 24 hours, the most commonly used media is the Internet, which is monitored by 91.6% of respondents several times a day, followed by television (58.3%) and radio (45.9% of respondents). It is interesting to note the differences in generations in the consumption of the most used media: the internet and television. According to the results, 65% of those over 50 years of age and 48% of those under 30 years of age watch television several times a day, 51% of those over 50 and 36% of those under 30 listen to radio. However, in the case of the Internet, generational differences disappear: 9 out of 10 respondents use the internet several times a day, regardless of age. The target were people aged 18 to 60. The sample was nationally representative by age, gender and region. The sample structure was 50.8% of male, and 49.2 of female respondents. For them, the Internet is the leading source of information that cannot be found elsewhere. In 2017, the Internet surpassed television in its perception of trustworthiness as the most trusted source that delivers reliable and accurate information (source: https://showcase.24sata.hr/2019_hosted _creatives/medijske-navike-hr-2019.pdf, accessed 13.09.2019.).When it comes to technology, media monitoring and social networking among the young generation in Croatia, previous results are consistent with those of the Hendal's survey (conducted in 2018) which found that most 25-year-olds get informed by news portals (56.8% of respondents every day), while only 8.6% of respondents read the press, namely newspapers or magazines on a daily basis, and 24.7% almost never. Every day, 46.3% of the surveyed 25-year-olds watch television and 36.4 % of them listen to the radio programs (source: A complex research into the habits of 25-year-olds in Croatia, by Ivan Ivanus, published 10.11.2018., source: https://www.nacional.hr/veliko-strazivanje-o-navikama-25-godisnjaka-u-hrvatskoj/ accessed 13.09.2019.). This fact is especially important in the case of choosing media channels for branding a higher education institution.

2. DEFINITION OF TERMS AND LITERATURE REVIEW

In this chapter we will define the main terms concerning the subject and review the literature.

2.1. Traditional and new media

Buckingham (2007) asserts that one cannot teach about the contemporary media without taking into account the role of the Internet, computer games, and the convergence between ‘old’ and ‘new’ media (referenced by Gidion, Capretz, Grosch and Meadows, p. 492). Media consumption is differentiated as either traditional media or new media use. We define traditional media as newspaper or television use. New media use is specifically identified as Internet use and type of connection because the type of Internet connection influences Internet use. Internet information behavior is operationalized as engaged in an Internet use activity. Internet information activities can be categorized as media interaction (e.g., information dissemination and transactions through political and government web sites, newspapers, information about the weather, financials, health, etc.) and computer-mediated interaction (e.g., email, Usenets, chat rooms, online forums for public deliberation) (Buente and Robbin, 2008, p. 11).

2.2. Brand identity

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships (Wheeler, 2009). The concept of brand identity has received much attention. Brand identity has grown to become a wide concept, now encompassing many of theories, e.g. positioning, relationship, and brand personality. According to Kapferer (2008) the brand identity gives guidelines to what parts of the brand should be kept the same and what elements can be modified, allowing brands to evolve in time. Kapferer also acknowledges the importance of relationships within branding and argues that a brand is above all a relationship, which involves deep emotional contacts and loyalty (Kapferer, 2008 referenced by Hampf & Lindberg-Repo, 2011, p. 9). Fournier (1998) argues that brands could be seen as a relationship partner, and a way to legitimize the brand-as-partner view is to highlight ways in which brands are animated, humanized, and personalized. Fournier reveals in her research that consumers are of the opinion that they have several relationships with different brands. Consumers feel that such relationships add value and purpose to their existence, and these extra values could be both functional and emotional by natur (Fournier, 1998 referenced by Hampf & Lindberg-Repo, 2011, p. 9). A variety of branding and marketing activities, according to Keller and Lehmann (2006), can be conducted to help achieve the desired brand positioning and build brand equity. Their ultimate success depends to a significant extent not only on how well they work singularly, but also on how they work in combination, such that synergistic results occur. In other words, marketing activities have interaction effects among themselves as well as main effects and interaction effects with brand equity. Three noteworthy sub-areas of this topic are the brand-building contribution of brand elements; the impact of coordinated communication and channel strategies on brand equity; and the interaction of company-controlled and external events (Keller and Lehmann, 2006, p. 748).

2.3. Corporate brand image

Corporate image is an external perception of the company, the company's portrait made in the mind of a consumer. It encompasses attitudes, opinions, experiences, beliefs and prejudices of company that different groups have (consumers, vendors, contractors, business partners and others). It is formed from real and communication-generated characteristics (Eisingerich et al., 2010, referenced by First and Tomić, 2011, 47), because it is the result of an aggregation process which incorporates diverse information used by the consumer to form a perception of the company. Even for a consumer who has not yet had experience with the company these perceptions may be formed from other sources of information, such as advertising or word-of-mouth (Franzen and Bouwman, 2001, referenced by First and Tomić, 2011, 47). While brand knowledge is a cognitive representation of a brand and its image (Hawabhay et al., 2009, referenced by First and Tomić, 2011, 47), brand feelings are its affective representation. This is so because successful brands communicate with consumers not only on a rational but also on an emotional level. Heath eta al, 2006, referenced by First and Tomić, 2011, 47).

2.4. Service quality in higher education

According to Meštrović and Zugic (2018), researchers do agree that service quality has a positive impact on satisfaction (Parasuraman, Zeithaml & Berry, 1988; Cronin et al., 2000). Moreover, in the higher education context, student satisfaction was defined by Udo, Bagchi and Kirs (2011) as an overall evaluation of students' learning experience, while Sapri, Kaka and Finch (2009) explain that it can be predicted by three aspects, namely, by service delivery, performance of trainers, and support facilities. Student satisfaction can be also defined as a student's subjective appraisal of his or her educational experience. With a focus on high education, Webb and Jagun (1997) proposed a definition for the concept of loyalty as students`

intention to recommend an high education institution, their willingness to share positive experiences about it, and their tentative intention to enrol at the same high education institution in order to continue their studies (Webb and Jagun 1997 referenced by Meštrović and Zugic, 2018, p. 198). The core service in a university experience, according to Ng & Forbes (2008), is a learning experience that is the co-creation of the people within the university i.e. between students, students and teachers, students and administrators, etc. The co-creation of the core service implies that the value is emergent, unstructured, interactive, uncertain and with a hedonic dimension. Regardless of what universities think students want, it is clear that the student is the consumer of higher education and students' satisfaction in the consumption of a university experience is important. As consumer orientation is an integral aspect of Marketing, adopting a Marketing orientation towards higher education seems justifiable. (Ng & Forbes, 2008, p. 7). The current understanding of services involves the extended 7Ps, where people, physical evidence and processes feature in the Service Marketing mix (Booms and Bitner, 1982 referenced by Ng & Forbes, 2008, p. 9). These extra elements are directly relevant to the education experience. Within the education context, Ng & Forbes propose that people include academics, administrators, support staff and the students themselves. The physical evidence would of course be the materials, teaching facilities, accommodation, recreational facilities and the like. Finally, the processes are those to facilitate applications, registration, exceptions, learning activities as well as social activities. These elements, according to Ng & Forbes (2008) come together to produce the core and supplementary services.

3. METHODOLOGY

The aim of this Paper is to investigate and measure changes in the way students consume media content over the years, in order to pull adequate data that could be useful for a business school in it's branding, promotional campaigns and overall marketing strategy. In adition, expected feedback and data is presumed to be more and more focused on digital media throught the years that have passed. A comparative analysis of surveys from undergraduate first year students of social sciences at Zagreb School of Business was undertaken for different groups of students according to their study programmes, as well as differentiation between part-time and full-time students. The results concerning the continuous consumation of certain media content starting from the academic year 2018/2019 have also been compared with those from previous academic years. Sistematic yearly surveys have been undetaken since the academic year 2013/2014. The total timeframe of sistematic survey feedback dates 6 years back, counting back from the academic year 2018/2019. Number of surveyed students varies from year to year, although in each yearly survey more than 70% of enrolled students were surveyed. In average, around 70 freshmen students were surveyed yearly (out of a population around 100 in average). Research hypothesis are:

1. (**H1**) Main hypothesis: there is a sistematic growth in ratio between digital media content cosummation (online content consummation) and traditional media content consummation (radio, TV, newspaper) among freshmen students at a business school[1].
2. (**H2**) There is a sistematic decline of traditional media content consummation (radio, TV, newspaper) among freshmen students at a business school.

Quantitative analysis comes from two main sources: yearly student media profiling surveys and internal ROMI (Return on Marketing Investment) feedback, derived from questionaires undertaken at the time of students' enrollment at Zagreb School of Business (admission process).

[1] Zagreb School of Business, with presumed hypothesis for similar business schools in Croatia

4. THE RESULTS

Primary research was coducted on a yearly basis starting from academic year 2013/2014 until academic year 2018/2019 on a sample of an average about 70 students per year (out of around 100 population in average). The samples can be considered representative (sample ratio is around 70% of total population). Sampled demographics are: 60-64% female, 40-46% male on average yearly. Age demographics shown below:

- age 18 – 24 48 %
- age 25 - 30 23 %
- age 31 – 35 14 %
- age 36 – 40 9 %
- age 41 - 50 6 %

Full-time students and part-time students surveyed are basically equal at 50:50 ratio average over the years, as is total population of freshmen students at Zagreb School of Business over the same years.

Table 1: Media consummation habits among freshmen students at Zagreb School of Business

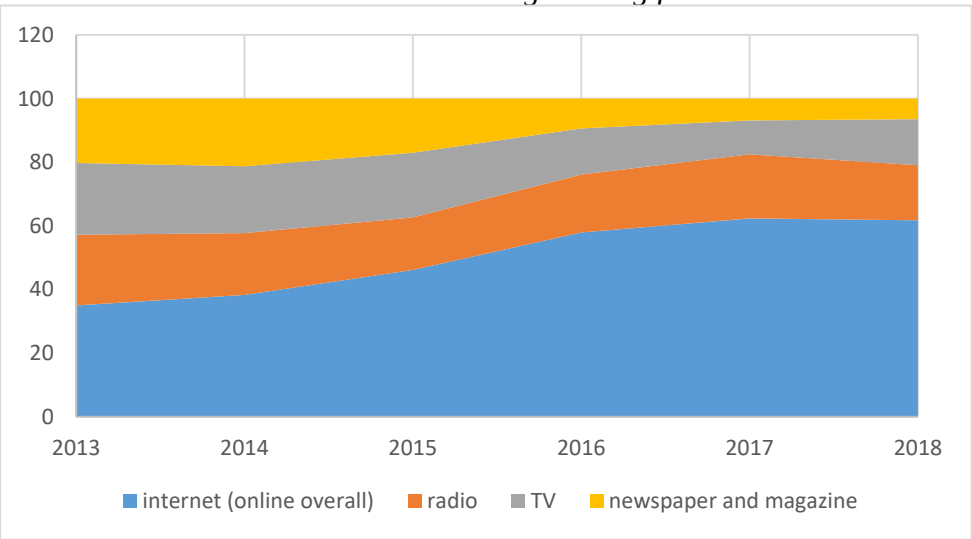
media content consummation – student (customer) behaviour					
YEAR	***Internet (online overall)***	***Radio***	***TV***	***Newspaper and magazine***	***TOTAL***
2013	*35*	*22,19*	*22,53*	*20,28*	*100*
2014	*38,3*	*19,4*	*21*	*21,3*	*100*
2015	*46,2*	*16,4*	*20,33*	*17,07*	*100*
2016	*57,88*	*18,2*	*14,57*	*9,35*	*100*
2017	*62,32*	*20,15*	*10,66*	*6,87*	*100*
2018	*61,76*	*17,3*	*14,44*	*6,5*	*100*

Source: Authors' primary research results

4.1. Research Hypothesis results

H1: there is a sistematic growth in ratio between digital media content cosummation (online content consummation) and traditional media content consummation (radio, TV, newspaper) among freshmen students at a business school. Research conclusion: H1 is accepted.

Chart 1: Media consummation ratio change among freshmen students at ZSB



Source: chart based on data from Table 1

We can see in Chart 1 that there is an evident growth of ONLINE MEDIA consummation over the years among freshmen students at Zagreb School of Business, starting from 35% and levelling up to around 60%, starting from 2013/2014 until 2018/2019. The dataset is too small for representative regression tests, but even without it, there is strong indication that supports H1. Unlike online media (Internet media overall, including social media), traditional media has steadily declined over the years, out of which newspaper (Print media) consummation among freshmen students has the largest decline rate since 2013.

H2: There is a sistematic decline of traditional media content consummation (radio, TV, newspaper) among freshmen students at a business school. Research conclusion: H2 is accepted. The total ratio of traditional media consummation among freshmen students in 2013 was 65 percent, while in 2018 it dropped to 38 percent.

4.2. Research limitations

These results have to be taken with a certain reserve, since dataset was only a couple of years and surveyed population only represents one educational institution. Students' subjective views also have to be taken into account. Authors concur that after the results have been verified, the Hypothesis (H2) might be considered as to broadened (to 'wide') for concrete conclusions. It is not specific enough, because even TV and Radio nowadays use online technology (streaming) for viewing/listening. We can see that Print media (newspaper, magazines etc.) is the definite 'looser' in media consummation market among freshmen students, while TV and Radio keep declining but at a steady pace, even levelling up in recent years.

4.3. ROMI experience so far

Next bullet points show certain ROMI (return on marketing investment) results measured over the years at Zagreb School of Business that mostly support H1 in the terms of marketing profitability (student acquisition) since the systematic analysis has been conducted. Overall, the results averaged over the recent years (2013-2018), summed up here as follows (although without any specific details because they are considered to be organisational knowhow and are not available for public viewing):

- WOM (word-of-mouth) – by far the most profitable ROMI for Zagreb School of Business campaigns over the recent years
- Digital advertising – overall quite profitable ROMI for ZSB campaigns
- Radio advertising - overall neutral ROMI for ZSB campaigns
- Print advertising (posters at stations and in public transport, jumbo posters etc.) – overall borderline profitable ROMI for ZSB campaigns
- Print media (newspaper etc.) – overall negative ROMI for ZSB campaigns

Every campaign has to take into account the brand awareness effect from mass advertising, so ROMI from traditional media advertising might not be as precise as ROMI from digital advertising. To sum up, mentioned ROMI results give additional support to the Hypothesis (H1).

5. CONSLUSION

The aim of this Paper is to investigate and measure changes in the way students consume media content over the years, in order to pull adequate data that could be useful for a business school in it's branding, promotional campaigns and overall marketing strategy. Primary research results clearly show that there has been a shift towards digital media consummation (online overall) at

the expense of more traditional media consummation (radio, TV, print media) among student population, prescisely freshmen students (younger people, mostly under 30 years of age). Unlike online media (Internet media overall, including social media), traditional media has steadily declined over the years, out of which newspaper (print media) consummation among freshmen students has the largest decline rate since the beginning (2013) of the systematic yearly in-house research. These results are consistent with previous research results as shown in the second chapter. However, other, more traditional media should still be present as a support in marketing communication, in order to create and maintain a strong corporate brand identity. In the decision making process of brand strategy, we should also take into account the habits of other generations, some of whom are potential part-time students and other are young students´ parents as an important factor in deciding on enrollment in studies.

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URBAN MOBILITY MODEL IN THE CONTEXT OF GLOBAL TRENDS

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ABSTRACT
Socio-economical problems and emerging megatrends have been generating and fuelling changes in the functioning of urban agglomerations. Undoubtedly, one of the biggest contemporary challenges is the process of progressive urbanization and the associated decline of quality of life in the city - a result of problems related to the movement of people, congestion, commuting time and environmental pollution. As a consequence, the importance of efficient transport in cities has increased, creating new urban mobility models based on sharing economy and smart mobility, as well as, ICT solutions and mobile applications. Transport is, undoubtedly, a crucial area of sharing economy. Furthermore, the general approach to transport has been changing, mobility is now recognised as a service ordered and paid through a mobile application. That new solution is called Mobility-as-a-Service and it offers customers personalised access to multiple transport modes and services, operated by different mobility service providers through an integrated digital platform. The aim of this paper is to present the changes in the new emerging model of urban mobility in the context of global trends. In recent years, shared mobility services have played an increasingly important role in urban mobility in many countries around the world.
Keywords: *Global trends, Shared mobility, Sharing economy, Urban mobility model*

1. INTRODUCTION

In the 21st century, the world faces new challenges. Our technologies are complicit in the new challenges we face today. The development of technologies, rapidly growing urbanization, demographic and social changes, as well as depletion of natural resources, can be acknowledged as the largest megatrends. It has contributed to changes in the functioning of urban agglomerations. Over the past few years, the urban mobility model has changed significantly and the role of transport in cities has increased (Tomaszewska et al., 2017, p. 53). The approach of residents to transport has been changing, mobility is perceived as a service ordered and paid by a mobile application (Kuzia, 2018, p. 1). Urban mobility means also creating co-modality between public and private means of transport and optimizing the use of various modes of transport. Furthermore, as a result of the ongoing transformation, a new form of economic activity has emerged, known as sharing economy. Transport belongs to the one of a crucial area of sharing economy. Sharing economy gives the opportunity to use the available resources more effectively. It is possible by connecting people using online platforms that enable the provision of services and the cooperative use of assets: (Ziobrowska et al., 2017, p. 261). The aim of this paper is to present the changes taking place in shaping urban mobility model and compare them to global trends. Chapter 2 presents contemporary trends in urban transport (chapter 2), pointing to the relation between sharing economy, shared mobility and Mobility-as-a-Service. Chapter 3 refers to changes in urban mobility model resulting from the above-mentioned global trends.

2. GLOBAL TRENDS IN URBAN TRANSPORT

Megatrends have caused changes in the system of urban transport. Transport has begun to be perceived as a service that can be ordered and paid for through an application. The word 'transport' has been replaced by 'mobility' more and more commonly. ‘Mobility’ refers to the idea of sustainable development, sharing economy, as well as the development and promotion

of eco transport. Thus, the shift in language - from transport to mobility - represents a shift in thinking about how a transportation system is best designed and managed: transport is a system-centric concept, mobility is a user-centric concept (CAR, 2016, p. 4). The most important trends in urban transport can include:

- Shared mobility
- Smart mobility
- Mobility as a Service
- Transport on-demand
- Sustainable mobility
- Electromobility, electric vehicles, charging stations
- Alternative fuel vehicles
- Autonomous vehicles

A few of the selected issues are described in the following subsections.

2.1. Shared mobility

The development of technology and Internet of Things have definitely facilitated the creation of new forms of the market, including micro-services and micropayments, aggregation of demand and supply, creating demand and supply for niche services. As a result of the changes, a new form of economic activity has emerged, known as sharing economy. The sharing economy has appeared in almost all urban spheres. There are a few key sectors affected by the sharing economy: the housing industry, transport, spaces, skills/talent, financing, health, utilities, general goods, food, learning: (Hodkinson et al., 2017, p. 11). One of the largest is mobility and transportation, which includes ride sharing, ride sourcing, ride splitting or vehicle sharing. Shared mobility services have played an increasingly important role in urban mobility in many countries around the world. Shared mobility refers to the shared use of a vehicle, bicycle, or other means of transportation. Shared mobility schemes require the use of at least one intelligent element: the intermediate platform. In addition, the use of Information and Communication Technologies (ICT) for the development of Intelligent Transport Systems (ITS) and Cooperative Intelligent Transport Systems can make shared mobility even smarter: (Mourey et al., 2017, p. 4). The shared use of a vehicle, a bicycle, a parking space or a freight facility is an innovative transportation solution that enables users to have short-term access to modes of transport on an as–needed basis without a burden of ownership. Examples of shared mobility are:

- Car-sharing
- Scooter-sharing
- Bike-sharing
- Ridesharing
- Carpooling, vanpooling

All shared-mobility services operate differently, but all are based essentially on a common set of principles/factors: (Civitas Policy Note, 2016, p. 13):

- They rely on mobile solution applications enabling users to enter into the rental/lease or usage contract anytime, anywhere
- They have a strong social component since users can share their evaluation of the hired services or mobility options used and are able to collect positive or negative feedback from others.
- They provide transport that can be easily customized to specific demands.

- Shared mobility benefits mostly from a dense, mixed-use environment, and also supports that kind of development by reducing the need for personal vehicles and parking spaces.

2.2. Smart mobility

The area of smart mobility has been constantly evolving. Initially, the concept of smart mobility was related to Information and Communication Technology (ICT) and Intelligent Transport Systems (ITS), but currently includes ecological solutions, sustainable transport and its availability (Stawasz et al., 2015, p. 56). Vienna University of Technology identified smart mobility as: sustainable development of the transport system; ICT infrastructure; local transport system; international availability (Vienna University of Technology, 2015). On the other hand, the staff of the University of Genoa in their analysis showed that certain assumptions about smart mobility, considered obvious or essential, are not necessarily required. For example, there is no need for ICT to implement smart mobility activities. This may concern locals who have "better habits"; those who use public transport or bicycles in their daily travel instead of a private car (Benevolo et al., 2016, p. 26). The basic activities implemented in the framework of smart mobility include (Kuzia, 2017, p. 2):

- Developing public transport (electric, hybrid, solar powered, etc.)
- Promoting bicycle as a means of urban transport
- Demand management for parking
- Giving priority to public and bicycle transport (bus lanes, dedicated lanes and bays for bicycles, etc.)
- Developing sharing economy, creating car-sharing and carpooling systems, separating high-occupancy vehicles (HOV) lanes
- ITS and transport on-demand.

2.3. Mobility as a Service

Sampo Hietanen is considered to be a pioneer of the concept of 'Mobility as a Service', who started researching the mobile sector over 10 years ago (ITS International, 2016). MaaS is short for Mobility as a Service, and it's bringing all means of travel to one easy place – a mobile application. MaaS can dissolve the boundaries between different transport modes by providing a customer-centric experience while improving the efficiency of the entire transport system (Frost & Sullivan, 2015, p. 4). Below are presented several definitions of MaaS, developed by various research centres:

1. "The concept of 'Mobility-as-a-Service' (MaaS) aims to provide consumers with integrated, flexible, efficient and user-oriented mobility services. It implies a shift away from the personal ownership of individual motorised transportation modes, and non-integrated means of transportation towards the use of integrated multimodal mobility solutions consumed as services. This shift is enabled by combining transportation services from public- and private-transportation providers through an 'integrated mobility platform' that creates and manages the journey and integrates planning and payment (based on mobility packages tailored to the needs of each customer segment) on a one-stop-shop principle." (A.D. Little, 2018, p. 59)
2. "MaaS systems offer customers personalised access to multiple transport modes and services, owned and operated by different mobility service providers, through an integrated digital platform for planning, booking and payment." (ITS Australia, 2018, p. 20)
3. »MaaS can be defined as: The provision of transport as a flexible, personalised on-demand service that integrates all types of mobility opportunities and presents them to the user in a completely integrated manner to enable them to get from A to B as easily as possible." (Atkins, 2015, p. 19)

One of the best example of MaaS app is from Helsinki. Since 2016, the city residents have been able to use an app called Whim to plan and pay for all modes of public and private transportation within the city: by train, taxi, bus, car-share, or bike-share. Anyone with the app can enter a destination, select his or her preferred mode of getting there-or, in cases where no single mode covers the door-to-door journey, a combination thereof-and go. The goal is to make it so convenient for users to get around that they opt to give up their personal vehicles for city commuting (Goodall et al., 2017, p. 114). Other similar applications are presented below:

1. UbiGo (Gothenburg) – This fully integrated mobility service combines public transportation, car-sharing, rental car service, taxi service, and a bicycle system.
2. Moovel (Germany) – Enables users to search, book, and pay for rides with a single app—book and pay for car2go, mytaxi, and Deutsche Bahn in a single experience.
3. Bridj (USA) – an on-demand commuter shuttle service with a mobile phone application that allows passengers to ride a shuttle between home and work during commuting hours. Using a fleet of flexible vehicles, Bridj optimizes pick-ups, drop-offs, and routing based on demand, meaning a 40–60 percent more efficient trip than traditional transit.
4. SMILE app (Vienna) – The idea behind SMILE was to offer a wide range of different transportation options with the following functions: information, booking, payment, usage, and billing.

An important factor in making MaaS a success will be getting all of the players to work together. Private sector participants might join the movement in search of profits, while government agencies could seek the public policy benefits that stem from reduced congestion.

3. CHANGES IN URBAN MOBILITY MODEL

The number of people living in cities has been gradually increasing as a result of urbanisation processes. In fact, agglomerations are growing, but often in an uncontrolled manner. As a result, phenomena such as suburbanization and urban sprawl are noticeable (European Union Regional Policy, 2011, p. 26). The consequence of this are problems with transportation for people living far from the city centre. As a result, citizens cannot commute by public transport, bicycle or other sustainable means of transport. A possible solution to this problem might be to provide access to sharing systems through the use of mobile applications. The traditional urban mobility model is based on the use of mainly public transport and private cars in everyday trips to work, schools, etc. This involves taking up a large space in the city, noise, congestion and air pollution. Residents do not have real-time information about transport and they purchase tickets in offices or in public transport. Moreover, most car journeys are carried out alone because drivers do not have systems enabling them to contact each other. That model has proven to be insufficient in many developed cities, and some new solutions based on shared mobility and ecological mobility have gradually emerged. Agglomerations provide bicycle rental systems, often of the 4th generation, which allows renting a bicycle via a mobile application and leaving it anywhere in the city (docking stations are not needed). In addition, there are many competitive car-sharing systems, both private and urban. In order to avoid travelling by car to the very centre, parking lots are created in the area, and the residents make the last stage of the journey using a kick-scooter or a bicycle (such a journey is called 'last mile trip'). The future of the urban mobility model will be characterized by the even greater use of new technologies, ecology and sharing economy. More and more agglomerations prohibit cars in the city centres and also introduce parking restrictions in other areas. The research on autonomous vehicles is ongoing. It is assumed that all forms of transport will use renewable energy sources and will be integrated with each other through ICT systems. In addition, the Mobility-as-a-Service idea has been constantly developing and appearing in new agglomerations. Helsinki in 2016 implemented the Whim application that enables to plan and pay for all modes of public and

private transportation within the city: train, taxi, bus, car-share, or bike-share (Dooley, 2018, p. 4). In order to list all the trends and changes in the urban model, the table below is presented.

Table1: Shaping Urban Mobility Model (own elaboration)

Global trends (most strongly affecting Urban Mobility Model)		
• Sharing economy and shared mobility • Ecological/green transport • Internet of Things • Use of mobile app • Urbanisation and urban sprawl		
Characteristics of Urban Mobility Model		
Past/Traditional	New/Emerging	Future/Projected
• Ticket machines/offices • Timetable on stops • Owning a car • Alone car trips • High environmental pollution by transport	• Payment applications • Apps with real time information • Car-sharing • Bike-sharing • Scooter-sharing • Carpooling • Last mile trip • Alternative fuel fleet	• No car in the city centres • Autonomous vehicles • Web-integrated vehicles • Customisable mobility • Green/completely environmentally friendly • one fully integrated application for transport

4. CONCLUSION

Sustainable development is a challenge for many contemporary agglomerations. To ensure it, it is necessary to deal with urban transport problems. Many of them is connected to different economy aspects and require cooperation between several sectors (Bindzar, 2010, p. 73). Mobility sectors is a perfect example of an area riddled with challenges brought about by the complexities of the modern world, but ripe for innovation for the betterment of society and businesses. In Mobility, the question is how to empower increasingly urbanised global population with door-to-door, multi-modal transport solutions that will be affordable for all citizens. Over the last dozen the urban mobility model has changed significantly. As a result of the sharing economy trend and technological development, a lot of companies offering shared mobility have emerged in the market. It happens that cities are not prepared for new solutions and do not keep up with legal regulations or infrastructural changes. Scooter-sharing systems are a great example that concern almost all of Europe. Kick-scooters appeared suddenly in many cities, triggering complaints of clutter and blocked sidewalks. On the other hand, shared mobility solutions facilitate 'last mile trip' and are mostly environmentally friendly. Based on current changes and emerging trends, it can be estimated that the future urban mobility model will further integrate shared mobility. This will be done by mobile platforms and applications enabling ordering and paying for various forms of transport, in accordance with the idea of Mobility-as-a-Service. Undoubtedly, the urban mobility model will also be revolutionized by implementing autonomous vehicles. Technological development would allow the introduction of such vehicles soon, however, legal and social barriers still remain. Changes taking place in the urban mobility model have been constantly transformed. This is due to changing trends, often unpredictably and suddenly. An example would be the appearance of scooter-sharing or Uber. Thus, the characteristics of the urban mobility model, presented in this article, requires constant monitoring and further research in this area.

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WORLD PRACTICE OF CURRENCY REGULATION OF ECONOMIC PROCESSES

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ABSTRACT
The need for currency rate control is caused by negative consequences of its sudden and unpredictable swings. Maintaining a stable exchange rate of the national currency is very important for ensuring price stability and currency circulation. The article analyzes the practice of monetary restraints both in developed countries and in countries with economies in transition. It considers tactics preventing currency rate control. One of such tactics used by companies to circumvent currency control and to hedge foreign currency risks is usage of forward contracts. In the direction of application of currency rate control, the practice of Iceland during the financial crisis is considered. The system of blocked accounts is investigated in the article as well. There is also the focus on the principles of developing monetary policy. The article concludes with a review of the role of currency rate control in the country's economic policy. The emphasis here is put on central banks, which loom large in regulating the supply and demand flows of foreign currency to maintain official currency parity as well as balance of payments equilibrium, which can be the most radical form of currency rate control.
Keywords: *currency, currency regulation, economic development, crisis, balance in the foreign exchange market, demand, supply, monetary policy*

1. INTRODUCTION

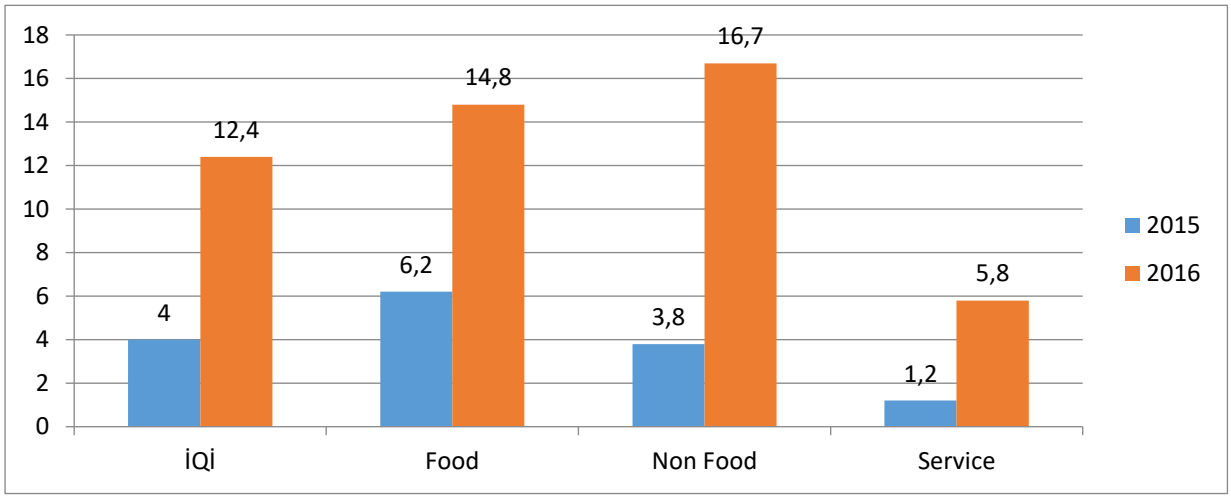
One of the most characteristic features of the development of the world economy at its present stage is the strengthening of contradictions in international monetary and financial relations, not related to the division of the world economy into two essentially opposite economies, as in the recent past, but caused by internal causes, the basis of which should be sought in the increasing globalization of the world economy. On the one hand, the contradictions aggravate the instability in the monetary sphere as regards, in particular, the exchange rate ratios of national currencies in relation to each other, on the other hand - stimulate the development of evolutionary processes, the search for new ways to stabilize exchange rates. At the current level of internationalization and globalization of financial markets, market sensitivity and exposure to sharp fluctuations caused by a variety of factors is a distinctive feature. The currency market is always at the crossroads of conflicting interests and hard-to-compare goals of various economic participants: government agencies, exporters, importers, banks, foreign investors, population, etc. In order to influence the national currency market by legislative methods, the currency control is applied - the restrictions set by the government on the purchase or sale of currencies. These controls allow countries to better stabilize their economies by limiting inflows and outflows of foreign currency, which can create exchange rate volatility. Not every country can apply measures, at least legally; according to Article 14 of the Articles of Agreement of the International Monetary Fund, which allows only countries with so-called transition economies to apply currency restrictions [1]. Many Western European countries introduced currency restrictions in the years immediately after the Second World War. However, these measures have been phased out as the post-war economy on the continent has steadily strengthened; for example, the United Kingdom lifted the last of its restrictions in October 1979. Countries with weak and developing economies usually use exchange rate controls to limit speculation against their currencies.

They often simultaneously impose capital controls that limit foreign investment in a country. Countries with weak or developing economies can regulate how much local currency can be exchanged or exported - or even banned - to prevent speculation. Exchange regulation can be carried out in several common ways. The government may prohibit the use of a particular foreign currency and prohibit local residents from owning it. Alternatively, they may impose fixed exchange rates to discourage speculation, limit any or all foreign currency to a Government-approved exchange office, or limit the amount of currency that can be imported or exported. One of the tactics used by companies to bypass currency controls and hedge currency risks is the use of so-called forward contracts. Under these agreements, the hedger organises the purchase or sale of a certain amount of non-traded currency on a certain forward day at an agreed rate against the principal currency. Upon maturity, the profit or loss is calculated in the base currency, as settlements in another currency are prohibited by the authorities. Foreign exchange regulations in many developing countries do not allow for forward contracts or allow residents to use them only for limited purposes, such as the purchase of necessary imports [2]. Consequently, in countries with foreign exchange control, undelivered forwards are usually carried out off-shore because rules in local currency cannot be applied outside the country. Countries with active offshore markets include China, the Philippines, South Korea and Argentina.

2. CURRENCY REGULATION IN AZERBAIJAN

The processes taking place on the world stage directly affect the economies of the countries and dictate the need for currency regulation in relation to the specifics of each country's economy. Methods applied in some countries may not be effective in others. Thus, a sharp decline in oil prices in the world markets interrupted the trend of strengthening the manat, which led to a forced devaluation of the national currency on February 21 and December 21, 2015. The average annual inflation for 2016 amounted to 12.4%. The average annual inflation for 2016 amounted to 12.4%.

Figure 1: The average annual inflation in 2015 and 2016



Sourece: www.stat.gov.az

As a result, the manat has fallen against the dollar by more than a half. As a result of reforms implemented in Azerbaijan, which led to an increase in exports of non-oil products and stabilization of oil prices in the world markets, the national currency, starting from 2017, began to strengthen again, and has stabilized at the level of AZN 1,7001 per dollar in recent months. In 2016, the Government of Azerbaijan imposed restrictions on currency exports and circulation in the country. The relevant bill was submitted to the Parliament of the Republic.

Thus, a 20% barrier fee was introduced on the volume of currency exported for direct investment, purchase of securities, real estate and land. To this end, amendments were made to the law "On Currency Regulation". In Azerbaijan, due to the demand for currency, the work of currency exchange offices was banned. The currency could be purchased only by tourists at airports, hotels, etc. "Due to the growth of currency exchange operations, the Central Bank restricted and stopped the activities of currency exchange offices for the effective and efficient regulation of commercial banks' operations, strengthening control over operations and optimizing expenses.

3. EXCHANGE REGULATION PRACTICES IN ICELAND

Iceland is an example of the use of currency control during the financial crisis. Iceland experienced the collapse of its economy in 2008. Its fishery-based economy has gradually become a giant hedge fund thanks to its three largest banks (Landsbanki, Kaupthing and Glitnir), whose assets are 14 times the size of the country's economic output. The country benefited, at least initially, from huge capital inflows using high interest rates paid by banks. However, when the crisis broke out, investors in need of cash withdrew their money from the country, and as a result the local currency, the krona, fell sharply. Banks also collapsed and the economy received a rescue package from the IMF. Under stock exchange control, investors who maintained high-yielding accounts in offshore zones could not return money to the country. The central bank announced in 2015 that regulation would be abolished by the end of 2016. It also introduced a program through which account holders can transfer money back to the country by buying local currency at a discount at the official exchange rate or investing in long-term Icelandic government bonds with a significant fine for early sale. Exchange restrictions are a stricter form of currency control. Exchange restrictions include policies or measures that aim to restrict or forcefully reduce the flow of national currency in the foreign exchange market. Currency restrictions policy, according to G. Crowther, is the government's forced reduction of its currency supply in the market [3]. The essence of this type of control is that the government or the central bank acquires all currency revenues and receipts and exchanges them for the national currency.

4. BLOCKED ACCOUNTS

Within the framework of the system of blocked accounts, the central bank of the importing country maintains currency accounts of foreign exporters. The central bank shall not allow creditors to use their foreign exchange reserves in their accounts for a specified period of time. This is why these accounts are called blocked accounts. Undoubtedly, the balances in these accounts can be used by creditors in the country where the accounts are blocked. This provides some time during which the debtor or deficit country can take appropriate corrective actions. Germany adopted this practice in 1931. England resorted to this practice between 1939 and 45, when large sterling balances payable to India were accumulated through large-scale imports of goods during the war. Payment remained blocked until the end of the war. It was only after 1945 that payments were released in installments at the discretion of England. The system of blocked accounts has certain drawbacks [4].

5. THE MULTIPLICITY OF EXCHANGE RATES

Under this system, the country has a complex exchange rate structure applied to different categories of imports, exports and capital flows. Low exchange rates persist in the case of exported goods to stimulate their export. In the case of imports, low exchange rates are set when necessary, but prohibitive (or high) exchange rates are set in the case of luxury goods or harmful products. Distribution of exchange according to priorities: Exchange restrictions may be applied by the central bank of a country where foreign currency is allocated for the import of

different categories of goods and for other purposes in accordance with a certain order of priority. For example, imports of essential goods such as foodstuffs, raw materials, semi-finished goods, defense materials, machinery and technology may be prioritized over imports of luxury goods. This method of limiting exchange has still been used in England and some other countries. There are certain pitfalls in this method. Priorities are often set by the government or central bank officials in an arbitrary manner.

6. EXCHANGE CLEARING AGREEMENTS

In this exchange control system, two or more trading countries open accounts in their own countries. Importers in a given country make payments to this central account in the national currency. These amounts are paid to exporters for the goods they export to each country. Foreign currency claims and counterclaims related to different countries are corrected through appropriate entries in the book. Any surplus or deficit after clearing operations is calculated either in gold or in a convertible currency acceptable to trading partners. This method greatly simplifies the payment mechanism. This method is appropriate for those countries that do not have sufficient foreign exchange reserves. The exchange agreement was widely used by many countries in the 1930s. Germany, for example, concluded clearing agreements in the early 30's with countries such as Sweden, Switzerland, Egypt and the Balkan Peninsula. After World War II, the Sterling territory formed by England and the Commonwealth was an agreement on multilateral payments. Another notable example of a multilateral agreement was the European Payments Union (EPU), which existed between 1950 and 1958. Each clearing agreement tends to automatically restore the balance of payments. This method of currency control has certain drawbacks. International trade receipts and payments are calculated on the basis of some pre-existing exchange rate. In economically stronger countries with superior negotiating power, an exchange rate is provided that is usually disadvantageous to an economically weak country. Thus, clearing agreements imply the exploitation of the latter [5].

7. THE PRINCIPLES OF MONETARY POLICY DEPEND ON THE OBJECTIVES OF THE MONETARY POLICY

The main advantages of exchange control are the following: adjustment of balance of payments inequality, prevention of capital flight, currency revaluation, currency undervaluation, rapid economic growth, servicing of foreign debts, exchange rate stability, preservation of foreign currency, protection of domestic industry, verification of insignificant imported goods, effective economic planning, income generation, prevention of depression and retribution. However, there are some disadvantages to this policy, listed below: Reduced international trade, industrial inefficiency, corruption, wastefulness, black marketing of foreign exchange, arbitrariness, creation of corporate interests, unfair distribution of income and wealth. In view of the shortcomings of exchange control policies, institutions such as the IMF and GATT are paying increased attention to member countries with a view to easing and eventually dismantling the tight currency structure. However, it is extremely difficult for developing countries facing ever-growing deficits in the balance of payments, to abandon exchange controls [6].

8. CONCLUSION

Undoubtedly, the easing of currency regulation and control seems to be an objective trend, a necessary condition for the progressive development of the national economy and its integration into the global currency market. However, the pace of currency liberalization should be coordinated with the actual needs and capabilities of the country's economy, while the abandonment of proven methods of currency market regulation, in particular, the removal of currency restrictions, reduction in the level of mandatory sale of foreign currency, etc., in no

case should lead to increased vulnerability of the country's financial system and reduction of financial security. Harmonized macroeconomic policies and adapted exchange rate policies, professional and prudent external debt management, and effective prudential supervision are the basis for preventing and mitigating acute financial crises, which is one of the important aspects of the IMF's policy and recommendations for preventing financial crises, and for establishing an exchange rate that meets the interests of both the international community and the country.

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PARTICIPATION OF BANKS IN MODERN TAX RELATIONS

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ABSTRACT
Among the participants of tax relations and among heavy hitters on the platform of the financial system, there are banks that carry out financial and intermediary operations between economic entities, between the state and taxpayers; contributing to optimization of funds allocation; providing financial resources necessary for development, production. Due to its unique functions in the world of finance, banks can be identified as irreplaceable participants in tax relations, ensuring a comfortable process for paying taxes, but along with this paying these taxes on their own. The article considers the duties and responsibilities of Azerbaijan banks in this area, the obligations of banks in accounting the taxpayers, the rules for transferring the taxes to the budget by banks, collection of taxes by banks, financial sanctions against banks and credit institutions for tax violations and so on. International practice in this area was considered as well.
Keywords: *taxes, tax relations, banks, tax payers, tax payments, economic development, fines, financial sanctions*

1. INTRODUCTION

Banks play an important role in economic growth in the world. Banks also have incentive impact on economic activities. On the other hand, taxation of banking activities is crucial that its role in forming government budget is undeniable. Banks are triggers of economic growth in the country. Banks have an increasing role in budget entry in recent years. Relations between tax bodies and banks are in three ways: first, an independent taxpayer; second, medium between the state and a taxpayer, means that taxpayers pay the taxes by the banks or the banks provide tax bodies with required information about the taxpayers; third, a tax agent. Apparently, the mutual relationship between banks and tax bodies is important in taxation system because it does not affect interests of only banks, but also taxpayers. Like other taxpayers, banks have rights and liabilities defined by tax legislation, too. In order to prevent violation of tax legislation, banks and credit organizations, carrying out various types of banking operations, have liabilities. Liabilities of banks for taxpayer registration are defined by article 35 of Tax Code of the Azerbaijan Republic[1]. In order to open a bank account, Commercial institution that intends to obtain the legal entity status, as well as branches and representative offices of foreign commercial legal entity, of which state registration is conducted by tax bodies, submits an application to a tax body at the same time with an application on the state registration of a legal entity or any time after registration. However, the other taxpayers submit an application to tax bodies after getting certificate of state registration. Tax body gives a certificate on the application to the taxpayer within 2 days. One of the main issues directly related to banking activities and interests of their customers is accessing to personal data of tax payers by tax bodies. In accordance with article 41.1 of law “On banks” and Civil Code of the Azerbaijan Republic, banks guarantee confidentiality of account privacy and deposits, transactions, and personal data, including name, address and executives of customers[2]. Banks also guarantee confidentiality of dataon bank account properties, their owners, types and worth. Apparently, sharing the data about customers with third parties, in other words, sharing bank secret with persons, purchasing products or services of the customers of the bank, or their creditors can affect their financial conditions negatively.

The principle is that no one can intervene to financial status of customers of banks illegally. Therefore, bank secret is directly related to and provides continuous development of banking system in the country[3]. However, it should be mentioned that, if sharing bank secret with state bodies, including tax bodies is banned entirely, it can paves the way for illegal actions and tax evasion by taxpayers. That is why direct or indirect access to the data by tax bodies is not considered as confidentiality breach. Development in technology has made big changes in finance, especially in banking, and the process continues. The related issues below should be taken into consideration. Technological advances provide opportunities on opening bank accounts and carrying out banking operations and transactions worldwide online. As a result, Borderless Banking- the beginning of a whole new world increases life quality but burdens tax bodies with new and difficult liabilities. Nowadays, illegal transactions and tax evasion is spreading among taxpayers in modern online banking system. Income and properties of taxpayers are held by offshore companies or banks. International behavior towards tax-targeted access to account privacy has changed. Developing access to account privacy plays an important role in dealing with money laundering and tax evasion offences. Although the mechanism of accessing to account privacy is efficient, improvement is necessary that it is proposed by tax bodies. In line with newly proposed amendments, account data can be accessible not only within limited purposes acceptable by current legislation, but also for any reasonable purposes. Moreover, besides taxpayers, data of the other related parties can be accessed, too. In line with Tax Code of the Republic of Azerbaijan, financial sanctions are applied to banks and credit organizations for breach of Tax regislation[3]. Recent tax reforms increased transparency in the taxation system. As integrating to world economy, learning adequate strategies of international experience is necessary.

2. INTERNATIONAL EXPERIENCE

The most significant aspect of income and profit tax on banking operations in world economy is continuous sweeping reforms, have been carrying out in developed countries since 1980s. Characterized by fiscal neutrality, the reforms focus on decreasing tax rate. Indicators of tax reduction in developed countries confirm that fiscal neutrality trend has increased.

Table 1: Changes in income tax rate

	Income tax				Profit tax			
	Maximum rates		Minimum rates		Maximum rates		Minimum rates	
Income	2001	2005-2008	2001	2005-2008	2001	2005-2008	2001	2005-2008
The USA	39,1%	35,0%	28%	25%	38%	38%	15%	15%
Germany	48,5%	38,4%	22,9%	15%	39%	25%	-	-
France	56,8%	53,8-36,8%	-	-	35,3%	33,3%	-	-
Great Britain	41%	40%	27%	20%	30%	30%	20%	20%

Source: Compiled by the author

In the table above tax reduction in developed countries is obvious. Another aim of tax reforms is broadening tax base. However, reforms of latest years has not intended tax base broadening programs in every country, for example, Great Britain intends to reduce tax 20% for those invested in a company in last 3 years, 10% for those invested in last 5 years, and 20% for those invest in developing companies. Furthermore, tax reforms in Germany intend to reduce maximum norms of amortization deduction from 30% to 20%, of real estate from 4% to 3%. We can see that tax reforms in different countries focus on different issues. Income and profit tax amendments in these countries also aimed at taxation of banking operations because major banking operations- passive and active operations result in income for physical and legal entities, and profit for credit organizations. So customers became income or profit taxpayers, and credit organizations became profit taxpayers.

Besides that, taxation of bank operations has specific aspects and they are seen obviously in taxation of interest income. Taxation of interest income is carried out in 2 systems: classical and DIT. Intention of improving competitiveness resulted in implementation of DIT in Scandinavian countries[5]. Apparently, Scandinavian countries are famous for high income tax rates. Nowadays, 31% of budget entry in Norway, 24% in Denmark, and 21% in Finland is derived from income tax because of high income tax rate. These countries intend to separately impose capital gains tax or interest tax to prevent disruption of equity and effective balance on taxation and decline in incentives in collection and investment.

Table 2: Taxation of interest earned in developed countries

Countries	Maximum rate of income tax	Tax on interest earned	Tax rate in source of payment	
			resident	Non-resident
The USA	35%	-	0	0
Great Britain	40%	-	20	0
Germany	38,4%	-	31,65	0
France	33,0%	-	15	0-15
Japan	37%	-	20	20
Sweden		-	30	0
The Netherlands		-	0	0
Italy		-	27	0-15

Source: Compiled by the author

In developed countries, abatements on capital gains tax or interest tax are not limited by DIT system or experience of Scandinavian countries. It is seen on the second table. The given information does not only show tax abatements on interest gain, it is obvious that, the USA does not levy tax on interest earned while income tax is 15-35%. The Netherlands, an industrial pioneer of medieval centuries, pursues the same policy. French government levies only 15% interest tax while income tax is 33%. The second aspect is that double taxation is not levied, the tax is withheld at the source of payment. The third and the most important aspect is about fierce competition in global financial markets, and as showed in the table, some countries provide ideal conditions to become an allure for foreign investment. Although Great Britain levies 20 percents of tax on local investors, non-resident investors are exempted from tax. German and Swedish capital markets are open for foreign investors, too. Another aspect of international experience on taxation of banking operations is about profit tax. In some countries, such as Germany, entrepreneurs pay income tax depending on organizational structure of their entities. Before the tax reforms, in Germany individual entrepreneurs used to pay both income and profit tax. Reforms provided them with a right to choose paying weather income or profit tax. Similarly, civilians also have a right to choose paying weather corporate or income tax[6]. These points in the taxation and the legislative concessions on interest costs are one of the crucial factors which stimulate loans- another type of banking operations. In developed countries, full or partial deduction from the tax base of interests on debts received for different purposes sufficiently escalates the attractiveness of loans as a source of financing. In most developed countries, interest costs- costs on debt interest are fully deducted from the tax base. Costs on businesslike investments are also deducted from the tax base in most countries. It means that if an American investor intends to purchase a share of $ 100,000, he will also explore the opportunity of enjoying a bank loan. Since, there are legitimate reasons to deduct loan interest from the revenue. However, a British citizen may even be interested in loans in order to buy a house. Hence, the British legislation allows the owner of the real estate, which has a value of up to £ 30,000 to deduct 10% of the property value from his income. It is obvious that the taxation mechanism has a positive impact on the expansion of banking operations and the efficiency of credit institutions' functioning.

Beside these positive aspects, the taxation concessions in relation to the banking operations stipulate also some negative trends. Such terms constitute different conditions for source financing and refinancing. It means the corporation, which received a loan, is able to deduct fully the loan interests from the tax base. However, the dividend payments are not deducted from this base and additionally, the corporation owners- the shareholders have to pay tax on their dividend income. Thus, equity financing partially loses its attractiveness for the corporation and the individual investor. It is true that with respect to their many other aspects equity financing and investments in shares can be considered remarkably effective from debt capital and deposits. Sufficiently high lucrativeness of the risk-free equity financing and shares in contrast with risk-free deposits confirms these claims. However, in any case, the inequality of taxation between the shares and loanable funds is an obvious fact. The double taxation of the corporate sector is an alarming issue for credit institutions. Since, banks and most credit institutions are not organized as individual entrepreneurship institutions. These organizations are established in the form of Joint Stock Company and as a matter of course are subject to double taxation. In developed countries, this issue is resolved within the course of reforms. In 2001, the USA adopted "Economic Growth and Tax Relief Reconciliation Act", which paved the way for new reforms in taxation and the law aimed the complete abolition of taxes on divided payments since 2003. On the stage of adoption of the law, it was calculated that the complete abolition of taxes on dividend payments would deprive the state treasury of receipts of $ 366 billion in next 10 years. In Germany, the elimination ways of double taxation have already been identified and when an individual shareholder pays an income tax, an alternative amount to the corporate income tax can be deducted from the tax base. These changes, which diminish the income tax base in low or high level undoubtedly increase the incentives for investments and significantly contribute to the effective functioning of corporations, including credit intuitions [7]. The peculiarity of VAT on banking operations is that most financial services do not charge VAT. In the European Union (EU) zone, issuance of loans, bank guarantees, payments, money transfer, etc. are not subject to VAT. At the same time, it cannot be claimed that VAT does not fully belong to credit institutions. On the one hand, credit institutions also pay VAT within the price of the goods when purchasing the products and services required for their activities, such as other legal entities and individuals. On the other hand, the full exemption of financial services from VAT does not cover all countries. The range of financial services that are not subject to VAT concessions has been increased in several countries. This method is implemented in Canada, Singapore, Australia and other countries. The practice of applying special taxes in exchange for VAT is also available in some countries. For example, in France, for this purpose, such special taxes are imposed on the salaries of employees of organizations engaged in financial intermediation. Application of VAT on bank operations, more precisely, services provided by banks does not cause technical difficulties and, such type of services are subject to VAT in foreign countries. For example, in Ukraine maintenance of securities, sale of anniversary coins, operational leasing and other transactions are subject to VAT. In some countries of Latin America, some banking operations such as withdrawal of funds from a bank account and withdrawal of cash, etc. are subject to VAT. Such methods have been implemented in Argentina, Brazil, Colombia, and Venezuela since the 90s of last century. The rate of VAT on banking transactions was set at 0,2-2% and covered different banking transactions in different countries. From the analysis of foreign experience, it becomes obvious that applying VAT on bank transactions is a quite complicated issue and it is not effective to charge these transactions with VAT only for the sake of current fiscal purposes [8]. As a macroeconomic regulatory mechanism, requited reserve ratio is a necessary tool for maintaining stability in the banking system. Besides these features, the negative effects of these requirements are taken into account in foreign countries, especially in developed countries.

Whereas, most countries have not applied this mechanism, the ratios have been sufficiently reduced.

Table 3: Required reserve ratio in developed countries

Countries and Regions	Reserve ratios: on liabilities with %	Duration of implementation
USA	3-10%	2 weeks
Japan	0,5-1,3%	1 month
Great Britain	0	-
European Union	2,0%	1 month

Source: Compiled by the author

Apparently, required reserve ratios are relatively high in some post-socialist countries such as Russia, Ukraine, as well as in Azerbaijan. In developed countries, this aspect of the issue- the fact that effective monetary policy does not depend only on required reserve ratios and high ratios actually hinder the level of accumulation, investment and economic progress, has been cognized and therefore, the high level of required ratio has been lowered from 12% to 10% in the USA. Germany, which applied average 6% rates in the 80s of the last century, is now qualified as a member of the EU with a 2% rate. The required reserve ratios applied in developed countries are not distinguished only by low rates. One of the main features of the application of them is the differentiation of rates. Differentiation of rates is carried out with regard to both different types of passive banking transactions and the amount of deposits. In different countries, the required reserve ratios are differentiated in accordance with the type of deposits. For example, Germany does not apply these requirements on certificates of deposit. In addition, there is also the practice of introducing 10% on demand deposits, 3% on term deposits or other interest rates in the USA. In the USA, required reserve ratios are also applied within the progressive scales. Credit institutions have to establish required reserve funds of 0% to the amount of main deposit types up to $ 7,1 million, 3% up to next $ 41,3 million and 10% of other large amounts.

3. CONCLUSION

Taxation of interest revenues at low rates or deduction from the tax base stimulate the accumulation and investment practices and systematically sustainable economic progress and enable the effective functioning of credit institutions. The tax system and the tax policy of the state have a direct impact on the all sectors of the market. Banking services are a crucial segment here and it is impossible to imagine the market operating without banks. Management of banking services market, including its regulation through taxes holds a great level of importance in terms of economic balance and security.

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THE IMPACT OF NON-PERFORMING LOANS TO THE CORPORATE SECTOR ON THE PERFORMANCES OF BANKING SECTOR IN NORTH MACEDONIA

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ABSTRACT

In the traditional banking model, loans play a dominant role in bank's operations. The quality of the loan portfolio is the main generator of bank's results, given that reasons for success or failure are attributed to the changes in the loan portfolio's quality. Thus, the main indicator for the quality of the loan portfolio is the size and share of non-performing loans. In the credit portfolio of the Macedonian banking sector, more than half of the loans are placements to the corporate sector. Hence, it is very interesting to analyze the quality of loans in this segment and their impact on the financial performance of banks. Within this research the non-performing loans to corporate sector in the banking sector of Republic of North Macedonia for the period 2013-2018 are analyzed. The usual statistical techniques to determine the correlation between the share of non-performing loans to the corporate sector and the profitability indicators have been used in the analysis: the rate of return on assets and the rate of return on banks' capital. In regard to the consequences of increased amount of non-performing loans, they have not only reduced the financial performance of banks, but could also negatively affect both the reduction of capital and increasing in risk profile of banks. Lending to the corporate sector is associated with risk taking by banks. In addition, the profitable position of the real sector is one of the most significant factors that influence the movement of non-performing loans in the Macedonian banking sector. Therefore, loans to the corporate sector need to be carefully monitored and to be subject to improved credit risk management.

Keywords: *banks, corporate sector, credit portfolio, non-perfoming loans, North Macedonia.*

1. INTRODUCTION

In the traditional banking model, the loan portfolio has a dominant role in banks' operations. Losses from non-performing loans reduce the financial result of the banks and in a worse case they could also have a negative impact on their capital position. High level of non-performing loans can reduce the banks' market confidence, increasing the reputation risk and contributing to depositors to withdraw their deposits or increase the cost of sources of the funds. If the losses become so high that banks can not cover the regulatory capital, they become insolvent and in the worst case they face bankruptcy. Hence, it is essential for safe and stable operation of the banks to minimize the credit risk in their operations. Obviously, banks can not completely avoid these risks, but they shall minimize them by introducing an efficient and successful risk management system. The indicator for share of non-performing loans in total loans is one of the basic indicators for the quality of the loan portfolio. In the same time it is a measure for materialization of the credit risk. The loan portfolio consists of loans to the corporate sector and loans to households.

In the last few years, Macedonian banks have focused their operations of lending to households. Therefore, the exposure to households has an upward trend. However, loans to the corporate sector still have a dominant role. Consequently, the aim of this paper is to analyze non-performing loans to the corporate sector and their impact on the performance of Macedonian banks for the period 2013 to 2018. The structure of paper is the following: firstly, a brief overview of previous research in this field is given, taking into account non-performing loans and their impact on banks' results; secondly, a brief analysis of non-performing loans in the corporate sector in the Macedonian banking sector is given, and thirdly, a statistical analysis of the non-performing loans in the corporate sector and indicators of profitability in the Macedonian banking sector was realized. Final part of the paper was reserved for conclusions derived from the conducted analysis together with appropriate recommendations.

2. LITERATURE REVIEW

The emergence of economic crisis in 2007/2008 and the increased levels of non-performing loans, they reinforced interest in analyzing credit risk, which was considered from various aspects and is in the focus of attention of numerous authors. Thus, Borio at al. (2002) based on a sample of Spanish banks, point out that non-performing loans are rising as a result of the financial instability of companies during the recession. When the economy grows, companies demand more credits and can easily repay them, but when economy is in recession, companies show worse performances and difficulties in repaying loans. They show that in the Spanish banking sector, lending is strongly pro-cyclical and in periods of expansion, banks are more likely to lend to low-rated firms. This leads to problems in the future and an increased amount of non-performing loans during a financial crisis with a typical three-year period. The reasons for the increased amount of non-performing loans in the corporate sector were analyzed by Croatian authors as well (Zivkovich, Blecich 2015) linking them to Croatia's macroeconomic performance in the Q42001-Q12014. Their results showed a strong correlation between non-performing loans and the economic slowdown measured by real GDP and the industrial production index. This also confirms the significant effect of economic cycles on the ability of households and the corporate sector to settle their obligations, especially during a recession. Profitability in the banking sector has significantly decreased after the outbreak of the global financial crisis, both in developed and developing countries. The unsustainable credit policies practiced by the banks before the crisis greatly contributed to this instability. Especially in developing countries, a situation of easy access to credit before the crisis, it created for the period after the financial crisis a significant amount of non-performing loans that affected the profitability of banks. Claudiu Albulescu (2015) using monthly IMF figures for the period 2005-2013 for selected countries and using a panel data approach reveals that non-performing loans have a negative impact on the profitability of banks. Although liquidity has a combined impact, the capitalization and margins of the interest rate positively affect the profitability of banks. Furthermore, non-interest costs negatively affect profitability. Results show a variable movement either using the indicator for return on assets or indicator for return on capital. Credit risk is one of the most significant type of risk faced by banks since credit approval is one of the main sources of income for commercial banks. Therefore, managing the risks associated with loans affect the profitability of banks (Li and Zou, 2014). Poudel (2012) examined the various credit risk indicators that affect the financial performance of banks and found that the share of non-performing loans to total loans is the indicator that has most affected the performance of banks. Kozaric and Zunic (2015) analyze the relationship between the share of non-performing loans to total loans, the capital adequacy ratio and the profitability indicators in the banking system of Bosnia and Herzegovina. They conclude that there is a strong correlation between the capital adequacy ratio and the share of non-performing loans, the indicaotrs ROAA and ROEE.

These authors recommend for banks in Bosnia and Herzegovina to pay more attention to non-performing loans, as they are one of the biggest danger for their stability and liquidity. Increased competition among banks has influenced the increase in banks' exposure to credit risk, i.e. the decline in the quality of loan portfolio as a result of relaxation of credit standards and criteria in order to win a larger share of the credit market (Jeong and Jung, 2013). The increased amount of non-performing loans in the banking sector can jeopardize financial stability, hamper intermediation from depositors to debtors and to some degree it could reduce investment with implications for long-term growth. According to Reinhart and Rogoff (2010), Nkusu (2011) and Louzis et al (2012), non-performing loans can be used to signal the onset of banking crisis. Examination of determinants of the already taken credit risk (ex post) is essential for the financial stability and management of banks, especially when an already taken credit risk receives a form of non-performing loan. A large volume of empirical literature is aimed at examining the determinants of non-performing loans. Surveys carried out to determine macroeconomic factors on non-performing loans include: Pesola (2001) for the Nordic countries, Kalirai and Scheicher (2001) and Boss et al. (2002) for Austria, Delgado and Saurina (2004) for Spain, Bofondi and Ropele (2011) for Italy and others. They all confirm a considerable impact of macroeconomic conditions to the movement and level of non-performing loans. Some of the authors in their research focus on macroeconomic determinants and specific banking factors of non-performing loans (Cerutti et al. 2010; Jakubik and Reininger 2013; Klein 2013). The general conclusion of all these studies is that different macroeconomic variables have a significant impact on the growth of non-performing loans, with main determinant in every survey being the GDP growth. Other macroeconomic determinants such as unemployment, the level of interest rates, inflation and the exchange rate also show a significant impact on the level of non-performing loans.

3. NON-PERFORMING LOANS TO THE CORPORATE SECTOR IN MACEDONIAN BANKING SECTOR

Credit activity has a dominant influence on the operations of Macedonian banks. In the past few years, lending activity of the banks to the non-financial sector, on an annual basis, has registered continuous growth, albeit with varying intensity. Credit support to the corporate sector was lower than household segment. The quality of this part of the portfolio was largely determined by the operating performances and results of the business activities of the most important economic sectors, wholesale and retail, industry and construction. Despite some improvements in corporate performance, the risks of lending to non-financial corporations need to be carefully monitored due to the relatively high share of one-time repayment loans, approved grace period loans and extended maturity loans as well as still weak performance indicators, liquidity and efficiency of the domestic corporate sector (NBRNM, Report on risks in the banking sector of the Republic of North Macedonia in 2018). The materialization of credit risk, measured by the trend of non-performing loans, decreased in 2018, as non-performing loans declined by 12% (compared to 2017, when these loans increased by 2% compared to 2016). The share of non-performing loans to non-financial entities also improved and decreased to 5.2 % (6.3 % as of 31 December 2017). The decrease in non-performing loans was fully concentrated in non-financial corporations, where these loans decreased by 16.1% mainly due to the sale of a significant amount of non-performing receivables from one client (in the first quarter of 2018) and the impact of the implemented ones, mandatory write-offs of non-performing loans to this sector. Thus, at the end of 2018, after a longer period, the share of non-performing loans in total corporate loans declined to a single digit level of 8% (10% at the end of 2017). The high coverage of non-performing loans with impairment is characteristic for the Macedonian banking sector, as it restricts the negative effects on the solvent performance of the banks, due to the possible complete non-payment of these loans (NBRNM, 2018).

Over past few years, the share of non-performing loans in the Macedonian banking sector has grown at a slower pace than to the other countries in the region. This is mainly due to the fact that the credit growth in the Macedonian banking sector was lower than the credit growth in the countries in the region. Thus, the high coverage of non-performing loans combined with impairment, were the main reasons that the global debt and economic crisis had significantly smaller effects on the Macedonian banking sector. Chart 1 shows the shares of non-performing loans to non-financial entities for the period 2014-2018. At the end of 2014 they were 8.3% and at the end of 2018 they were 12%. An important fact to note with respect to the percentage of total non-performing loans in the past period is the banks' obligation to mandatory write-offs those non-performing loans that have been fully impaired for more than two years. This regulatory measure came into force on January 1st, 2016 and as a consequence by the end of 2016, about 42% of non-performing loans were removed from banks' balance sheets. As a result of this measure, at the end of 2016, the share of non-performing loans in total loans significantly decreased (6.6%, versus 10.8% without the effect of write-offs). Chart 2 shows the annual change of non-performing loans to non-financial entities, by activity for the period 2014-2018. At the end of 2014, the biggest change was seen in the wholesale and retail segment and the smallest in the industry segment. Unlike the beginning period, at the end of 2018, the largest change was observed in the non-performing loans in the segment of construction and real estate activities, and the smallest again in the segment of industry. With solid and stable solvent and liquidity position of banks, as well as favorable developments in the economy, loans to non-financial entities grew by almost ten percent.

Chart 1: Share of non-performing loans to non-financial entities by sector (in millions of MKD and %), (NBRNM, 2018, p. 19.)

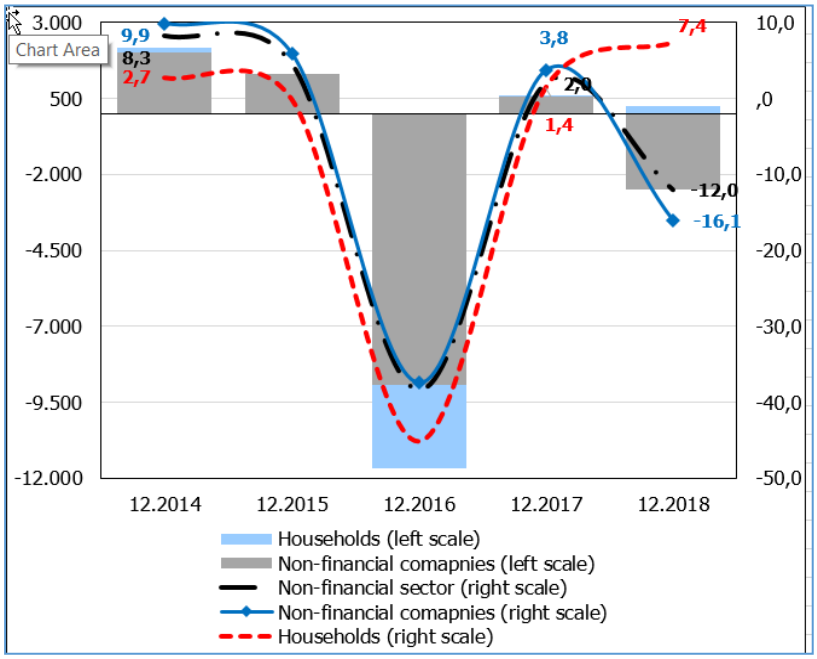


Chart following on the next page

Chart 2: Annual change in non-performing loans to non-financial entities , by activity and credit products (%),(NBRNM, 2018, p. 19.)

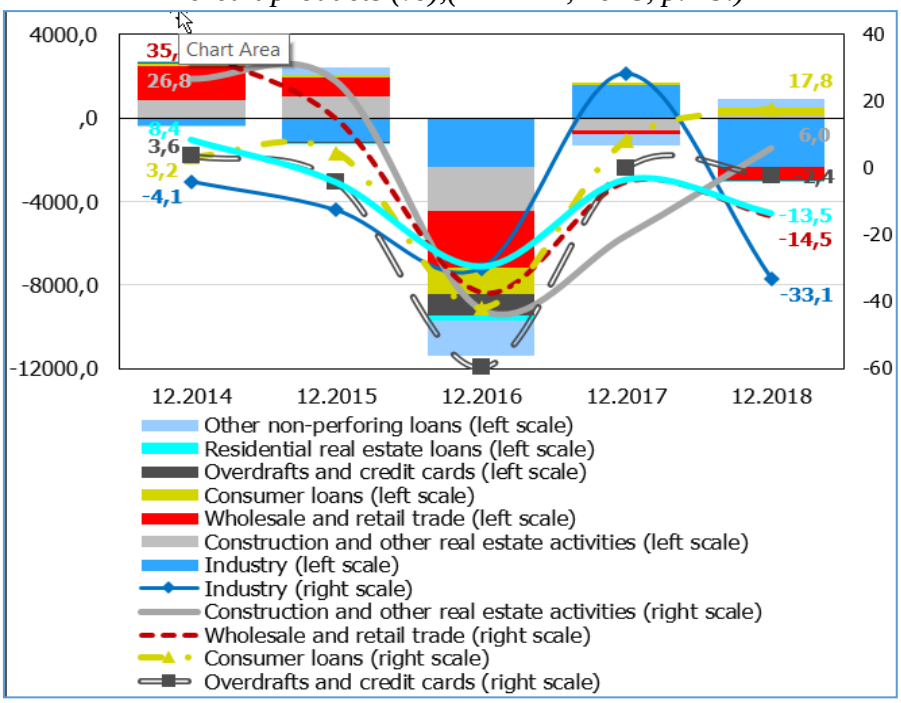
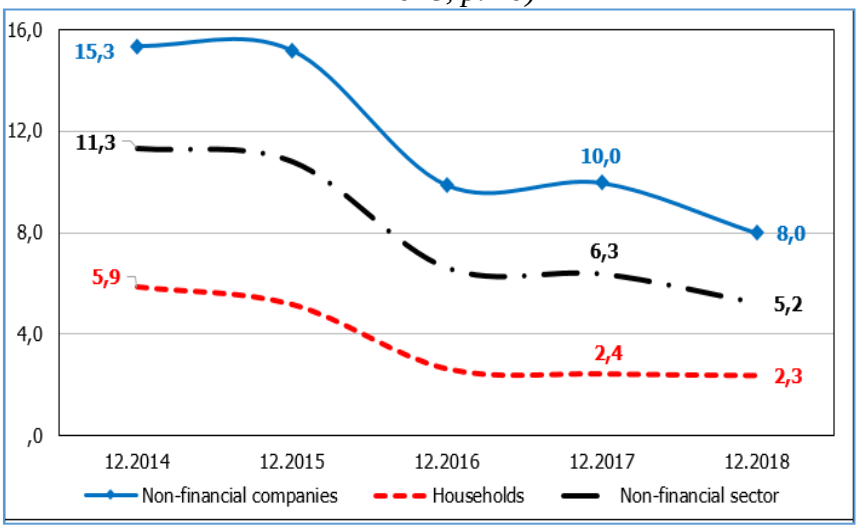


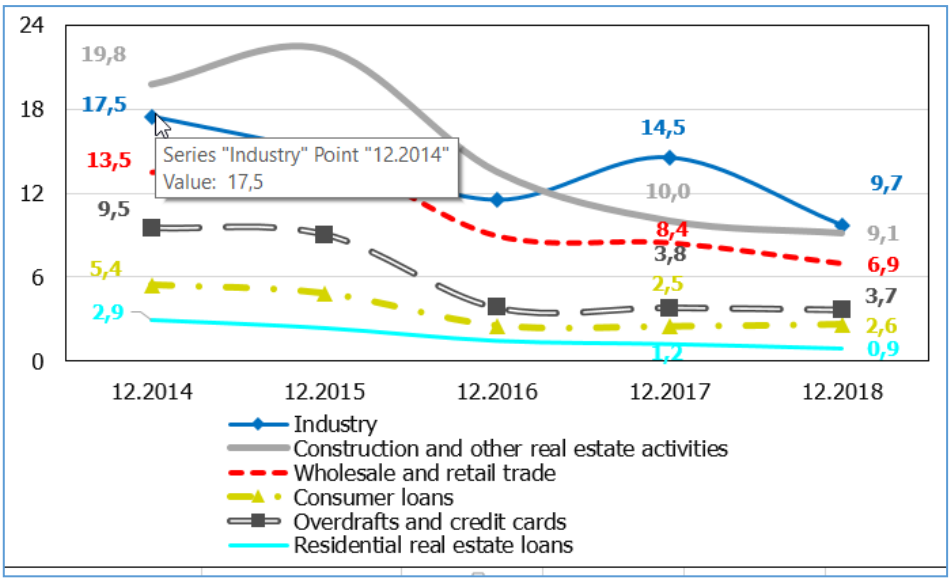
Chart 3 shows the share of non-performing loans to non-financial entities for the period 2014-2018. Following the growth observed in 2017, non-performing loans to non-financial entities declined significantly in 2018, with the share of non-performing loans amounting to 8%. The contribution to the reduction of non-performing loans in this segment is due to the regulatory measure for obligatory write-offs of claims, and to a lesser extent arises from the closing of some overdue liabilities (NBRNM, 2018).

Chart 3: Share of non-performing loans to non-financial entities, by sector - in %,(NBRNM, 2018, p. 20)



Analyzed by separate activities shown on Chart 4, most of the downward shift in non-performing loans was observed in the following sectors: wholesale and retail trade and manufacturing. In contrast, in 2018 non-performing loans grew in the construction and real estate segment (NBRNM, 2018).

Chart 4: Share of non-performing loans to non-financial entities, by activity and credit products - in %, (NBRNM, 2018, p. 20)



4. FACTORS THAT INFLUENCE NON-PERFORMING LOANS TO CORPORATE SECTOR

The emergence and decline of non-performing loans depends on a multitude of factors whose impact is intertwined across the banking and financial system in an economy. Their impact is multidimensional and they are grouped into several categories:

- Economic factors affecting the microeconomic and / or macroeconomic aspect. In the first place they refer to the economic environment in which the companies operate, their profitable operation and the perspectives of the activity to which the company belongs. This set of factors would also add to the quality of company's management and R&D perspectives.
- Internal factors of banks that are related to the credit risk management system, i.e. identifying, monitoring, measuring and controlling the credit risk. This set of factors implicitly reflects the quality of corporate governance in the banks. Well-established standards for credit analysis of clients and prudence of banks' credit policy are crucial. In addition, connected to their capacity to reduce non-performing loans, an appropriate strategy for resolving non-performing loans is also needed.
- External factors, i.e. factors related to the legal system and regulation. The legal system has a direct and/or indirect impact on the quality of banks' non-performing loans management. The rule of law is an important factor influencing the general business environment, respecting contracts, resolving disputes, etc.

In order to maintain a healthy banking system, but also to provide sustainable credit growth accompanying with subsequent effects оф the overall economic growth dynamics, it is crucial to encourage activities and efforts to reduce the volume of non-performing loans, including systemic activities that would contribute to improving the overall environment for managing non-performing loans. This includes undertaking activities in the area of legal infrastructure such as:

- speeding up collection procedures,
- activating collateral,
- sale of collateral instruments,
- reducing the length and cost of bankruptcy proceedings and other systemic issues.

5. RESULTS FROM STATISTICAL ANALISYS

The starting point of the analysis are the basic indicators of banks' profitability, as follows: rate of return on assets as an indicator for measuring the efficiency of funds using (ROAA), rate of return on capital for measuring the efficiency of the bank in the use of capital (ROAE), as well as the share of corporate non-performing loans in total loans to non-financial entities as a measure of credit portfolio quality. The calculation takes into account the semi-annual changes of the defined indicators for the period 2013 to 2018. The calculated coefficients of correlation between the indicator of non-performing loans to the corporate sector and the individual indicators showing the direction of their relation are given in the following table:

Table 1: Profitability indicators and Pearson correlation coefficients (Authors' own calculations)

Indicators	Pearson coefficient of correlation with the share of corporate non-performing loans in total loans
Rate of return on assets (ROAA)	-0.8933
Rate of return on equity (ROAE)	-0.9038

Correlation indicators have high negative values. There is a negative correlation between the rate of return on assets and the share of non-performing loans to -0.893, indicating that the increased amount of non-performing loans significantly affects the profitability measure. The rate of return on assets shows how efficient is the management of the assets in generating revenue, which leads to the conclusion that a higher non-performing loan share contributes to a decrease in efficient asset management. The rate of return on equity and the share of non-performing loans also have a high negative correlation of -0.904. This indicates that the increase in non-performing loans in the corporate sector reduces the return on equity invested in the bank. If the statistical analysis is extended by regression analysis, it will be determined how the change in the non-performing loans in the corporate sector affects the change (i.e. movement) of the indicator for average asset return. The calculations are given in Annex 1. Determination coefficient R is $R^2 = 0.798$, which means that 79.8% of the variance in the rate of return on assets is explained by changes in the share of non-performing loans to the corporate sector. This indicates the statistical significance of the test. The calculation of the regression equation indicates that if the share of non-performing loans to corporate sector increased by 1%, the ratio for return on assets would decrease by 0.142 percentage points.The coefficient of determination R is $R^2 = 0.817$, i.e. the model explains 81.7% of the variation. From the regression equation $y = 27.55 – 1.294 X$ it can be concluded that if the share of non-performing loans in corporate sector is increased by 1%, then the rate of return on equity will decrease by 1.29 percentage points. The correlation and regression analysis indicate that the problems related to non-performing loans in the corporate sector can significantly affect the profitable position of banks. One of the reasons for the emergence and increase of non-performing loans in the corporate sector is the situation in the real sector, i.e. its financial performance. If the same statistical techniques are applied to determine the correlation of the share of non-performing loans to the corporate sector with the corporate equity return ratio calculated for the period 2013 to 2017, the Pearson correlation coefficient gets a negative value of -0,65, respectively, showing a moderately high negative correlation. The regression analysis (the indicator of corporate non-performing loans is a dependent variable, while the rate of return on equity of firms is an independent variable) given in Annex 2 leads to the conclusion that the decline in the indicator of corporate sector profitability, measured by the rate of return on equity by 1%, it causes an increase of non-performing loans in this sector by 1.55 percentage points. Also, the calculation of the correlation coefficient between the share of non-performing loans in total corporate sector loans and the number of bankruptcy procedures for the period 2013 to 2017 is 0.53, which

indicates a moderate positive correlation. With the increase of bankruptcy procedures, non-performing loans are also increasing. Thus, the analysis confirmed that the situation in the corporate sector is one of the most important factors influencing the movement and level of non-performing loans in this sector. Their problems caused by the loss of markets, declining production and increased inventories, the inability to place products etc., reflect the inability to service their liabilities to banks in a timely manner, i.e. to increase non-performing loans.

6. CONCLUSION

The consequences of the deteriorating quality of the loan portfolio result in losses that not only diminish the financial result, but can lead to a reduction in capital and an overall increase in the bank's risk profile, as well. The present problems in the loan portfolio may also have the effect of diminishing the bank's confidence at the market, contributing to depositors withdrawing their deposits or increasing financing costs. Given that lending is the core of banking, reducing non-performing loans in an efficient and timely manner must be a key focus of the banks. At the end of 2018, the share of non-performing loans reached the lowest level on the Macedonian market, largely due to the regulatory measure and the favorable movement of the domestic credit market. Credit risk associated with the corporate sector is the most significant factor affecting the quality of the banking sector's loan portfolio. The correlation and regression analysis showed that there is a high negative correlation between the share of non-performing loans to the corporate sector and the rates of return on equity and return on assets of Macedonian banks. The increase in the amount of non-performing loans has a significant impact on the reduction of the two main indicators of banks' profitability. On the other hand, the deterioration of the return on equity ratio in the corporate sector causes an increase in non-performing loans, which confirms that the reduced profitability of the companies leads to the transformation of the regular to non-performing loans. Given the reasons for the emergence of non-performing loans, and the consequences they have not only on the banking institution, but also on the banking sector and the economy as a whole, it is necessary to improve the credit risk management process, primarily its identification, but as an intensifying ways to address the non-performing loans. This includes addressing strategic issues in the area of legal infrastructure. Banks have a specific role in the national economy and the care about their stability is completely justified. Namely, a reliable and stable banking system can be the only real and effective intermediary of the national economy's resources in order to intensify economic development.

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APPENDIX

Appendix 1: Correlational and regression analysis of the share of non-performing loans and the return on average assets and average equity

	31.12.2013	30.6.2014	31.12.2014	30.6.2015	31.12.2015	30.6.2016	31.12.2016	30.6.2017	31.12.2017	30.6.2018	31.12.2018
NPL	15,2	16	15,4	16	15,2	11,6	9,9	10,6	9,9	7,8	8
ROA	0,6	0,6	0,8	1,0	1,1	1,4	1,5	1,4	1,4	2,4	1,7
ROE	5,7	5,4	7,4	9,4	10,4	12,2	13,6	12,7	13,5	21,3	16,0

SUMMARY OUTPUT ROA								
Regression Statistics								
Multiple R	0,8931859							
R Square	0,797781							
Adjusted R Squ	-1,2222222							
Standard Erroı	0,2476266							
Observations	1							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	11	2,177202324	0,1979275	35,50621109	#NUM!			
Residual	9	0,551870231	0,0613189					
Total	20	2,729072555						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95,0%*	*Upper 95,0%*
Intercept							0	0
X Variable 8							-2,2054E-306	2,8284E-306
X Variable 9							0	0
X Variable 10	3,0147821	0,303811793	9,9231899	3,81528E-06	2,327512099	3,702052145	2,327512099	3,702052145
X Variable 11	-0,1423517	0,023889692	-5,9587088	0,000213042	-0,196393959	-0,088309482	-0,196393959	-0,088309482

SUMMARY OUTPUT ROE								
Regression Statistics								
Multiple R	0,9038919							
R Square	0,8170206							
Adjusted R Squ	-1,2222222							
Standard Erroı	2,1162592							
Observations	1							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	11	179,9744941	16,361318	40,18585638	#NUM!			
Residual	9	40,30697843	4,4785532					
Total	20	220,2814725						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95,0%*	*Upper 95,0%*
Intercept							0	0
X Variable 9	0	0	65535	#NUM!	0	0	0	0
X Variable 10	27,552812	2,596427886	10,611815	#NUM!	21,67928389	33,42633977	21,67928389	33,42633977
X Variable 11	-1,2942519	0,204165423	-6,3392315	0,000134578	-1,756106158	-0,832397612	-1,756106158	-0,832397612

Appendix 2: Impact of return on equity in corporate sector on non-performing loans

	31.12.2013	31.12.2014	31.12.2015	31.12.2016	31.12.2017	31.12.2018
NPL	15,2	15,4	15,2	9,9	9,9	8
ROE	7,2	4,6	6	7	7,7	
broj na stecai	1639	2158	1875	1233	1893	

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0,649657412							
R Square	0,422054753							
Adjusted R Square	-1,666666667							
Standard Error	2,581341395							
Observations	1							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	5	14,5980298	2,91960596	2,190803136	#NUM!			
Residual	3	19,9899702	6,6633234					
Total	8	34,588						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95,0%*	*Upper 95,0%*
Intercept							-6,972113346	6,972113346
X Variable 4	23,22513245	6,924076292	3,354257156	0,043919897	1,189631437	45,26063346	1,189631437	45,26063346
X Variable 5	-1,554635762	1,050332918	-1,480136188	0,235406359	-4,897263875	1,787992352	-4,897263875	1,787992352

THE CONCEPT AND ESSENCE OF STATE TAX CONTROLLING

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ABSTRACT
The article is devoted to the development of theoretical and methodological bases of state tax controlling which is a multifunctional, integrating system of state tax flow management. Introduction and further improvement of the state tax controlling system will allow to improve the efficiency of the process of management of the state tax revenue and tax expense as well as to build a system of information and service support, which is required for analyzing, evaluation and coordination of this process. The article provides a definition of the concept of the state tax controlling and describes its content, main elements, purpose, tasks, functions and basic tools. Tax controlling practice in neighboring countries is considered. Moreover, due to changes to the Tax Code of the Republic of Azerbaijan within the framework of reforms of the 1st of January 2019, related to modernization of tax administration, the impact of priority areas on the economic development of the country is also considered. Particularly, it addresses the influence of entrepreneurship support, "twilight economy" reduction, the tax base expansion, application of tax concessions to increase economic efficiency, etc. on the economy.
Keywords: *tax controlling, information and service support, tax management, tax planning, budgeting, tax control*

1. INTRODUCTION

An important task for any state is to manage tax flows competently and effectively. A new phenomenon in tax science - state tax controlling - can serve as a basis for the management of tax flows. Taxes are an essential part of the financial system of any state. On the one hand, they form the financial basis of budgets of different levels, and on the other hand, they are one of the most important instruments of state regulation of the economy. The concept of "controlling" comes from the English verb "to control" - to control, manage and regulate. In foreign financial literature, the term "controlling" is compared with the concept of controllership. In the domestic literature, the term "controlling" is often compared with the term "management accounting", which is used in the United Kingdom and the United States. However, it should be noted that management accounting, although closely related to controlling, is its instrumental basis.

2. HISTORY OF CONTROLLING

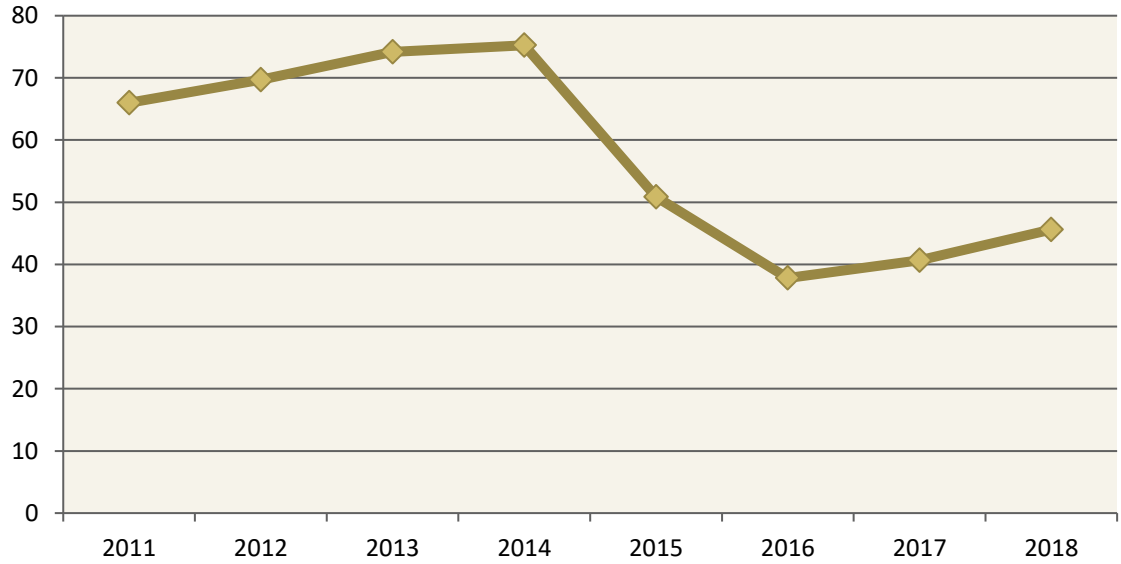
As historians and economists say [1], the origins of controlling are in the field of public administration and go back to the Middle Ages: in the English court in the XV century there was the position of "Countrollour", his duties included the public document management in the field of finance, as well as the control of commodity and cash flows. The next stage in the development of controlling was the establishment of the department "Controller, Auditor, Treasurer and six Commissioners of Accounts" in 1778 in the United States. Its main task was to control the expenditure of state funds (now transferred to the independent service "Controller General"). At the end of the 19th and beginning of the 20th centuries, the industrial growth of the United States, which led to new approaches to planning, became the main reason for the emergence of the institute of controlling. In modern sense, the concept of "controlling" as a characteristic of the field of enterprise tasks has become applicable in the United Statessince the end of the XIX century. Over the years, the tasks of controlling have become more complex and expanded.

In the 1950s, the main function of the controller in the United States was the maintenance of financial accounting, and since the mid-1980s, it has been the preparation of management decision making, as well as internal accounting and budgeting. At present, the above functions of controlling are the basis of the "American model". But in economic practice there is also a "German" model. The main functions of the "German" model include budgeting, management accounting and strategic planning. Currently, the concept of state tax controlling is not applied to the process of management of state tax flows. Moreover, this concept is absolutely new for tax science and practice.

3. COUNTRY VIEW

Since 2019 Republic of Azerbaijan begun integrate new taxation reforms by taking best examples of other economies. Carrying out this reform, the economies loses a certain part of its revenues. However, after the reform, the "shadow economy" is expected to be reduced, informal employment will be eliminated, economic activity will be revived and accelerated, especially in the private part of the oil sector, and citizens' rights will be better protected. This is a very significant, radical change and will actually cover every employee of the oil and non-state sector. Improvement also include the provision of long-term tax breaks for micro, small and medium-sized enterprises (SME's). In particular, small and medium-sized cluster companies (SME) are exempt from income tax, land tax and VAT for a period of 7 years from the date of registration. The same period of VAT exemption applies to the import of equipment, machinery and devices for production or processing by cluster SME. In addition, a part of income from services provided by entrepreneurs participating in the cluster SME, aimed at capital expenditures, is exempted from income tax for a period of 7 years. The benefits of micro-entrepreneurship include exemption from income tax and profit tax of 75% of income and profit from entrepreneurial activities. In addition, legal entities and private entrepreneurs that are subject to micro-entrepreneurship are exempt from property tax. The amendments also provide for exemption of income and profit from innovative activities of start-up engaged in micro and small business from income tax and profit tax for a period of 3 years from the date of receipt of their start-up activity certificate. Detailed dynamics of the country's GDP development can be seen in the Figure 1 and Figure 2 below (data are given in billion U.S. dollars) [4].

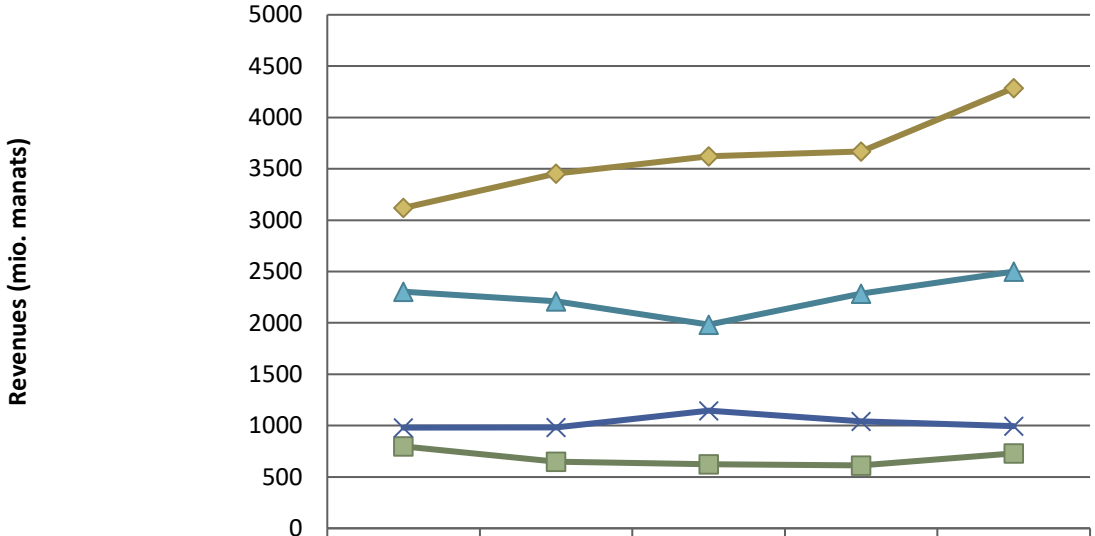
Figure 1: GDP value (in billion U.S. dollars)



Source: http://www.stat.gov.az/

Tax relations have a multi-aspect and multi-factor nature. Moreover, it is a very specific form of social relations. Its specificity is that taxes are the main and most important source of public finance through the mandatory withdrawal of part of the products (works, services) in monetary terms. This, in fact, is the subject of legal regulation of tax relations[5]. Thus, it is possible to see the dynamics visually and carry out further analysis.

Figure 2: Revenues (1 U.S. Dollar = 1,7 manat)



	2014	2015	2016	2017	2018
VAT	3119,6	3454,7	3623,5	3668,6	4287,6
Excise taxes	797,3	647,8	625,1	612,6	728,6
Income tax	2302,7	2211,1	1983,2	2285,9	2499,7
Personal income taxes	980,3	982,5	1145,7	1040,3	995,9

Source: http://www.stat.gov.az/

In order to improve the efficiency of tax administration, systemic measures have been implemented in many areas and clusters. New tax changes yield positive results and will build their activities in coordination with investors working in Azerbaijan, various business-uniting organizations, chambers of commerce of foreign countries. The modern tax system of the Republic of Azerbaijan has absorbed the world experience, is characterized by an extraordinary sophistication of taxation forms and methods and an exceptional variety of applied taxes and fees[6]. This allows taxpayers to clearly know the "game rules" and avoid, as it was not uncommon before, arbitrary behavior on the part of fiscal services. The tax reforms launched in the country since the end of 2018 have taken on a wide scale. Today, we are witnessing the results of reforms in tax, fiscal and budgetary policy in the first half of 2019. In other words, development and economic growth will have an impact on tax collection. Existing organizations (corporations, enterprises) are increasingly using various schemes to minimize tax payments, including illegal ones. The state, in turn, is forced to carry out more and more active tax reform, which, however, does not always serve to achieve the expected fiscal and regulatory effect. The current understanding of the process of managing tax flows does not recognize the need to manage tax flows at the state level. Therefore, to lay the foundations for the system of state tax controlling is the most important task of the modern theory and practice of state tax revenue and expenditure management. The main difference between tax controlling and tax control is that the former is primarily aimed at eliminating errors and miscalculations in the present and future through the management of tax flows of the state, rather than at

identifying deficiencies that have been made in the past. Controlling as a new research area has a wide range of instruments based on economic analysis that can be used:

- methods of mathematical statistics, which in the study of univariate systems use a variation series, distribution laws, sampling method, and in the study of multivariate systems - correlation, regression, dispersion, covariance, spectral, component and factor methods;
- mathematical programming is one of the most effective methods of research with the use of electronic computers;
- methods of operation research, providing the choice of suchcombination of interrelated indicators of the system, which leads to the determination of the best economic indicator out of a number of possible;
- game theory methods that provide optimal decision-making in the face of uncertainty or conflict of several sides.

Application of economic and mathematical methods allows to carry out a qualitative and quantitative analysis of indicators, to give a quantitative assessment of the value of risk and to choose the most effective (optimal) solution. The information base, which is formed at the previous stages, is necessary to calculate the integral criterion. It should be noted that in the scientific literature there is no unified opinion on the method of formation of this criterion. Since tax controlling is one of the subsystems of the general system of controlling, all these discussions equally concern this concept. The use of the term "tax controlling" is not generally accepted not only in Azerbaijan, but also in foreign practice. In the sources available today on this topic, however, this concept is considered mainly at the enterprise level [2]. Therefore, it seems expedient to develop methodological foundations for building a full-fledged system of tax controlling at the state level as well. Tax controlling as a multifunctional system, which includes the following blocks (subsystems):

- the concept, coordination system, methodological base, basic procedure and instrumental base for ensuring the implementation of all functions of tax flows management;
- functional block of information and service support of the process of tax flows management;
- functional block of tax management [3].

In our opinion, this definition most fully reflects the essence of a full-fledged, qualitatively developed system of tax controlling at both the corporate and state levels. The main factors determining the relevance of the implementation of the state tax controlling system are:

- the need to search for the most effective and advanced methods of tax flows management at the state level in order to qualitatively assess the tax policy pursued by the state and to identify possible hidden reserves for increasing the revenues of the budget system at the expense of tax revenues or reducing tax expenditures due to effective measures to counteract illegal tax evasion, legalization of the shadow economy's income, as well as assessment and monitoring of the efficiency and effectiveness of tax benefits and preferences provided;
- the need to create and further improve information support for the tax flows management of the state. Effective management of tax flows of the state is an extremely difficult task. To solve this problem, it is necessary to create a single information coordinating system of tax flows management, based on a single methodological and instrumental base, capable of integrating, coordinating and implementing the functions of tax management and its information and service support. Such a concept of management of tax flows of the state, methodologically and instrumentally provided, is the system of state tax controlling.

In view of the above, the figure shows the structure of the system of state tax controlling [4].

A functional block of state tax management, which is the basis for making managerial tax decisions, has the greatest autonomy in the system of state tax controlling. However, it is hard to see the normal functioning of the public tax management system without an appropriate information base. The main purpose of state tax controlling is to develop the concept of management of tax flows of the state, to create an adequate system of information and service support for tax decisions, in coordination with the functional systems of tax planning, forecasting, regulation and control, execution of tax budgets, as well as in methodological and instrumental support of the process of management of tax flows of the state. In the current context, characterized by the dynamic development of the national economy, the main purpose of state tax controlling should be directly related to the strategic goal of state regulation of the economy - the strengthening of the state financial system and ensuring economic growth on the basis of continuous and stable receipt of tax revenues in the budget system of the Republic of Azerbaijan and optimization of the composition and structure of state tax expenditures. This relation can be provided by setting up the state tax controlling and its functional blocks to develop and implement an effective system of management of tax revenue flows and tax expenditures, which is focused on the creation and long-term maintenance of a positive tax result at the state level. However, the provision of a positive tax result should not be carried out by any means, in particular, not at the expense of an ill-considered increase in taxes and the tax burden, but on the basis of an effective fiscal policy that ensures the growth of tax revenues based on the expansion of production, increase in sales and taxpayers' income. In this case, the system of state tax controlling and each of its functional subsystems will be adjusted to contribute, limited by tax flows, to the achievement of the overall strategic goal of state regulation of the economy - strengthening the financial system of the state and ensuring continuous economic growth. The goal of state tax controlling is implemented in its functions and tasks [5]. The State Tax Controlling is called upon to perform the following functions:

- information service (controlling forms an information channel that ensures the process of management of tax flows of all information, which helps to make balanced and effective decisions);
- organizational function (assumes the organization of management of tax revenues and expenditures of the state);
- coordinating function (designed to ensure consistency in the development of the concept of management of tax flows of the state and the creation of an adequate system of information and service support, as well as their coordination with functional systems of tax planning, forecasting, regulation and control);
- orientation to the performance by the state of its main functions; it is designed to ensure the process of performance by the state of its tasks and functions with the help of tax revenues [4].

4. THE SYSTEM OF STATE TAX CONTROLLING

Thus, the main tasks of the state tax controlling are:

- development of a coordination mechanism and its communication to all structural units of the state tax controlling;
- definition of tasks and functions of subjects of state tax controlling;
- establishment of norms and specific standards of tax controlling in the field of tax planning, budgeting, control and execution of tax tasks, tax accounting and reporting;
- arrangement and improvement of the processes of operational accounting of taxes and fees, preparation of statistical tax reporting forms and assessment of the efficiency of tax authorities;
- assessment of tax consequences according to the strategy and direction of development established by the state;

- other organizational, informational functions and those ensuring the process of management of tax revenues and expenditures of the state tasks.

The main instruments of state tax controlling are:
- forms and indicators of operational accounting of taxes and fees;
- forms and indicators of statistical tax reporting;
- methods, techniques and indicators of assessment of efficiency of control activity of tax authorities;
- other instruments[7];

5. CONCLUSION

As a result, in view of the above said, the state tax controlling should be understood as a multifunctional and coordinating system of management of tax flows of the state, integrating into a single complex such elements and functional blocks as the concept, coordination system, methodological and instrumental base of providing the process of management of tax flows of the state, information and service support of the process and public tax management.

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GENDER DISCRIMINATION OF WOMEN IN BUSINESS IN REPUBLIC OF CROATIA

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ABSTRACT

Discussions about gender differences and the transformation of gender relations, especially in the business, are current and ubiquitous. There are many surveys on the status of women in the modern society and the results showed discrimination. This paper presents a scientific study of attitudes of respondents on the status of women in the business in the Republic of Croatia,and has the goal to determine opportunities for work and advancement and existence of gender discrimination among employees. The survey was conducted through a digital questionnaire designed for this research purposes. The questionnaire consists of 12 statements about attitudes and experience of respondents. The study involved 463 respondents of both genders and was conducted during January 2019. Two hypotheses were stated. The first one says that gender discrimination is still present in the Croatian business environment and the second one that male and female respondents in Croatia do not share the same attitude towards the status of women in business. Mann Whitney U test was used for verfiying the correlation between the respondents attitude and showed statistically significant difference in 5 statements. On the basis of the results obtained both hypotheses were confirmed.

Keywords: *gender discrimination, gender differences, gender differences in business environment, position of woman in business environment*

1. INTRODUCTION

The need for gender equality has been emphasized throughout history. The biggest shift in the gender sphere can be attributed to the clash of generations and the change in the way society views women. According to the definition of the European Institute for Equality, gender stereotypes are preconceived ideas in which women and men are randomly assigned traits and roles that determine and limit their gender. Gender stereotyping limits the development of the natural talents and abilities of girls, boys, women and men, as well as their educational and professional experiences and life opportunities (European Institute for Equality). Using the principle of real life, the media world publicly promotes gender disparity, convincingly embodied in archetypal stereotypical patterns, which the audience then accepts and tolerates as representative, from the media as co-creators of public opinion, a verified way of behaving and thinking (Lubina, Brkić Klimpak, 2014). There are two forms of discrimination: direct and indirect discrimination. Direct discrimination exists if one person is treated less favorably than another person in a similar situation because of his or her racial or ethnic origin. Indirect discrimination is defined as bringing a person of a particular racial or ethnic origin to a particularly disadvantaged position on the basis of a neutral provision, criterion or practice, unless such a provision, criterion or practice can be justified by a legitimate aim for the use of

which appropriate and necessary means are used (Bilic, 2007). Social discrimination against women has its root in women's physical predispositions. Physical inferiority also grew into legal inferiority, which is why her primary role was childbearing and raising, housework and caring for older family members. The modern economic order and the equality of women in the labor market have led to a reduction in the employment gap between men and women. This fact has caused work-family conflict and gender conflict between men and women (Volarević, 2012). In developed economies, women make up half of the workforce. According to official data from the Croatian Employment Service, the share of unemployed women is higher than the number of unemployed men. According to data from the Central Bureau of Statistics, in jobs that employ a predominantly female workforce such as education, health care and social care, wholesale and retail trade, and financial activities, women are paid less. The average wage gap is 15%, and in activities that employ mostly women's workforce ranges from 15.2% in education to 24.3% in health care and social care (Vučemilović, 2011).

2. WOMEN IN THE LABOR MARKET

Structural changes in the labor market in contemporary society have led to changes in patterns of gender relations. The corpus of feminized occupations has increased and in the same time it led to decrease of their social reputation and salary levels (teachers, educators, social and medical care, various types of services and administrations). This implies horizontal segregation of the employment of women and men in various jobs, with women dominating the occupations resembling domestic jobs, and men in all categories of skilled jobs and leading managerial functions (Kamenov, Galić, 2011). Although women are increasingly turning to higher levels of employment, many of these women also retain most of their responsibilities for household and family life, maintaining patterns of inequality in employment (Genov, Živković, & Đaković, 2011). In 2014, a survey was conducted on the representation of women and men in management positions in business entities in the Republic of Croatia. In the governing bodies (board of directors) of the companies that participated in the survey, women make up 25.4% and men 74.6% of all board members. Women are represented on the boards of supervisors of the companies by 22.7% and men by 77.3%. In the position of the President of the Management Board of the surveyed companies, women represented only 9.4%, while women in the position of the President of the Supervisory Board represented 15.4%. Higher representation of women in leadership positions in companies was observed in the positions of Deputy Chairmen of the Management Board (23.5%) and Deputy Chairmen of the Supervisory Board (19.6%) (Ombudsperson for Gender Equality, 2014). In the EU, 66.5% of women aged 20-64 were employed in 2017, which is an increase of 62.1% of women employed in 2010. The employment rate for men in 2017 was 78% and in 2010 was is 75.1%. The principle of equal pay has been incorporated into EU treaties and gender equality rules in the labor market, however, all Member States continue to face difficulties in ensuring that they are properly implemented (European Commission, 2019). In Central Europe, women own 29.5% of the total number of private companies, while in managerial positions in Central European companies 27% are women. In business environments, men are generally in higher positions than women. A third (34%) of EU executives in 2017 were female. The share of women in this position did not exceed 50% in any Member State: the highest was recorded in Latvia (46%), Poland and Slovenia (both 41%), Bulgaria, Estonia, Lithuania, Hungary and Sweden (all 39%). The lowest shares were recorded in Luxembourg (19%), Cyprus (21%) Czech Republic (25%), Denmark, Italy and the Netherlands (all 27%). In the EU in 2016, women earned 16.2% less than men when comparing their average gross hourly earnings. On average, women earn less than men in all Member States, but this difference in income varies. The largest differences were observed in Estonia (25.3%), the Czech Republic (21.8%), Germany (21.5%), the United Kingdom (21.0%) and Austria (20.1%).

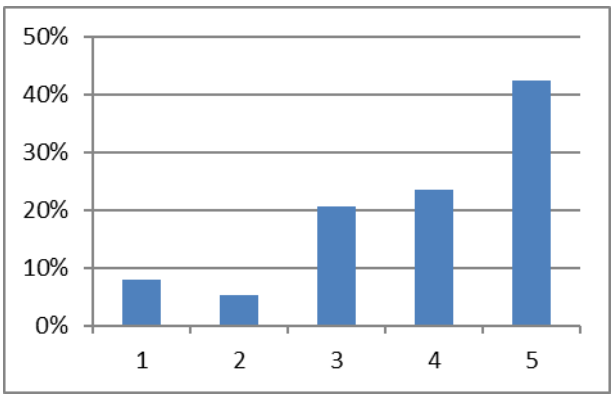
The smallest difference in income between women and men was observed in Romania (5.2%), Italy (5.3%), Luxembourg (5.5%), Belgium (6.1%) and Poland (7.2%).) (Central Bureau of Statistics, 2018).

3. RESEARCH METHODOLOGY

The aim of the research was to determine the attitudes of employees based on experience in their business environment, opportunities for promotion, and to analyze the status of women in the business world of the Republic of Croatia according to the results obtained. According to this, two hypotheses were stated: 'The problem of discrimination against women in the business world in Croatia is still present.' and 'Male and female respondents in Croatia do not share the same attitude towards the status of women in business'. The survey involved 463 employed persons in the Republic of Croatia, of whom 404 (87%) were women and 59 (13%) were men. The distribution according to the respondents' qualifications was as follows: 57% had completed secondary education, 24% had a university degree, 17% had a university degree, 2% were unqualified or qualified workers. In terms of work experience, the majority of respondents, 44%, stated that they had 0 to 5 years of work experience, 27% of respondents had 6 to 15 years of work experience, 24% of respondents had 16 to 30 years of work experience, while 5% respondents have 31+ years of experience. As many as 57% of respondents have a male superior person at work, while 43% have a female. The survey was conducted through a digital survey during January 2019.

4. ANALYSIS OF RESULTS

Respondents evaluated their experience and attitudes in the proposed statements using a five-step Likert scale, with 1 indicating complete disagreement and 5 agreeing completely with the stated. With the statement: ' The education of a woman is necessary for creation of a career' (Graph 1), 44.3% of respondents completely agree, 32.4% of respondents partially, 16.8% of respondents are undecided. 3.7% of respondents disagree, while 2.8% completely disagree.



Graph 1: The education of a woman is necessary for the creation of a career

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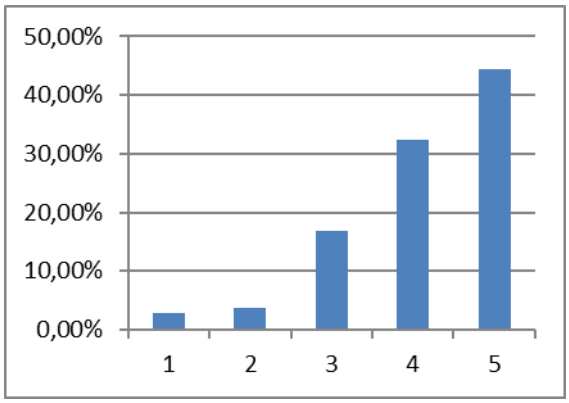
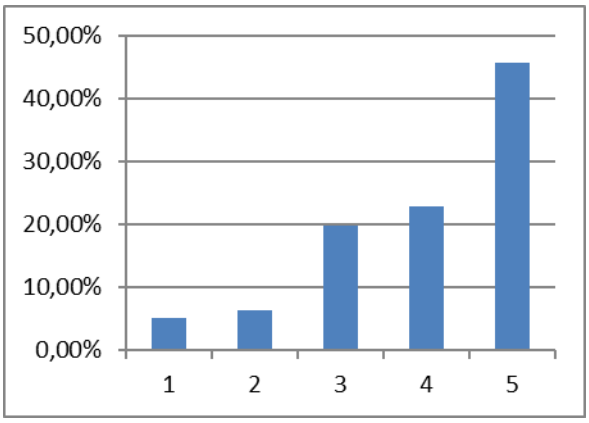
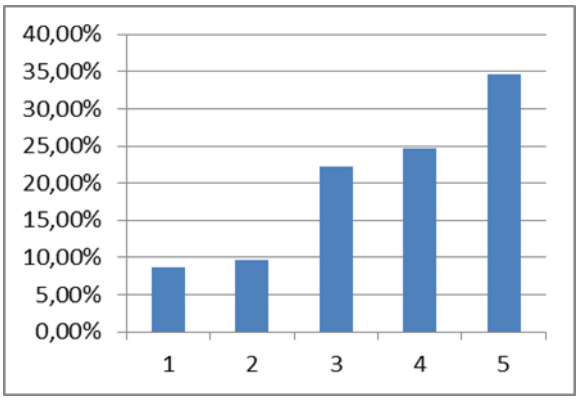


Graph 2: Women are paid less than men for doing the same jobs

Most respondents, 42.5% fully agree with the statement that women are paid less than men for the same jobs (Graph 2), 23.5% of respondents partially agree, 20.7% of respondents are undecided, 5.2 % of respondents disagree and 8% of respondents completely disagree. Even 34.6% of respondents completely agree with the statement that women are employed in lower paid jobs (Graph 3), 24.7% partially agree with the statement, 22.3% of respondents are undecided, 9.7% of respondents do not agree with the stated while 8.7% of the respondents completely disagree. Graph 4 shows the experience of women with being asked questions about marital status for when interviewing for a job. The frequency of this practice is expressed by 45.8% of respondents, 22.9% of respondents partially agree with the stated statement, 19.9% expresses indecision, while 6.3% of respondents disagreed and 5.2% of respondents completely disagree with the satement.

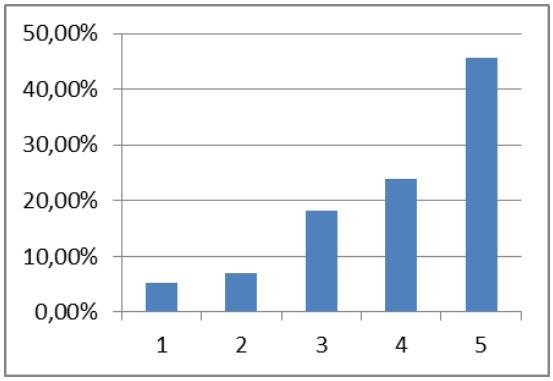


Graph 3: Women are employed in less paid jobs

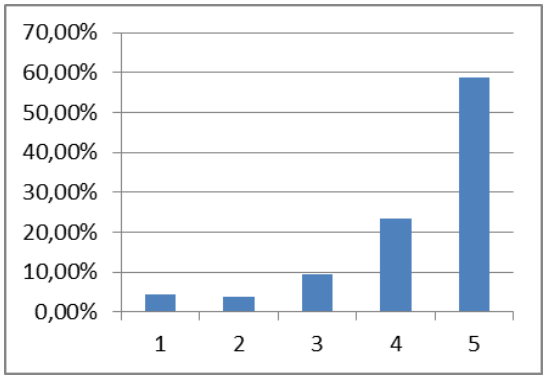


Graph 4: The issue of marital status is posed to women at job interviewing

Experience with being asked the question of the number of children when interviewing for a job, 45.7% of respondents completely agree showing that they have close experience, 24% of respondents partially agree, 18.2% of respondents are undecided, while 6.9% disagree and 5. 2% of respondents completely disagreed (Graph 5).

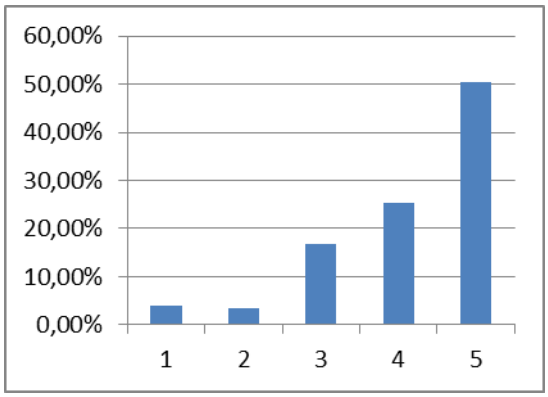


Graph 5: The issue of number of children is posed to women at job interviewing

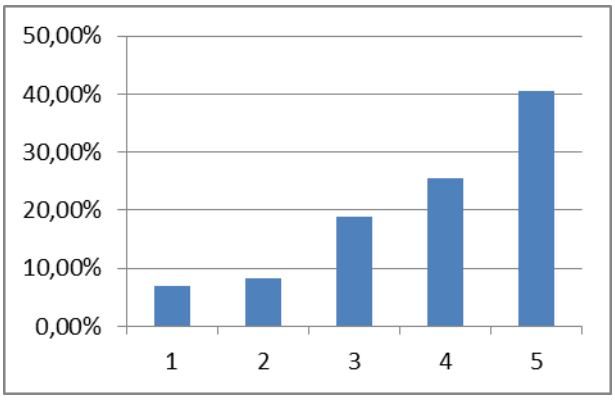


Graph 6: Women put more effort into being in the same position as men

The sixth claim was that women put more effort into being in the same position as men, with which 58.7% fully agreed, 23.4% partially agreed, 9.5% said they were indecisive, and only 3.9 % of respondents disagreed with the stated statement and 4.5% of respondents disagreed completely (Graph 6). With the seventh statement, Mobbing against women is more present than with men, 50.4% of respondents completely agree, while 25.3% partially agree, 16.9% are undecided, 3.5% do not agree while 3.9% strongly disagree with the statement.

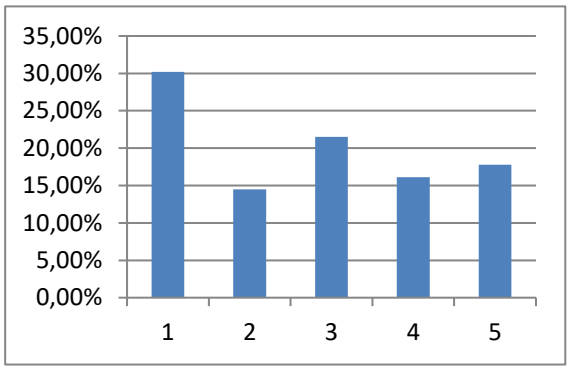


Graph 7: Women are more often being mobbed then men

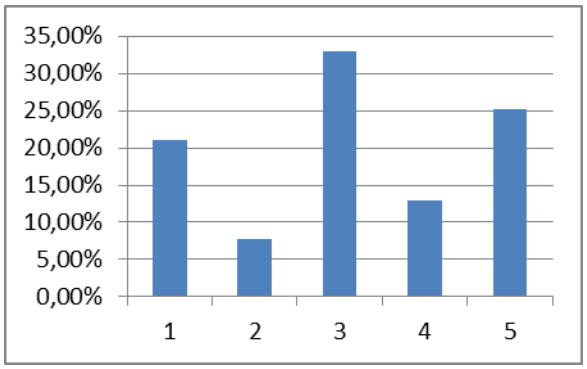


Graph 8: Women's work is less important then the one of the men

Graph 8 shows the respondents' attitudes towards the assumption that women's work is defined as less important than men's. With this statement 40.6% of the respondents completely agree, while 25.5% agree partially. A percentage of 18.8% of respondents is undecided, while 8.2% of respondents disagree with the stated statement, and 6.9% disagree completely. The claim saying that a successful businesswoman can become only with the significant support of a man in the business environment has received the agreement of a slightly smaller number of respondents. There are 17.8% of respondents who completely agree with the stated statement, and 16.1% of respondents partially agree with the stated statement. A total of 21.5% of respondents are undecided, while 14.5% of respondents disagree with the statement and 30.2% disagree completely.



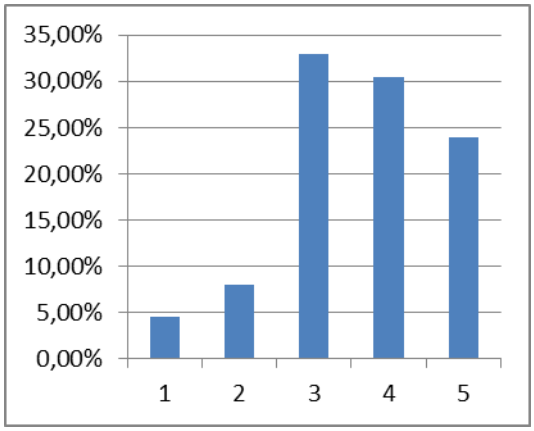
Graph 9: Businesswoman can become successful only with the significant support of a man



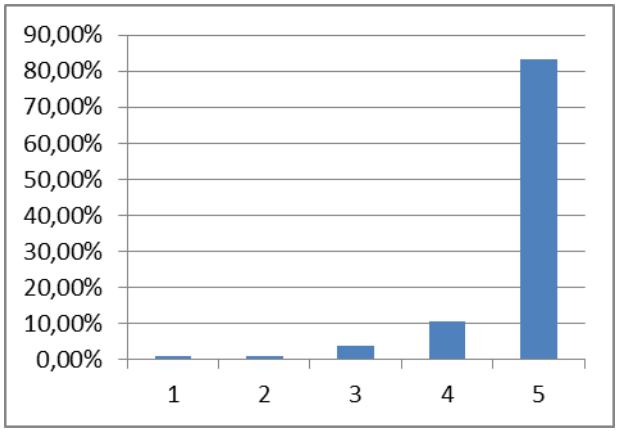
Graph 10: Preference of having a male boss over a female boss

On the statement about the attitude of the respondents towards the preference of the male boss (superior) over the female (Graph 10), 25.2% of the respondents expressed the proposed preference, 12.9% of the respondents partially agreed with that, while 33% of the respondents

were undecided. Preference in this context did not show 7.8% of respondents who confirmed disagreement, while 21.1% disagreed strongly. Regarding sexism, as shown in Graph 11, as many as 24% of respondents agree with the statement about the representation of sexism in the business, 30.5% of respondents partially agree, while 33% are undecided. A total of 8% of respondents disagree with this statement, while 4.5% disagree completely.



Graph 11: Sexism is highly represented in business



Graph 12: Women are equally capable of business decision making in the organization as the men are

On equality between women and men in business decision-making, 83.4% of respondents completely agree with the statement and partial agreement was expressed by 10.7% of respondents. There were 3.9% of respondents who were uncertain, while 0.9% disagreed, and only 1.1% of respondents disagreed completely with the stated. To determine the difference in attitudes between male and female respondents (Table 1), a Mann Whitney U test for independent samples was conducted. Respondents showed statistically significant differences in attitudes for a total of 5 out of 12 statements, with the significance level taken for results less than, 05.

Table following on the next page

Hypothesis Test Summary

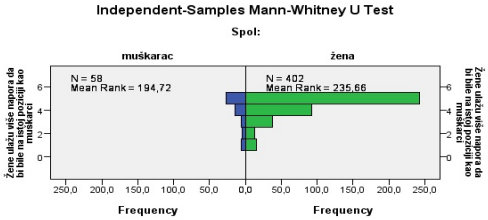
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Kod žena obrazovanje je važno za stvaranje poslovne karijere is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,763	Retain the null hypothesis.
2	The distribution of Za obavljanje istih poslova žene su manje plaćene od muškaraca is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,398	Retain the null hypothesis.
3	The distribution of Žene se zapošljava na manje plaćenim poslovima is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,463	Retain the null hypothesis.
4	The distribution of Pitanje bračnog statusa često se postavlja ženama prilikom razgovora za posao is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,244	Retain the null hypothesis.
5	The distribution of Pitanje broja djece često se postavlja ženama prilikom razgovora za posao is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,120	Retain the null hypothesis.
6	The distribution of Žene ulažu više napora da bi bile na istoj poziciji kao muškarci is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,013	Reject the null hypothesis.
7	The distribution of Mobing nad ženama prisutniji je nego kod muškaraca is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.
8	The distribution of Ženski rad se definira kao manje važan od muškog is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,001	Reject the null hypothesis.
9	The distribution of Uspješna poslovna žena može postati samo uz značajnu podršku muškarca u poslovnoj okolini is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.
10	The distribution of Radije bih da mi je nadređeni muškarac nego žena is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,366	Retain the null hypothesis.
11	The distribution of Seksizam žena visoko je zastupljen u poslovnom svijetu is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,399	Retain the null hypothesis.
12	The distribution of Žene su jednako sposobne za donošenje odluka u poduzeću kao i muškarci is the same across categories of Spol:.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

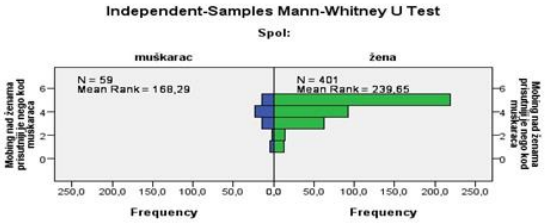
Table 1: Display of Mann-Whitney U test results

These statistically significant differences relate to attitudes about the need for greater investment of effort by women to achieve/maintain the same business positions as men (sig ,013); the view that mobbing dominates towards women than men (sig ,000); that women's

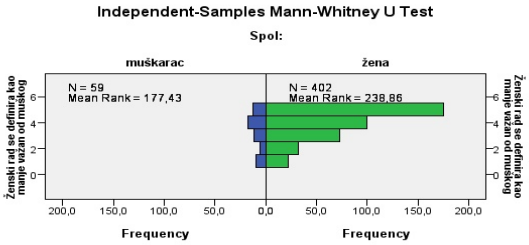
work is defined as less important (sig ,001) and that a woman can achieve business success only with the support of a man (sig ,000). The last statement that found a statistically significant difference between the views of female and male respondents is one that speaks of women's equal ability to make business decisions (sig ,000).



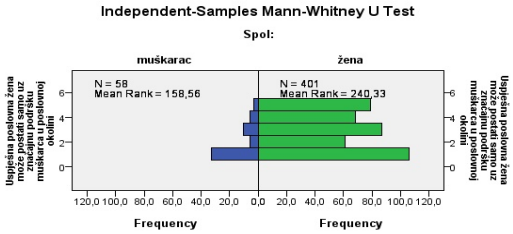
Total N	460
Mann-Whitney U	9.583,000
Wilcoxon W	11.294,000
Test Statistic	9.583,000
Standard Error	838,093
Standardized Test Statistic	-2,476
Asymptotic Sig. (2-sided test)	,013



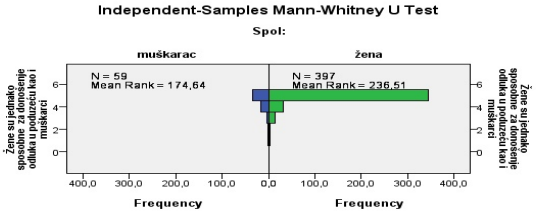
Total N	460
Mann-Whitney U	8.159,000
Wilcoxon W	9.929,000
Test Statistic	8.159,000
Standard Error	878,670
Standardized Test Statistic	-4,177
Asymptotic Sig. (2-sided test)	,000



Total N	461
Mann-Whitney U	8.698,500
Wilcoxon W	10.468,500
Test Statistic	8.698,500
Standard Error	910,693
Standardized Test Statistic	-3,470
Asymptotic Sig. (2-sided test)	,001



Total N	459
Mann-Whitney U	7.485,500
Wilcoxon W	9.196,500
Test Statistic	7.485,500
Standard Error	920,214
Standardized Test Statistic	-4,503
Asymptotic Sig. (2-sided test)	,000



Total N	456
Mann-Whitney U	8.533,500
Wilcoxon W	10.303,500
Test Statistic	8.533,500
Standard Error	612,083
Standardized Test Statistic	-5,192
Asymptotic Sig. (2-sided test)	,000

Figure 1: Independent Samples Mann-Whitney U test for statements 6,7.8, 9 and 12

Mann-Whitney U test for independent samples showed statistically significant difference between the mean rank of female and male asnwers for the following five statements as shown in figure 1: (6) showing the need for greater investment of effort by women to achieve/maintain the same business positions as men (Mean rank difference = 40,94)); (7) the view that mobbing dominates towards women than men (Mean rank difference = 71,36); (8) women's work is defined as less important (Mean rank difference = 61,43); (9) a woman can achieve business success only with the support of a man (Mean rank difference = 81,77) and equality of women's ability to make business decisions (Mean rank difference = 61,87). The results indicate the most significant mean rank difference at satement (9) where the attitude of respondents towards the conditionality of women's success and the support of a man is stated. The smallest mean rank difference is found at statement (6) where respondents indicated comparison of effort investment in business success between genders.

5. DISCUSSION

More than half of respondents, 65%, agreed that women were paid less than men for the same jobs, which is a statistically significant indicator that women in the business world are discriminated. Also, at the very beginning, the woman was placed in a subordinate and less preferred position during her employment by asking questions about marital status and number of children. A statistically significant indicator is the percentage of 82.1% of the respondents who agree that a greater effort of a woman to achieve the same business position than a mani s needed. It should taken into account that a very similar percentage of 83.4% of respondents agree with gender equality in making business decisions. Analyzing the presented results of research on the position of women in the business world, it can be concluded that the hypothesis said: The problem of discrimination against women in the business world is still present, can be accepted. By analyzing other answers, one can see the dispersion of the respondents' attitudes, for example, with the question whether a woman's business performance is conditioned by the support of a man. Here, almost half of the respondents disagree with this statement, but the percentage of 33.9 is significant enough to make a deeper analysis in this regard. Results that presented the differences in attitudes between male and female respondents are statistically significant and the hypothesis saying: 'Male and female respondents in Croatia do not share the same attitude towards the status of women in business' can be accepted as well.

6. CONCLUSION

Judging by the specific indicators that are difficult to come by, the status of women in the business world of the Republic of Croatia has not been significantly investigated to date. Given the great efforts that have been made in recent years to develop awareness of gender equality and anti-discrimination, it is expected that the trend to encourage and create equal status for women in the business world will continue to change in a positive way. According to the current analysis of the market and the position of women in the labor market it can be concluded that the situation has changed for the better, but that discrimination has not been eradicated in any area of employment. Discrimination in employment in the Croatian labor market is still present, already in job interviews, where most companies ask personal questions about marriage, children and starting a family. Despite various laws that protect women from discrimination, society should also work to suppression stereotypes. Gender stereotypes and prejudices can only disappear if the traditional perception that women are a 'weaker gender' dominated by men is changed. The relevance of the topic was also demonstrated by the responsiveness of voluntary respondents, and it can be concluded that respondents need to talk about this problem and that deeper areas of equality should be analyzed, especially about the power of men in the business world and the need of a woman to be supported by the 'powerful' business men.

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ADVANTAGES, LIMITS AND ISSUES OF USING THE COMPETITIVE PRICING STRATEGY

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ABSTRACT

When a company starts its business, it faces the difficult task of setting prices for its products. Price is one of the crucial factors a customer will consider when making decisions about purchase. Customers are price sensitive and browse through multiple sites for price comparison and choose one that offers the best deal. When pricing its products, a company can have several problems. If prices of its products are too high, customers will not buy them. If prices are too low, profits will be negligible. The question is: How to set the most competitive price in the market and ensure a good return on investment? This paper is focused only on one of the possible pricing strategies - competitive pricing strategy. Competition starts in the moment, when two products with similar core features are produced by different companies. In pricing strategy based on competition, company sets its prices based on its competitors´ prices rather than on its own cost and profit objectives. Before pricing products, company should research its competitors to figure out where it fits in or what to change. The aim of the paper is to provide extended information about competitive pricing to companies, which are considering applying this approach. The basic definitions are complemented by a model example where the principle of competitive pricing is clearly explained. Furthermore, the benefits that a company can obtain by applying this approach are provided. On the other hand, there are also problems and disadvantages that companies should take into account. Finally, there are recommendations for companies to make this pricing strategy more effectively. This paper may point out on relevant and necessary information about this pricing strategy and help companies in decision-making process to choose the right pricing strategy according to their needs.

Keywords: *competition-based pricing strategy, competitive pricing, price competition, pricing strategy*

1. INTRODUCTION

The price is one of the basic components of the marketing mix and pricing a product is one of the most important aspects of marketing strategy. The choice of a suitable strategy depends on many factors and the company should not forget to follow its stated goals. There exist many options. It can decide whether to enter with high price to the market and convince customers of the quality and uniqueness of the product. The second option is to break into the market at a very low price, which is lower than that of competitors and to achieve a high profit on the basis of a large volume of sales. It can also choose the simplest solution and value products at the same price as competitors, of course only if it really offers similar products. All of this depends on whether its factor of decision making will be production cost, competition or demand.

Product price decisions are among the most important in the marketing mix and depend on the legal conditions of the economy and the particular economic situation in which the enterprise is located. In the conditions of the Slovak Republic, the area of prices and price setting regulates the Act of the National Council of the Slovak Republic no. 18/1996 Z. z. about prices. For the purposes of this Act, the price is understood like "the monetary amount agreed for the purchase and sale of goods". This Act also regulates measures to prevent undesirable price developments, i. e. price regulation and prohibition to negotiate a disproportionate price. Inappropriately chosen price can bury the best service or product, on the contrary, the well-chosen price will increase the sales of such a product, which would not normally be taken on the market. Price is the only element in the marketing mix that generates company revenues, all other components represent costs. Setting prices of products or services should not be for a company only a simple calculation. On the contrary, prices can be practical tools for achieving goals or through them companies can communicate the quality of products or services. If managers want to figure out the best way to set prices, it's worthwhile to examine pricing objectives to develop a clear idea of what company wants its pricing strategy to achieve (Ody-Brasier & Fernandez-Mateo, 2017). Companies can choose one of the three options when setting the price for a good or service: set it below the competition, at the competition, or above the competition. In order for a business to charge a higher price than competitors, it is necessary to create an environment that warrants the premium, such as generous payment terms or extra features. In this case, company must compete on quality rather than on price, if it hopes to charge a premium price (Majerova, 2014). This strategy is also called as premium pricing and is used, for example, by company Apple Inc. It focuses on the creation of high-end products and ensuring the consumer market sees its products as unique or innovative. This is the main task - to differentiate the product from those created by competitors. Customers should be aware of these differences that justify the premium pricing, through marketing and branding (Krizanova et al., 2013). The second option is also called a loss leader strategy. A company may set lower price than competitors and potentially take a loss if the company believes that the customer will purchase additional products from the same company once the customer is exposed to the other offerings. The profitability of the other products can then subsidize the economic loss incurred on the below-market priced product (MacGregor Pelikanova & MacGregor, 2019). Thirdly, company can charge the same price as its competitors or set the prevailing market price as given. Although companies are selling a similar product at similar price, there is an option to differentiate themselves through marketing or providing different service (Nadanyiova et al., 2015). The following paper consists of nine chapters, from which obligatory are: Introduction, Conclusion, Acknowledgment and Bibliography. In the second chapter Understanding of competitive pricing strategy is given basic information about this pricing strategy, accompanied by a model example for a better understanding of the issue. The third chapter Advantages of competition-based pricing strategy represents of summarizing the main advantages of using competitive pricing. The fourth chapter Limits of competition-based pricing strategy contains a list of challenges that companies have to face when applying a given strategy. Since each method has its pros and cons, the fifth chapter Main issues and disadvantages of competition-based pricing strategy lists the disadvantages, respectively, the main problems that arise in connection with the application of this approach. Finally, the sixth chapter Recommendations for companies contains recommendations for practice to make the usage of competitive pricing more effectively.

2. UNDERSTANDING OF COMPETITIVE PRICING STRATEGY

Competitive pricing consists of setting the price at the same level as one's competitors. It is defined by Investopedia (2019) than the process of selecting strategic price points to best take advantage of a product or service based market relative to competition. This method is based on the assumption that competitors have already worked hard to establish their prices.

In each market there are companies that sell similar or identical products, and according to classical economics, the price for these products should, in theory, already be at an equilibrium (or at least at a local equilibrium). Therefore, if newly-launched company decides to set the same prices as competitors, it can avoid the trial and error costs of the price-setting process. However, we are encountering a problem here. Every company is different and so are its costs. Considering this, the main limit of the competitive pricing method is that it fails to account for the differences in costs (production, purchasing, sales force, etc.) of individual companies. As a result, this pricing method can potentially be inefficient and lead to reduced profits (Popp et al., 2018). This pricing method is more useful for companies selling similar products, because the attributes of a products remain similar and providing services can vary from company to company (Mitea, 2018). The background for competition-based pricing strategy is price competition. Price competition is defined by game theorists exactly as a game, because the ultimate outcome resulting from any move that you make depends upon how your competitors react to it (Brandenburger & Nalebuff, 1997). Making the right choices in a game is very different from making the right choices to solve a puzzle - such as how to make a product more efficiently (Nagle & Műller, 2018).

2.1. Model example of competition-based pricing strategy

To better understand this pricing approach, here is a model example. On the market there are two firms. Firm "A" has been selling electric kettles for years and they have 2 different products: an entry-level product priced at 25 € and a top-notch product at 50 €. They experimented with different prices for years before reaching this equilibrium. If the entry-level product was cheaper, firm "A" would lose margin; and if it was higher they would lose market share. The same goes for the top-notch electric kettle. Another firm – let's call it "B" - enters the market with two electric kettles, an entry-level one and a top-notch one. The best prices to be used by firm "B" are the prices already set by firm "A", as firm "B" can assume that "A" has identified the best prices aimed at maximizing their profit and reaching the price equilibrium. It is worth mentioning that the market for electric kettles is mature and consumer preferences are well-known. The difference in pricing strategies between the two firms can be seen in the following figure.

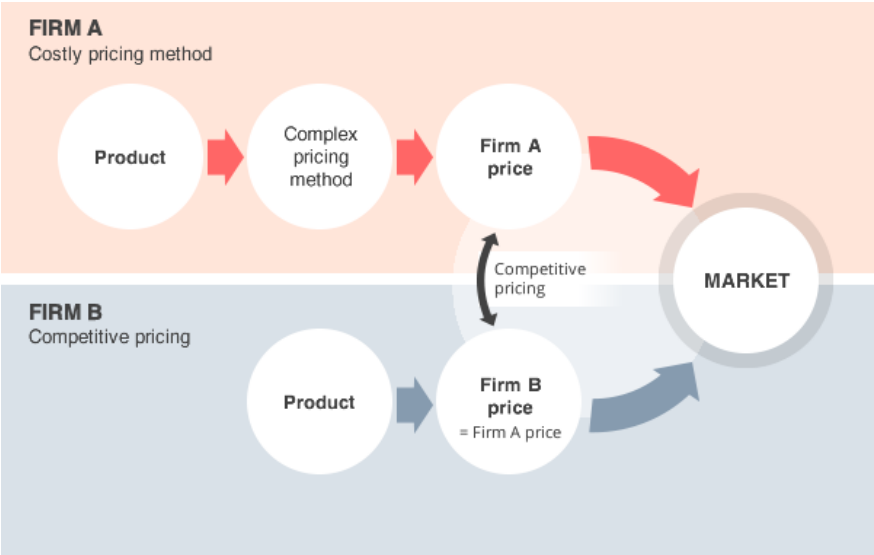

Figure 6: Comparison of costly pricing method and competitive pricing (Grasset, 2015)

The first company to enter the market had to make a lot of effort to correctly value its products and achieve price equilibrium.

The second company, which came to the market later with the same products, had two options ahead. Either it would also work hard to value its products correctly, or it would choose a simpler way to price its products - as its competitors.

3. ADVANTAGES OF COMPETITION-BASED PRICING STRATEGY

In the following paragraphs, we have summarized the main advantages of using competitive-based method. However, we do not exclude that there are others.

3.1. Simplicity

Firstly, the authors have to highlight simplicity of this method. Company can easily copy the prices of competitors, because they are most often publically displayed. If products are the same or highly similar, it is simpler way to copy prices rather than apply another pricing strategy. For this reason, we can claim that through this pricing method company can save the time and money, because competitors pay the costs of establishing an optimum price (Grasset, 2015).

3.2. Low risk

Secondly, this method is associated with low risk. Competitors' prices are already verified and, if they do not lead to bankruptcy, they can also be used by companies offering similar or identical products. The risk is borne by a competitor who has devoted time and money to devise a suitable pricing strategy for its products. Unfortunately, there can exist rare situations, when could potentially be some punctual inefficiencies (on one specific product) resulting from this method which could then spread to the entire market (Grasset, 2015).

3.3. Stabilized equilibrium price

As mentioned above, this method leads to equilibrium. For retail industry are typical millions of customers and millions of sales that take place every day. In case that most of retail sellers on the market are using the competitive pricing method, the entire market can reach a stabilized equilibrium price (Grasset, 2015).

3.4. Satisfaction of price sensitive customers

Researches have shown that price is the first thing that up to 60% of customers think of. It’s usually one of the key deciding factors for businesses or consumers when making a decision. Other one of the facts is, that an average online shopper will visit at least 3 websites before finalizing their purchase. It means that shoppers give importance to pricing and how these compare among other sellers. So from the perspective of shoppers, using a competitive pricing strategy will help to keep customers happy and allow room for business to grow (Valaskova et al., 2018).

4. LIMITS OF COMPETITION-BASED PRICING STRATEGY

Possibility of using the competitive pricing is only when the products sold by different firms to the same customers are pretty much identical. On the contrary, it is not useful if products are just partially similar and are not exactly identical, then the price is hardly transferrable from one product to another. For this reason, businesses face many challenges - to define competitors; to establish congruency between products as well as to collect and to analyze data (Grasset, 2015).

4.1. Definition of competitors

In order to analyze prices, a company must first know who its competitors are. Problem is, that competition can take on various forms - online retailer and an offline retailer can indeed be competitors in some cases, but not in others.

For example, it is likely that online and offline book sellers are competitors as they are essentially serving the same customers. But online and offline food sellers cannot really be seen as competitors as their target market is not exactly the same. Therefore, before being able to set a competitive price, a firm needs to carefully identify its relevant competitors (Popescu et al., 2018).

4.2. Definition of congruency

Classical economics claims, that two products are congruent if a consumer can somehow replace a quantity of one product by a quantity of another product without experiencing any loss in product utility. However, it can be difficult task to define congruency when comparing its products with those of its competitors. For example, it is difficult to answer the following question: Are the last Apple iPhone and the last Samsung Galaxy congruent? Defining congruency is the complicate part of competitive pricing (Grasset, 2015).

4.3 Gathering and analyzing data

After defining congruent products and competition, the next step is to collect relevant pricing data. The prices of most competitors are displayed on the Internet. A company can also use price tracking software (some of them are mentioned in the subchapter 6.1). The frequency of obtaining price information needs to be well-defined because it varies considerably from one business sector to another (Ignatyev & Nurtdinov, 2018). For example, on Amazon, prices can sometimes change almost every minute, but most retailers do not change their prices that often.

5. MAIN ISSUES AND DISADVANTAGES OF COMPETITION-BASED PRICING STRATEGY

In the following subchapters, we will present the main issues or disadvantages that may arise when using competitive pricing.

5.1. Static market

Competitive pricing can lead to missed opportunities, which is the main issue of using this approach. It may arise that all sellers in a given market blindly are pricing their products at the same prices, without any rational reason. The result: a static market that can lead to price war or a race to the bottom (Grasset, 2015).

5.2. Non-optimal price for everyone

The following problem is related to the previous one. Competitors' prices can lead to setting a non-optimal price. An optimal price for one competitor also does not mean an optimal price for another competitor. Some companies have to deal with fixed costs that are larger than their competitors, meaning that they may potentially need to sell larger product volumes in order to amortize the fixed costs in question. Imagine two companies with different fixed costs and the same selling prices for products. For one company the price can be optimal, for the other it is not guaranteed (Grasset, 2015).

5.3. Reduction of the profits on the whole market

Practically, every player on the market uses competitive pricing. It makes the market static, and if the market price equilibrium is suboptimal, the profit of the entire market will be reduced. The price will remain at the same "competitive" level and profits will gradually decrease until they reach zero value (Grasset, 2015).

5.4. Aggressive pricing policy

If customer struggle is aggressive, it can lead to a race to the bottom. Here's an example. A company decides to apply an aggressive pricing policy with a mix of competitive pricing and penetration pricing by setting the price 10% lower than its competitors. Another competitor may repeat this step. Result: the overall market price will slowly decrease and the profits will decrease too. The new equilibrium will be one with lower profits and thus largely suboptimal (Grasset, 2015).

5.5. Race to the sky

Due to competitive pricing, the price level of products may increase. Imagine this real situation. Amazon sells "printed on demand" books which web crawlers (that also operate on the Amazon Market Place) can then sell at a higher price. If there are customers on the market willing to pay the higher web crawler prices, the web crawler will simply buy the book from Amazon and make profit on the Amazon price. Result: web crawler wants to maximize its profits and will set its price higher and higher, and other web crawlers will use the competitive pricing method to set the same higher prices which will in turn lead to a race to the sky (Grasset, 2015).

5.6. Distraction from other business tasks

If a company is too focused on monitoring and competing with the other players on the market, it can be distracted to such an extent that it fails to perform other business tasks, for example it may miss covering production and overhead costs. There is a risk of losing from margins. Companies should not forget other tasks that can affect their brand image or costs (Gençler, 2018). Finally, we have to point out that to sustain competitive pricing strategy (creating resources for such technologies, money, and new staffs) can be a trouble for micro and small-sized companies. These types of companies should to focus on growth or operational optimizations rather than trying to compete first (Kliestik et al., 2018).

6. RECOMMENDATIONS FOR COMPANIES

Following chapter contains recommendations for practice to make the usage of competitive pricing more effectively. Chapter consists of three main subchapters named by concrete recommendations - price tracking software, dynamic pricing and combination with other strategies. Subchapter price tracking software is then divided into next subchapters of concrete software programs for price tracking.

6.1. Price tracking software

If company is going to apply competitive-based pricing strategy, it is very worthy to use a price tracking software. It will have access to intelligence that other companies would find difficult to gather manually. Through using this software, a company is able to respond to every step of its competitors. Result: better position of company towards different strategic decisions of competitors and no danger of losing its customers because of the price wars (Gençler, 2018). In following subchapters, we introduce significant price monitoring software programs, which can be useful for companies using competitive-based pricing strategy to monitoring prices of competitors and other activities.

6.1.1. Pricemanager

Pricemanager is an incorporated reporting tool with a competitor price monitoring solution. With this tool, it is possible to track and monitor competitors' online product pricing and have a comparison with product pricing to beat the cutting edge competition. This tool is usable on technology driven market (http://www.pricemanager.com/how-to-price-your-competitors-without-getting-caught/).

6.1.2. DataCrops

DataCrops is competitor price monitoring software used to extract, automate, and deliver product pricing information from different competitive web sources. It also helps in building best price monitoring sites. DataCrops even offers specific retail price intelligence solutions to strongly increase the financial performance of online retail or ecommerce organizations by setting-up an online retail pricing plan and competitive business strategies (https://datacrops.com/blogs/track-competitor-prices-utilizing-price-monitoring-software-tools/).

6.1.3. Upstreamcommerce

Upstream is a product and pricing analysis tool that works on a cloud system. It analyses the products and prices of its client's competitors. It offers an all-inclusive solution with its intelligence tools which includes product assortment, price monitoring, price tracking and product pricing optimization which help ecommerce players to track and monitor pricing behaviour (https://www.predictiveanalyticstoday.com/upstream-commerce/).

6.1.4. Profitero

Retailers and manufacturers use this tool for price intelligence service. The software tool assists retailers augment on sales and profits by offering quality competitive insights extracted from online sources (Cahill, 2019).

6.1.5. Comptera

It is a cutting-edge competitive price tracking as well as monitoring solution with an in-depth focus on creating and analyzing online pricing strategies. It is an influential, verified solution providing competitors pricing, promotion solution, stocks, business and competitive insights for online retailers to make pricing and product assortment decisions swifter (https://competera.net/resources/articles/why-choose-competera).

6.1.6. Springbord

Springbord delivers online price monitoring services that provides complete visibility into competitors' pricing information and possible price fluctuations giving companies the opportunity to identify competitive and profitable price points for its products (Claire, 2018). When selecting the right price monitoring software, we recommend to check important factors, like data delivery, data accuracy rate, and how user-friendly software is. These will make the biggest key differences in the quality of the price monitoring software and will help to pick the best one for needs of concrete company.

6.2. Dynamic pricing

If your company decides to use competitive-based pricing, it should lay foundations of dynamic pricing. It is complex approach that stands at the top of competitive pricing strategies. In dynamic pricing, frequently updated competitor pricing information can be used as a triggering factor to update your own prices depending on certain pricing rules for your product assortment. With the abilities of dynamic pricing, you'll be able to compete much better in the industry and allow you to maximize profits with each pricing change (Gençler, 2018).

6.3. Combination with other strategies

We recommend this strategy combine with some other pricing strategies to make it even more efficient. Company can use a competitive strategy, i. e. charge the same price as competitors for similar or identical products. However, it must bear in mind that each company is different

and therefore has different costs. Very effectively is usage a mixed approach, where cost-based pricing may decide on the target profit margins according to the competitor pricing (Gençler, 2018).

7. CONCLUSION

Every company on every market, before as well as during doing business, faces a difficult task - how to optimally price its products or services. Setting prices of products or services should not be for a company only a simple calculation. Prices can be practical tools for achieving goals or through them companies can communicate the quality of products or services. Inappropriately chosen price can bury the best service or product, on the contrary, the well-chosen price will increase the sales of such a product, which would not normally be taken on the market. Companies can choose one of the three options when setting the price for a good or service: set it below the competition, at the competition, or above the competition. In this paper, we focused on competitive pricing. Competitive pricing consists of setting the price at the same level as one's competitors. This method is based on the assumption that competitors have already worked hard to establish their prices. In each market there are companies that sell similar or identical products, and according to classical economics, the price for these products should, in theory, already be at an equilibrium (or at least at a local equilibrium). Therefore, if newly-launched company decides to set the same prices as competitors, it can avoid the trial and error costs of the price-setting process. However, we are encountering a problem here. Every company is different and so are its costs. Considering this, the main limit of the competitive pricing method is that it fails to account for the differences in costs (production, purchasing, sales force, etc.) of individual companies. As a result, this pricing method can potentially be inefficient and lead to reduced profits. On the other hand, method is simple and it is associated with low risk. In case that most of retail sellers on the market are using the competitive pricing method, the entire market can reach a stabilized equilibrium price. Each method has its limits, so businesses have to deal with certain complications when applying competitive pricing - to define their competitors, to define congruency and to gather and analyse the relevant data. We are unable to answer clearly which pricing strategy is best for business, depending on many factors. However, companies can consider the main advantages and disadvantages and limits of competitive pricing and take into account our recommendations. We think it is very important to constantly monitor the actions of competitors, but businesses should not forget their uniqueness and identity.

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INSTITUTIONAL CHALLENGES FOR MANDATORY PENSION FUNDS IN CENTRAL AND EASTERN EUROPE

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ABSTRACT

Pension funds are one of the basic contributors of the efficient financial system because of promoting long-term savings and stimulating financial development and economic growth. Strong development of pension funds in the last decades is driven by the growing demand arising from the ageing of the population in the last decades. Due to the great importance of pension funds in the social and political terms, their establishment, operations and investment structure are subject of the special interest in every country. Therefore, development of institutions is basic precondition for successful performance and meeting the specific goals of pension funds. Institutional framework include a set of laws and regulations, supervisory and regulatory institutions, organization structures, policies and procedures. In this paper we describe the intricacy of pension governance and instituional framework in the countries of Central and Eastern Europe (CEE). The comparative analysis indicates relative variation in their achieved results, portfolio structure, costs and legislative framework. Inspite of similar path of development and environmental conditions of pension system in these countries their responses to the impact of global financial crises were heterogeneous. Due to underperfomance of mandatory pension funds after 2008 and the shortfall in public fiscal revenues, confidence in the pension system and political suport weakened and triggered significant and comprehensive changes in the pension systems of CEE countries. They resulted in reduction, reform or reversal of second pillar and mandatory pension funds. The aim of this paper is twofold: to examine the diversity of formal institutional frameworks in and to point out possible indicators of institutional development that can be obstacles or incentivnes for pension funds perfomance.

Keywords: *Central and Eastern European countries, financial crises, institutional framework, mandatory pension funds*

1. INTRODUCTION

Numerous countries have faced the unsustainability of the existing pension systems (defined benefit system) due to the increasing number of retirees, longer life expectancy, declined birth rates and changes in the labor market that have increased fiscal imbalances. In Europe, the old-age dependency ratio, which is the ratio of the older population to the working population, is projected to double by 2050 (Song, Ryu 2018). Unfavourable problems were even more pronaunced in the countries of Central and Eastern Europe (CEE) at the begining of transition

period because of high unemployment, the informal economy and the evasion of tax revenues. Furthermore, their pension systems were extremely vulnerable to political pressure and abuse. Originally, CEE countries had followed the Bismarck model of pension system. However, in the mid-1990s, almost all CEE countries recorded significant deficits in state-funded pension systems i.e. pay-as-you-go system (PAYG), despite very high contribution rates. The restructuring of the pension systems initially involved different parametric measures, for example, increasing the retirement age, tightening conditions for retirement and increasing contribution rates. Nevertheless, these changes proved to be insufficient, and most countries undertook comprehensive reforms of generational solidarity and transition to a defined-contribution system or to mixed system in order to solve fundamental problems. Most of the CEE governments implemented pension reform initiated and encouraged by the World Bank report »Averting the Old Age Crisis« (World Bank, 1994). Reformed pension systems upgraded existing PAYG system with two pillars consisted of mandatory and voluntary pension funds. Pension funds have a direct impact on the growth of national savings, reduce pressure on government budgets and stimulate economic dynamics, while at the microeconomic level, the benefits are evident in strengthening individual responsibility (Orszag, Stiglitz, 2001; Barr, 2006). The special contribution of these systems is evident in stimulating the development dynamics of the financial markets, and especially in its long-term segment. The pension funds market is the fastest growing segment of the financial system in the CEE countries. Differences in the growth of assets under management are caused by the beginning and nature of reforms and the establishment of the mandatory (second) pillar of the pension system, the range of investment opportunities and specific investment regulation. The 2008 global financial crisis triggered the second wave of pension system changes. Many countries decided to diverge from the existing pension system, especially in the second pillar by reducing the amount of contributions transferred to the mandatory pension funds, changing fund participation rules or even nationalization of manadtory pension funds assets (Rudolph, 2013; Bielawska, Chłoń-Domińczak, Stańko, 2017). The objectives of this work are twofold: to examine the diversity of formal institutional frameworks in CEE that are central to the performance of public pensions and to point out possible indicators of institutional development that can be obstacles or incentivnes for pension funds perfomance. The paper is divided into five parts. The introductory remarks provide insight into the subject and the research problem. The second part briefly reviews the design of the pension system in the CEE countries.The third part present an overview of institutional framework for pension funds performance in selected CEE countries, while the forth section of the paper is focused on policy responses and changes in their pension system after the global financial crises. Finally, the last section offers conclusion.

2. OVERVIEW OF PENSION SYSTEMS IN CEE COUNTRIES

Almost three decades ago, CEE countries have carried out structural reforms of their pension systems. Several countries have introduced a Chilean-type of mandatory (three pillar model), privately managed pension system, strongly advocated by the World Bank (1994). Beside retaining public PAYG earnings-related scheme two additional pillars were introduced. The CEE countries that implemented this type of pension system include Hungary (1998), Kazakhstan (1998), Poland (1999), Latvia (2001), Bulgaria (2002), Croatia (2002), Estonia (2002), the Former Yugoslav Republic of Macedonia (2003), the Slovak Republic (2005), and Romania (2008) (Hirose 2011). Pension system in Czech Republic was formed in 1994, by adding a voluntary supplementary personal pension savings scheme to PAYG system (or first pillar). The additional pension insurance can be considered as the third pillar of the pension system.[1] Funded second pension pillar in Czech Republic was introduced in 2013 as optional one.

[1] The third pillar in Czech Republic also includes products offered by commercial insurance companies.

Slovenian pension system is an exception among CEE countries because of the lack of the mandatory second pillar. Pension system in Slovenia is set of PAYG system complemented with occupational pension scheme (second pillar) and voluntary personal savings (third pillar). The second pillar consists of supplementary occupational pensions that are mandatory in the public service, banking sectors and specific difficult for difficult and harmful occupations. For other sectors, employers can form voluntary occupational schemes on if at least two-thirds of employees agree to join. The key argument supporting the multi-pillar pension reform strategy was in promotion of solvency and sustainability of pension systems in the long term, achieving macroeconomic stability and boostening economic growth, increased domestic savings, fast capital market development, creating a stable base of institutional investors and better labour market incentives (World Bank, 1994; Orszag, Stiglitz, 2001; Hirose, 2011).

Table 1: Pension systems of selected CEE countries (Bielawska, Chłoń-Domińczak, Stańko, 2017; authors' update)

Country	1st pillar (unfunded – PAYG)	2nd pillar (Mandatory funded schemes)	3rd pillar (Voluntary funded schemes)	Contribution rates (2nd pillar)	
				2007	2018
Bulgaria	DB	2002	1996	5.0%	5.0%
Croatia	DB	2002	2002	5.0%	5.0%
Czech Republic	DB (since 2010 DC)	Optional (since 2013)	1994	-	5.0%
Estonia	DB	2002	1998	6.0%	6.0%
Hungary	DB	1998	1994	8.0%	-
Latvia	NDC	2001	1998	8.0%	6.0%
Lithuania	DB	2004	1998	5.5%	5.5%
Poland	NDC	1999	1999	7.3%	2.3%
Romania	DB	2008 (voluntary since 2018)	2007	2.0%	3.75%
Slovakia	DB (Points)	2005	1996	9.0%	4.25%
Slovenia	DB	X*	2000	X*	X*

**Exist for specific professions (from 1992)*

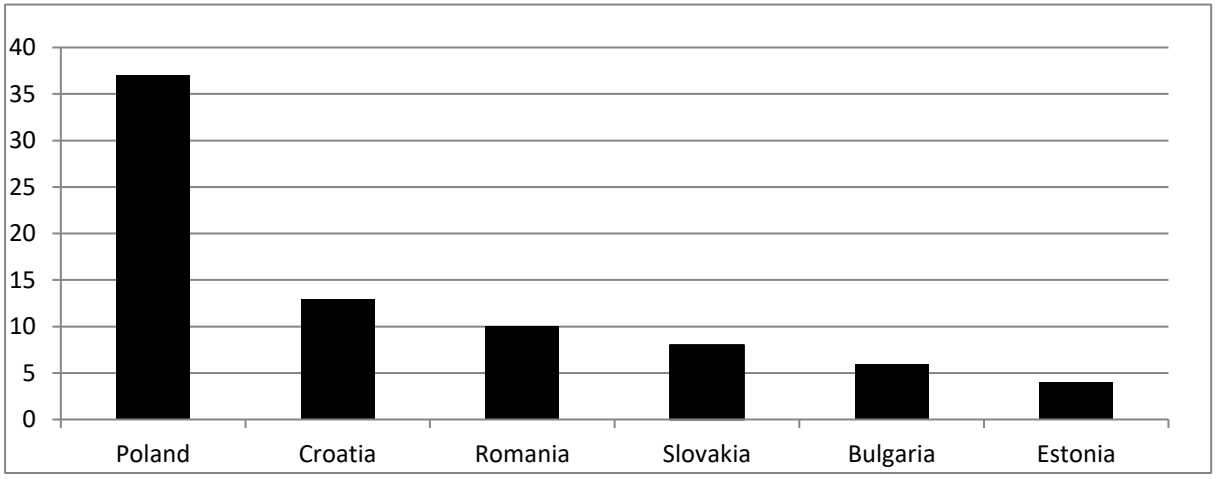

Chart 1: Mandatory second-pillar pension assets in 2018, in bn of EUR (OECD, 2017)

The main problems of pension funds in CEE countries are as follows (Bakker, Gross, 2004; Šonje, 2011; Prohaska, Olgić Draženović, Suljić 2015; Bielawska, Chłoń-Domińczak, Stańko, 2017):

- disproportion between huge demand of pension funds and underdeveloped capital market,
- vulnerability to political interference,

- conflict of interest between key stakeholders,
- conservative investment limits, which prevent them from better use of equity premium,
- high exposure to country risk given prevailing investing in domestic government bonds,
- fee structure – in most of the countries fees are quite high, particularly the ones charged on assets under management which determine the long-term cost of saving for retirement;
- problem of transparent measurement of pension fund performance (vulnerability to populism and ad hoc policy measures).

One of the main benefits of introducing mandatory pension funds was to strenghten local capital markets and creation of new class of domestic institutional investors. In Croatia mandatory pension funds became the second-biggest institutional investors after banks.

3. INSTITUTIONAL FRAMEWORK FOR MANDATORY PENSION FUNDS

Adequate financial infrastructure, high level of transparency and existance of specialized supervisory entity are necessary conditions in order to ensure responsibility of fund managers for dispose of savers resources and prevent misappropriation of fund assets (Castañeda, Rudolph, 2011). Most of CEE use a stringent legislative regulation related to the problem of investment structure, i.e. the maximum permissible volume of investment in certain types of assets, and restricting or prohibiting the entry of funds into risky and speculative affairs. Namely, unlike other institutional investors, the basic principles of the operation of pension funds are related to security, risk dispersion and maintaining the necessary liquidity, not primarily to maximize profitability of investments. Investment regulation and supervision of pension funds industry is a metter of capital market development. In general, CEE's capital markets are underdeveloped with shortage of investible assets locally. They are not capable of absorbing pension funds investments without a significant effect on domestic asset prices and risk of creating speculative bubbles. There is evident regulators reluctancy to permit more investments in foreign stocks or riskier instruments. Therefore, most of the pension funds assets is invested in local government bonds. In this unfavourable conditions, pension savers do not have enough knowledge and experience to select a pension fund, the investment options are limited and pension fund managers have strong incentives to maximize short-term returns. Therefore, Castañeda and Rudolph (2011) justify stricter investment regulation than those in deeper and more developed markets. Bielawska, Chłoń-Domińczak, Stańko (2017) state that quantitative and strict investment restrictions are justified in cases where fund managers and regulators do not have enough experience and for underdeveloped and volatile markets. Nevertheless, with market development, regulation should become more liberal. The pension privatization reforms created a “quasi-market” for pension services: it replaces the monopolistic state provider with competitive private pension funds managers. The market concentration has even increased over time for mandatory pension funds in CEE through mergers and acquisitions (OECD, 2017).

Table following on the next page

Table 2: Investment structure of mandatory pension funds in selected CEE countries in 2018 (IPE 2019a)

	Bonds	Cash and deposits	Stocks	Other assets
Poland	6,2	5,7	85,4	1,9
Slovakia	65,9	-	28,0	6,2
Croatia	70,7	5,4	16,0	1,7
Bulgaria	63,6	1,1	33,3	2,1
Romania	65,8	8,5	18,9	6,7
Estonia	48,9	2,1	17,3	31,3*
Latvia	44,6	4,5	2,2	47,3**
Lithuania	38,1	5,4	-	55,6***

** 18,9% units of stocks funds; 12,4% units of other investment funds*
***47,31% Investment funds*
**** 55,63% Collective investment units*

With regard to investment policy and investment regulation, most of pension funds in analysed countries followed a very conservative approach. Investment in government bonds significantly exceeds the statutory minimum and causes high exposure to the domestic market (high political and country) risk, especially in Croatia, Slovakia, Bulgaria and Romania. Traditionally pension funds in CEE have mainly invested in fixed income, but the last few years they have started to shift towards equities, investment funds and other alternatives. Exposure to stocks of pension funds portfolio is highest in Poland, while Croatia pension fund managers kept the investment orientation reluctant to take risks. 'One of possible explanations for that lies in the fact that corporate debt markets are dominated by bank-based lending and yet need to develop in the region. Another factor can relate to the high state indebtedness which kept yields on public debt securities attractively high' (Bielawska, Chłoń-Domińczak, Stańko, 2017, p. 23). Some of the authors considered it the most efficient strategies from the long term perspective that maximise the welfare of individuals (Blake 2008; Castaneda and Rudolph 2011). Recent attempts to improve the second pillar regulation in many countries included introduction of life-cycle investment strategies. Life-cycle investment strategy is built on the idea of "age-based investing" with possible opt-out for specific age cohorts. The idea is based on premises that riskier investments with high returns are suitable for younger persons at the beginning of the accumulation phase. On the other hand, for members that are approaching the retirement age, security of investment is more important than high returns (Kovačević, Latković, 2015, p. 32). Optimal shifting strategy from risky to conservative assets varies across the CEE countries. In addition to investment restrictions, most countries have introduced additional measures in order to preserve retirement savings. For example, minimum return guarantee on invested assets (Czech example) have been defined, as well as fund managers' obligations to regularly publish the performance and market value of the assets of the funds (Iorgova, Ong, 2008). However, this system did not facilitate any competition among the pension funds. Return guarantees proved to be costly for providers and this cost is eventually paid by future retirees, either in a form of high fees or a conservative investnment policy, and in the end results in the the effect of herding or similar investment patterns (Kominek, 2006). Herding phenomenon encouraged manager to skew asset allocations towards short-term portfolios and entail a convergence of portfolios towards sub-optimal portfolios (for example in Hungary and Poland).

However, minimum return guarantee is considered to be adequate mechanism in order to protect contributors from agent and principal problem (Castañeda, Rudolph, 2011). Due to the fact that pension funds in CEE countries are commercial entities, there is a large pressure on achiving high profit through fees and other costs. Once again, that can lead to the effect of herding, when managers produce annual performance very similar to each. On the other hand, pension funds members are passive due to a low elasticity of demand with respect to prices.

4. FINANCIAL CRISES AND DIVERSITY OF RESPONSES

The severity and duration of the global financial crises differ in CEE countries. Financial crises adversly hit the public finance, raised social transfers and caused tremble of public's confidence in their pension systems with quite different policy reactions. They varied from unchanged settings and slight adjustments to radical turns and even systemic changes and reversal of multi-pillar model. The scope of the change (in particular permanent vs. temporary one) is an outcome of many factors, including, most importantly, the public finance situation and worsening of the fiscal stability triggered by the financial and economic crisis after 2008 (Chlon-Dominczak, 2018). Different policy measured in CEE countries resulted from an economic downturn are shown in the table 1.

Table 3: Reversals of funded parts of multi-pillar systems in CEE countries (Bielawska, Chłoń-Domińczak, Stańko, 2017, p. 15)

Reversal	Hungary (permanent)	8% 2nd pillar contribution rate reduced to 0% in January 2011 and transferred to the 1st pillar - state PAYG system. Reversal is of a permanent nature
Part reversal part reduction	Poland (permanent)	7.3% contribution rate cut to 2.3% in May 2011. From February 2014 contribution at 2.92%, in February 2014 assets invested in government bonds transferred to PAYG scheme and redeemed. In 2014 system made opt-out and opt-in in specified time slots. Assets from FF transferred gradually to PAYG 10 years prior to retirement. Reduction in the size of mandatory funded system is permanent, however rights in the PAYG state pension system have increased.
Reductions in contributions	Slovakia (permanent)	9% contribution reduced to 4% in 2013with planned further increase to 6% in 2024. Funded scheme opt-out and opt-in system.
	Estonia (temporary)	6% contribution rate cut to 0% between June 2009 and January 2011 and shifted to PAYG. Gradual increase from 2011. Rate set at 3% in January 2011 and 6% in January 2012. In 2014-2017 at 8% to offset missed contributions
	Latvia (partial reduction)	8% contribution rate reduced to 2% in May 2009. Rates increased to 4% from 2013
	Lithuania (partial reduction)	5.5% contribution rate reduced to 2% in July 2009. Rates further lowered to 1.5% in January 2012 and 2.5% in 2013. Change to 3% (2%+ 1%) January 2014, voluntary participation. Additional contribution at 2% in 2016-2019.
	Romania (temporary)	Reduction in planned growth path of contribution rate from 2% to 6%. Rate froze at 2%, started to increase from 2011 at annual rate of 0,5pp.
No changes in 2nd pillar arrangements announced as of June 2012	Croatia	No changes, 2nd pillar contribution rate remains at 5%.
	Bulgaria	No changes, 2nd pillar contribution rate remains at 5%.
	Macedonia	No changes, 2nd pillar contribution rate remains at 7.42%.
Planned implementation of 2nd pillar continuing	Czech Republic	2nd pillar reform started on January 1, 2013. Contribution rate were set at 5%.

Pension system was particularly vulnerable due to its large dependence on government budget, partly caused by transition costs associated with introduction of second pillar. Some CEE countries have opted for using a pension (reserve) funds as a 'piggy bank' by reducing mandatoy pillars contribution. Hungary took the most extreme action by effectively nationalising the second-pillar pension (reserve) funds and use it to lower the public deficit. Following a pension reform, since 2011 new entrants to the labour market in Hungary have been enrolled in the public pay-as-you-go system only and no longer in a funded pension plan, while members of the previously mandatory funded pension plans were given the choice of keeping their accounts or transferring their assets into the pay-as-yougo system. Most of the participants chose to switch back to the pay-as-you-go system (Freudenberg, Berki, Reiff, 2016). Similarly, almost half of open pension funds assets in Poland were transferred to the PAYG schemes (or to the national budget), followed by a massive drop in a number of members of the second-pillar (only 18,3% of the eligible members). By law amandments, open pension funds were forced to transfer domestic sovereign bonds into the social security system, made participation optional and lower the level of paid contributions. The Czech Republic introduced an optional second pillar in 2013. Employees were given the option of diverting part of their earnings to the new second-tier pension funds. However, retirement funds never gained considerable interest, and new pillar was terminated shortly after it started operation. In the case of Estonia, Lithuania and Romania the reduction of pension is temporal and after the period of adjustment, the contribution rate are expected to come back to the initial level.The most recent policy retreat in Romania has occurred in 2018 with policy retreat i.e. cut of a contribution rate from 5.1% to 3.75%. Also, for Romania further second-pillar revisions are being considered, i.e to make individual accounts optional. Bulgaria moved to an opt-in model in 2016, while Slovakia has oscillated between mandatory and voluntary systems (a series of opt-outs). Fultz, Hiroses (2018) shows that second-pillar policies remain unsettled in most CEE countries (except Poland and Hungary). Three governments have allowed certain workers to exit the second pillars (Bulgaria, Croatia and Slovakia), refund their contributions, and receive a full public pension. The arguments for all of these changes were different (besides high pressure on budget resources): high level of fees and costs, intransparent system and low rates of returns. Neverthelss, all of these were design elements of pension system that were easy to correct, while the lost of trust in the pension system and reliability of accumulated pension savings can hardly be restored. Using the second pillar to stabilise public finances has proved to be a short-term solution. In Poland general government debt fell from 55.7% of GDP in 2013 to 50.2% the following year after the second-pillar reform. Only two years later it had groown up to 54.1% (IPE 2019). Without doubt, such crisis management shifts enlarged pension obligations into the future and financing of future pensions will rely mainly on PAYG pension schemes (Hinrichs, 2015, p. 24).

5. CONCLUSION

Further development and strenghtening of capitalised saving is inevitable regarding underlying economic and demographic forces which relate to population aging, public finance difficulties and global investment opportunities. Therefore, development and improvement of multi-pillar model shuld be a challenge and imperative for policymakers and pension-fund managers. Cross-national CEE comparison of the post-2008 reforms reveals different solutions for pension systems. Changes in pension system were consequence of political inconsistency and varied from minor (or none) modifications to radical pension reforms of institutional framework, regulation and structure of old-age security systems. The aim of these changes were to improve deteriorating condition of fiscal position and the rising pressure from current pension system expenditure after the outbreak of the global financial crises. For countries that opted for reversals of pension reforms savings form pension funds immediately lowered the public debt.

At the same time, that caused increase of the hidden debt in the form of future pension obligations of the state.

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THE ANALYSIS OF FIVE COMPETITIVE FORCES OF MARINE CONTAINER TERMINAL INDUSTRY BASED ON POLISH MARKET

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ABSTRACT

Marine containerization has become a highly important goal in modern global, regional and local transport policy. The improvement of maritime transport within the Poland includes the upgrade the quality of marine container terminal services. A marine container terminal is a nodal place where goods in container units are transhipped between any two or more transport modes. In this paper it has been described and analysed the marine container terminal market (MCTM) with the help of Porter's model of five competitive forces. The central question is: who are the stakeholders in the terminal market? We will particularly address the critical decision factors faced by terminal operators in terms of strategic importance, location and network configuration of marine container terminals by employing Porter's competitive focus. Firstly, the industry competitors in the MCTM will be analysed. Secondly, the buyers of the marine container terminal services will be described, followed by the suppliers of the terminal supra- and infrastructure. Other competitive forces are the potential entrants into the MCTM and the substitutes for the use of marine container terminals. After the outline of this analytical framework of the MCTM, it is possible to identify where the economic power is located in the market and how the positions of the different participants in the market can be enhanced. The analysis will further address (de)regulation competences for different governmental levels involved in marine container terminal operator's activities.

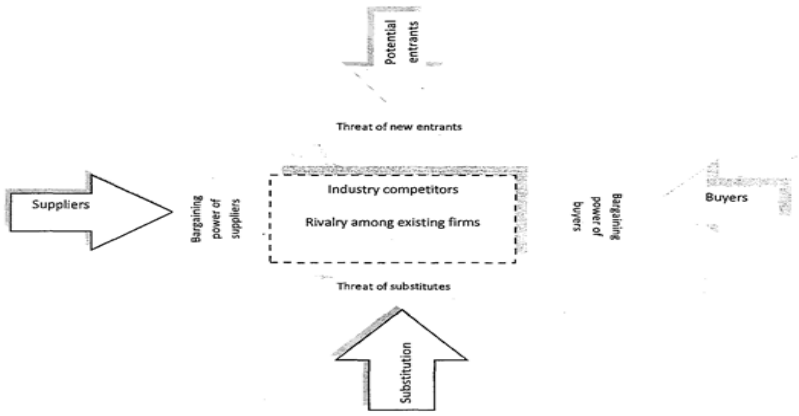
Keywords: *maritime container terminal, Porter's model of five competitive forces, terminal's substitution, terminal's competitors, terminal's suppliers, terminal's customers*

1. INTRODUCTION

A marine container terminal is a place where container units are transferred by two or more freight transport modes. The container terminal is the most complex systems with highly dynamic interactions among the various handling, transportation and storage units, and incomplete knowledge about future events (Kim K.H., Günther H.-O., 2007). In this nodal place container units are loaded and unloaded, transported, stored and/or distributed. Generally, the marine container terminals considerably differ in size, function, and geometrical layout (Kim K.H., Günther H.-O., 2007). The enlargement in marine container terminal size, yard capacity and in productivity have been major changes in the marine container terminal industry. They view handling as one of the costliest aspects of logistic channel performance, and thus the objective is to reduce handling operations in the logistic chain to an absolute minimum. The logistic chain is here defined as the integrated perception of production, transport and the market place (Coyle J.J. et al., 1994). The marine container terminals' core business, remains the same. The MCTOs handle capacity and operate different types of transportation, handling and storage equipment, both partly owned and partly leased. The most sophisticated container handling technology represent a large amount of capital and focus mainly on operational efficiency. The core business of marine container terminal operators mainly consists of two operations: ship operation and yard operation. Ship operations are aimed at time optimizing container loading and unloading, to decrease ship turnaround time at the terminal. Yard operations are aimed at optimizing equipment-generated revenue by optimizing costs, maximizing capacity unitization and yield per handle container. Yard operation area are split on some parts.

There is a yard which is divided on: import/export stock containers, special stack areas, separate areas, warehouses area and truck and train operation area. in which are stocked import and export containers. The yard is mostly divided into number of blocks. Special stack area is reserved for reefer containers, which need electricity supply for cooling, or store hazardous goods. Some terminals employ CFS and/or destaffing station for stuffing and stripping containers or for additional logistics services. The truck and rail intermodal transport area links the marine contain terminal to its hinterlands' customers. The development of such complex terminal system can only be justified by a considerable increase in its the performance and/or a decrease in total costs. The aim of this paper is to assessment on the potentiality of marine container terminals. The fundamental question, which we would like to receive in this section is: Where is the economic power marine container terminals market? By economic power we mean: the potential to generate profits from invested capital in the long-run. Porter's model of the five competitive forces (Porter, 1980) is a very useful method when describing the marine container terminal market and in providing an answer to the above mentioned question. The five competitive forces in Porter's model are generally described in Fig 1.

Figure 1: Porter's model of five forces



Source: Porter M.E. (1979)

This model makes possible the analysis of the current and future strengths of competitive forces within a certain market. If other competitive forces are weak this means that the profit potential for industry competitors is higher. Furthermore, the profit potential is not the same in each sector. In every market, pressure is placed on each company as a result of competition. Competition is more multi-faceted than just winning strategies of the industry competitors in the current terminal market. In addition, the current marine container terminal market is forming by the following forces suppliers, buyers, potential entrants, substitutes and the present competitors.

2. INDUSTRY COMPETITORS

2.1. Industry competitors

The first competitive force is not complicated because there are a small number of marine container terminal operators involved in such activity in local or regional market. The industry has an oligopolistic competition because there are no many players on the local market. The marine container terminals market has a little bit differential structure because the core terminal business always is the same e.g. containers loading and unloading. The differential market structure depends on whether terminal operator services ocean carriers, feeder carriers or short sea shipping carriers. Therefore, the MCTO's market is a little bit different. The above-mentioned marine container terminal operators compete with each other to provide the best

services at their terminals for the lowest possible price. However, some marine container terminal operators gain additional advantages because of its localisation (for example natural deep-water channel at seaport), which allows for: directly calls ocean carriers at the terminal, and a higher freight rates for box then offered by other container terminal operators, and a faster and higher increase of container transhipment. To a certain degree, well-localisation of marine container terminal may create for him a monopolistic power in reference to other worse-located marine container terminals because only the largest vessels may enter into such terminal. MCTO may use its monopolistic power in reference to ocean carriers who have to pay even more than twice times fees for containers handling then the feeder service vessels companies in the other container terminal. The second solution is a result of high competition in which exist at the terminal market. The shipping company, in general, has a bargain power because at every moment it can change the marine container terminal operator. This strong competition among marine container terminal operators will hopefully result in the attraction of more marine container flows and a better serviced customer. In the marine container terminal market, we have two important groups of industry competitors. The first group consists of marine container terminal owners who are not providing the terminal services by themselves. The only services they provide are some facilitations for a real marine container terminal services operators. This can manifest as the provision of a paved terminal area, office space, storage, warehouses, rail (multimodal) and road infrastructure. The marine container terminal owners can be operated as a public and/or municipal authorities. This type of terminal's service provider is responsible for building, maintains, modernisation and revitalisation of marine terminal's infrastructure. The terminal's infrastructure provider grands concession on operation of container terminal infrastructure per square meters(Notteboom, et al., 2012; De Langen et al., 2012). However, the infrastructure provider must also assure an access of MCTO to water infrastructure (berth depth, berth distance,), transport infrastructure (road and rail infrastructure which connects marine container terminal service provider with companies located in his hinterland and foreland), fuel and electricity infrastructure and finally telecommunications infrastructure. By the terminal's infrastructure means all kinds of installations that form a basis for any operation or system which are in use by MCTO. In many seaports the role of terminal infrastructure providers plays Port Authorities. The quality and area of terminal's infrastructure and its price concessions are crucial elements which are deciding on possibilities and scope of providing terminal's services. So far, the terminal's infrastructure providers have not entered into the real marine container terminal operation but it could change in the future. However, this kind of group should be a neutral position in the area of activity. The second group of "industry competitors" consists of the real marine container terminal operator who provides the real terminal service assortment. In this paper the terminal operator is in principle a private company/operator. The marine container terminal operator is particularly interested in the costs' optimizing of the terminal services provided to its customers. The costs' optimizing means such looking for costs' saving which are not negatively impact on quality services provided by real marine container terminal operator (Marek R., 2018). The main goal is to provide terminal services that are requested by customers. In order to provide the marine container terminal services, the marketing mix can be used: product, promotion, price, people and place. The product of the terminal operator is the terminal service assortment. This assortment differs from terminal to terminal and can be very broad. The two central service groups that can be provided by the terminal operator are defined as follows: (A) core terminal services, and (B) additional terminal services. These two groups can be sub-divided into following classes of sub-services (Marek R. 2018):

a) Core terminal services:
    1. Loading and unloading.
    2. Direct container transhipment without storage.

3. Container Storage.
4. Container monitoring.

b) Additional terminal services:
1. containers and cargo handling.
2. cargo groupage into container.
3. container depot.
4. container repair.
5. container cleaning.
6. warehouse operation.
7. value added services.
8. export-import Customs clearance.
9. transport management.
10. information management.

The aim of the marine container terminal operator is to provide the customer with terminal services for the best possible price. The best possible price is not necessarily the lowest price because the delivered terminal service(s) are in general the best combination of time, place and costs. Promotion of the terminal products relies especially on personal contacts of salespeople. The people on the "terminal work floor" should be flexible, dedicated to their tasks, and ideally be able to provide all terminal services (Wiegmans B.W. et. al. 1999). The terminal operator will assure that the terminal service assortment fits into the logistical network of customer. This is especially true of the terminal market: high investments in cranes and other terminal facilities (or long-term leasing contracts) impose a major exit barrier for the terminal operator who is already active in the market. The exist barriers may be different for international and local terminal operators. The real international marine container terminal operators may decide to move its own terminal superstructure into the other terminal, which belongs to its portfolio if the ROI will be too low or even negative. This solution can be chose by those terminal operators whose become internationalizing business units (Rodrigue et. al. 2011; Notteboom T., Rodrigue J.-P. 2012;; Parola et. al. 1013; Satta G., Persio L., 2015) . Contrary to international terminal operators will be local terminal operators, which have not possibilities to shift terminal superstructure to another terminal. In that case, exist barrier for local container terminal operators will be higher than for international marine container terminal operators. Exit barriers are relatively low and the entry barriers relatively high this automatically means that the profits in the marine container terminal market can only be high and not very risky. A further complication arises because all the marine container terminal operators attempt to fill their capacity. This is caused by the marine container terminal cost structure: high fixed costs and low variable costs, and this means more pressure on profits in the terminal market. The positioning of the marine container terminal operators in the market is important and this arises the strategic question: what is the final goal of the container terminal operator? The terminal operator provides a certain service assortment and has one or more of the following mission statements when doing business (Wiegmans B.W. et. al. 1999):

- lowest possible costs
- best service assortment
- best price/quality ratio
- best service quality highest market share
- highest return on investment

According to the above-mentioned analysis we can see high intensity degree in the marine container terminal industry. The competition aims are to fall other competitor behind by using the following acts: put new innovation which support sell services provided by the terminal

operator (for example IT-innovation), advertising their broad services assortment, granting short-term mercantile credit or just a public promotion of some core or additional terminal services. In this market is founded a strong price war although the container market in Poland grows up very rapidly.

2.2. Characteristics of the Industry Competitors

If we want better understand the competitive forces influence on marine container terminal market need to know terminals' characteristics. Only a handful studies have investigated characteristics marine container terminals (EU, 1997; Konings, 1996; Kreutzberger, 1997; NEA, 1991; 1992, Transport Research APAS Strategic Transport, 1996a,b). They research lead to Table 1, which indicates many characteristic measurements allowing to describe marine container terminals currently in use. There are generally three main types of marine container terminals operated at the market: conventionally, partially and fully automated terminals. This terminal's classification is based on container handling technologies currently in use. The conventional terminal uses out-of-date container handling technologies such as: the partially automated terminal operates MTS (Multi-Trailer System) or AGV (Automated Guided Vehicles) or ALV (Automated Lift Vehicle) (Duinkerken M.B et. al., 2007). The fully automated terminal integrates all above-mentioned technologies. The challenge now is to distinguish types among a number of marine container terminals. Moreover, it is important to identify the different classes of marine container terminals because not all of them serve the same market with the same service assortment. As further was mentioned, we have the following marine container terminal: hub terminals, feeder service terminals, short sea shipping terminals. Distinguishing features are therefore necessary in this process. First, the maximum volume that a terminal can handle in a year is a specific characteristic. The volume of a marine container terminal can be expressed in tonnes per year, twenty feet equivalent units (TEU) per year, amount of containers per year, loaded containers per year, empty containers per year, export container per year, import containers per year, reefer containers per year, hazardous containers per year, rate of containers transhipment per year, etc. These features are all helpful in making a difference among marine container terminals. Ultimately it is possible to say something about the maximum capacity of a terminal and thus also about the final resulting costs per handling. A second set of features is encompassed by the available transport modes at the marine container terminal. Distinguishing characteristics among transport modes at a terminal are, for example, number of vessel operated in the same time, the length of vessel, the width of vessel, the high of vessel, vessel capacity, the number of railway tracks, the number of road lanes, the length of the trains that can be handled, the quay length and the length of the crane track(s). These elements are also not performance related; they only give an indication of the possible capacity of the terminal (Wiegmans B.W. et. al. 1999).

Table following on the next page

Table 1: Terminal characteristics

Volume	Transport modes	Terminal operating	Terminal	LU/TU	Crane
Million tonnes/ year; Containers/ year; Moves/year; TEU/ year; Traffic cont. import; Traffic TEU import; Traffic cont. export; Traffic TEU export; Traffic cont. transhipment; Traffic TEU transhipment; Traffic cont. transit. Traffic TEU transit; Traffic cont. full; Traffic TEU full; Traffic Cont. empty; Traffic TEU empty; Traffic non-containerized units; Traffic Cont. total – containerized; Traffic TEU total – containerized; Throughput;	Number of vessel calls total; Number of container-carrying vessel calls; Number of barge calls total; Number of rail tracks; Interchange barge; Interchange rail; Interchange road; Average moves per truck; Average moves per rail; Container handling; Meters train length Weight of train; Number of road lanes; Length of transhipment track; Number of transhipment lanes; Number of semi-trailers; Number of buffer lanes; Number of internal transport lanes; Number of stacking lanes; Quay length; Dredging depth; Number of loading tracks; Total track length; Length of crane track.	Number of working days/year; Road gate opening; hours/day or week; Shut-down time due to labour restriction; Shut-down time due to Acts of God; Dwell time empty; Dwell time full import/incoming transit; Dwell time full export/outgoing transit; Dwell time transhipment; Dwell time overall; Ship productivity; Barge productivity; Ship service quality index; Road vehicle service quality index; Train service quality index; Barge service quality index.	Terminal area; Terminal area productivity; Transhipment area; Transhipment area productivity; Storage area; Storage area productivity; Road area; Road area productivity; Rail area; Rail area productivity; Buildings and service area; Trailer parking area; Physical length of berth; Berth productivity; Berth occupancy; Average weekly peak berth occupancy; Berth working index; Average vessel turnaround time at berth; Average barge turnaround time at berth;	Rail wagon; Truck; Semi-trailer; Container unit; Number of loading tones (maximum); Barges; Vessels; Number of trucks; Number of locomotive wagons; Number of transit wagons; Number of Tractors; Number of Trailers; Number of push tugs.	Number of sea-to-shore gantry cranes; Specific sea-to-shore gantry crane number; Average sea-to-shore gantry crane age; Number of landside gantry cranes; Average landside gantry crane age; Number of straddle carriers; Average straddle carrier age; Number of AGVs; Average AGV age; Number of tractors; Average tractor age; (Number of forklifts/ reachstackers; Average forklift /reachstacker age; Gross crane productivity on vessels; Gross crane productivity on barges; Number of rail-road cranes.

Source: Compilation from many sources.

A third distinguishing factor is formed by the marine container terminal operating time. For example, the opening hours per week, the opening hours per year, the opening hours per day, idle time, dwell time, ship turnaround time, discharging rate per gang, loading rate per gang, number of shifts per day etc. Terminal size is a fourth distinguishing element among terminals. The terminal area can be mapped in hectares. Furthermore, another related interesting characteristic is a functional subdivision of the terminal area. The terminal area is then divided into many different territories such as: office building and service area, buffer storage area, container stage station area, container aisle space, destaffing station area, container berth area, container apron area, transhipment area, a storage area (short-term and long-term), rail intermodal area, truck parking area, road area, pre-marshalling yard, fenced area, bonded warehouse, depot area, container repair area, number of container blocks, number of containers in blocks, container cleaning area, container inspection area. Anyway, the higher the infrastructural endowment of a terminal, the higher its attractiveness will be. So that, the MCTO's will put a great attention on development the following its elements:

- total terminal land area (in square meters);
- number of quays;
- berth size (in meters);
- average water depth (in meters).

A fifth characteristic area is formed by the LU and the transport means. Which LU and transport means can be handled? What is the maximum weight and length of LU and transport means?

The sixth and final set of distinguishing features is formed by the number and type of cranes available at the terminal, of which gantry cranes, quay cranes, reach stackers, and bridge cranes may be offered.

2.3. Buyers of terminal services

We will now discuss the second competitive force from Porter's model. The strength of this competitive force depends on the number of buyers and the relative sales volume the buyer represents to the terminal operator. Unfortunately, the number of buyers are very differential in this industry but we can split it on two main groups: (1) transport operators/owners; (2) intermediaries. The transport operators/owners are a person/company who carries goods/containers for payment. So to this group belongs: ocean carriers; feeder service carriers; short sea shipping carriers; intermodal carriers and trucks carriers. In turn, the second group consists of the intermediaries e.g. companies that are responsible for organising transport or even partial or whole supply chain logistics. This group covers: forwarders; logistics operators, NVCCOs and exporters. The forwarder is a person/company who sends goods/containers to someone. Logistics operators is a representative who looks for door-to-door logistics solutions. NVCCO is a person/company who buys and sells transport capacity for others. Exporter is a person/company who orders an organising transport or logistics process to marine container terminal operator. So in this situation, MCTO performs forwarder's functions. Some forwarder's functions are made directly by MCTO but some of them are ordering to the real forwarder. Unfortunately, container shipping companies also entered into the organizing container logistic chain (Robinson, 2004). Therefore, they also compete with the intermediates. They want to assure effectiveness of the container system. These ship-owners complete to expand their area of management to cover inland operations. However, the MCTs evolve as a central point, since it provides the focal area for all activities. In addition to meeting buyer's requirements, the container terminal operators must also satisfy the needs of many other interesting parties: Customs, port authorities, health departments, local and national governments to name but a few. The position of the buyers is especially strong if the seller (terminal operator) has high investment cost and if the importance of a good capacity utilization is very high. Especially the strong position in the industry have a container shipping companies which are transporting by ocean vessels a large volume of containers every year. If this player decides to move its operation activity from one container terminal to another then there is a great problem for the first one. Once the first MCTO is left with a capacity gap, for example 30%, which takes time to be filled if possible. From the other side, the position of other marine container terminal operator will be relatively strong because it’s throughout increase, in this time, about 30%. Moreover, the first MCTO loses money because his revenues collops very quickly and costs decrease very slowly meanwhile the second marine container terminal operator improves its financial position. The terminal customers whose are operating in seaport Gdynia announced to the port authority that if they don’t dredge the port’s basin and build the turning-room they cannot offered better services for its customers. Finally, the port authority made the both above-mentioned investments in order to satisfy the demand of its customers (MCTO’s operated in Gdynia seaport) which shows that the pressure imposed by MCTO’s over the Port Authority is very high and a determinant for faire competition. This strong position of the buyers of terminal services is obviously threatened by the marine container terminal operators who lack information about the container terminal market. It is very difficult for the buyer of terminal services to compare among terminals, because the published official tariffs are not used. This means that the comparison of unimodal road transport with combined transport - including the use of one or more freight terminals - is complicated, very time and cost consuming, and thus often not attempted. The marine container terminal service is expensive and forms a relatively large share of the total combined transport cost.

This means that the buyer will have to conduct research in order to find the best price. Unfortunately, there is almost no public information on terminal tariffs so the buyer will often switch to unimodal road transport. The central service provided at the terminal is the loading and unloading of container units and hold the containers under Customs-approved security arrangements. Loading and unloading of the containers are normally bottlenecks in the marine container terminal activities. This service may be direct transhipment; this is a direct exchange of container units between the same transport mode e.g. ocean vessel-to-ocean vessel; ocean vessel-to-feeder service vessel; ocean vessel-to-short sea shipping vessel; feeder service vessel-to-short sea shipping vessel. Another movement oriented service may be the switching; this is the direct exchange of container units from one transport mode to another - different transport mode e.g. vessel - truck, vessel - rail intermodal wagon, truck-rail intermodal wagon. Other central terminal services are handling, storage, and warehouse and cargo groupage. The terminal services are sold by the MCTO to customers. For the buyer of the terminal services it is very important to receive maximum service quality for the best possible price. This solution is especially important for forwarders whose gain a very lower level of margin profit from its forwarding contracts. Some logistics operators, forwarders and container shipping lines are involved in logistical container chains supply and the terminal services are a very small part of all services provided by these chain participants but relatively costly a link of that chain. So one of the most important tasks for the MCTO is to provide services that fit into the logistical chains of customers. In other words, the MCTO is the servant of the terminal service(s) buyers although it acts as an important value-adding resource. The main task of the MCTO is to provide the best service(s) at the right customer, at the right product, at the right quality, at the right condition, at the right time, at the right place, for the best possible price! In general, a marine container terminal operator is no monopolist because at least the terminal has to compete with unimodal road or intermodal rail transport that completely bypasses the services provided by marine container terminal operator. In this context it is assumed that the use of terminal services is always in combination with multimodal rail transport of container units. The better alternative for use of terminal services are connections with unimodal road and intermodal rail transport with terminal operator hinterland. Currently, approximately 60% containers are transported by unimodal road transport and 40% containers are transported by intermodal rail transport from and to marine container terminals. Although, there could be a one single MCT who only provide services to ocean vessel carriers in the region. Where a marine container terminal has a monopoly position in a seaport (or country or even a region), care must be taken to assure its effective operation, and at a cost level designed to produce the required return on investment (ROI), operating costs and assumed profit. In Poland such monopoly position has a DCT Gdansk. The delivery of marine container terminal services is very complicated for its operator, because there are so many actors and therefore numerous wishes. Actors can be found among container shipping companies, multimodal rail companies, trucks companies, barge companies, the intermediaries. These buyers all have specific characteristics and desires. This indicates one important success condition of the terminal operator: to demonstrate maximum flexibility and understanding how an increase or decrees in the customer service offered may be expected to influence on the revenue and costs level.

2.4. Suppliers of terminal facilities

Here we will pay attention to suppliers of terminal facilities. Marine container terminal operators are aware of the danger that relatively new concepts like transhipment, hub or mother vessels can have on their market shares since, small ports without a hinterland, with comparatively small investment, are catching big shares in the container industry just like transhipment terminals. On the other hand, suppliers can start a court action against the shipping companies that try to leave the MCTO's and thus break the agreement.

These suppliers can use their economic power, for example, by raising prices and lowering the quality of their goods and/or services. Another option for the supplier is to threaten integrating of terminal services into their own assortment. The strength of this force further depends on the number of suppliers whose are very differential in the industry. The main suppliers in this industry are (Marek 2018):

- terminal's infrastructure supplier;
- superstructure suppliers (e.g. terminal's vehicles suppliers; spare parts
- suppliers; accessories suppliers, information systems suppliers and etc.);
- bunkers and electricity power suppliers;
- workforce suppliers;
- different modes of transport services providers;
- moneys suppliers (e.g. banks and other financial institutions);

The supplier of terminal's infrastructure, in general has a great economic power because of its monopolistic position on the market. In the seaports operated on the landlord model, this monopolistic position is keeping by Port Authority Management. Anyway, a price for a concession of square meters of seaport's infrastructure depends on the bargaining and the negotiation skills of both parties. We need to add some comments that economic power of Port Authorities Management increases when increasing the switching costs of MCTO. At the beginning, the bargain power is at MCTO side because its switching costs are zero and Port Authority Management must persuade the operator to start a terminal business at its seaport area. During the running of container terminal operation, the switching costs increasing and the bargain power of MCTO is decreasing. The higher switching costs of MCTO the higher bargain power of Port Authority Management. In turn, the suppliers of container's superstructures are much lower bargain power if the threat of substitute products is high. Moreover, there are many equipment suppliers on the international market thus they economic power is not so strong if we comparable it to the MCTO. Of course, the position of the supplier of terminal facilities may be more enhanced when MCTO cooperates only with one equipment supplier than the MCTO has a high switching costs of the supplier. The terminal's superstructures are supplied to provide one or more of the following operational services: loading and unloading, direct transhipment, storing, warehousing, cargo groupage, cargo and container handlings, physical transport cargo and containers inside the terminal area, monitoring containers within reefer and danger containers, monitoring truck coordination, planning vessel operations, planning stowage, planning crane working, overall management of container terminal operations including yard planning and container grounding allocation, moving dispatching; gatehouse operations, loading and unloading vessel, rail and trucks; managing inventory and operating reporting, monitoring yard operations including inventory distribution offering for external user access through Internet for inventory enquiry, information and report download, export booking, forwarder pre-advice and Customs hold and release of containers real-time reporting and control of container lifting and grounding moves by RTGCs and vessel loading and unloading by quay cranes through radio data communications tariff maintenance, invoice preparation and adjustment, invoice generation and reporting under the EDIFACT standard, we offer our customers fast and automated access to data and services. Currently most shipping lines and feeder operators use main EDI messages such CODECO, COARRI, CUSCAR and COPRAR to communicate with terminal operators and in this way the tool offers economic and strategic advances and can be regarded as an advanced tool for modern logistics (Lee et al., 2000). If the economic prospects of the supplier interfere with the prospects of the terminal operator, then their attitude will be more reasonable towards the operator. It is known that suppliers of terminal cranes, information systems, bunkers and power electricity, money and workforces usually do have other businesses; their future does not directly interfere with the

buyers of their terminal facilities. Suppliers of terminal facilities can be either the makers of the terminal facilities (cranes or information systems), or the owners of cranes or information systems who rent or lease the required capacity to terminal operators. The suppliers of terminal facilities should be very eager in what they deliver to whom. There are different types of MCTOs meaning that suppliers of terminal superstructure will have to deliver different types of superstructure. The terminal facilities need to be extremely flexible to satisfy customer demand whenever possible, especially ocean and feeder ship-owners. Especially, international (global) operators or marine container terminals need to be flexible, by having low investments in equipment which can also easily be transferred to a new location if a change occurs in the flows of container units. A lack of adequate equipment (e.g. small cranes, lower productivity) will clearly prompt the technical compatibility and the terminal service ability to decline.

2.5. Potential entrants into the marine container terminal market

Potential entrants into the marine container terminal market are newly constructed terminals. The new marine container terminal operators will increase terminal's operational capacity in the industry. If there is not sufficient demand to fill up the increased operational capacity, then all players will be fighting for the largest share in the current and potential demand of the industry. The new entrants will be competing with other MCTOs by offering lower prices or offering more attractive terminal's service assortment or both these solutions simultaneously. Increase operational capacity and competition in specific terminal service assortment could result in decreasing the profitability of the industry. To fast uncontrolled growth of terminal's operational capacity may be resulting in under-utilized terminals. The wrong-located marine container terminals may result in "underloaded" terminal capacity and vice versa e. g. well-located terminals may result in "overloaded" terminal capacity. This situation in the short-run may drive down prices until the container market not reach the balance point on the container market. Even if no extra terminal capacity is added, the take-over of a terminal operator to create a market position also means the entrance of a new industry competitor. This dynamic in marine container terminals indicates that the patterns of the flows of containers are subject to permanent change. The MCTOs must be flexible and adaptable to changing circumstances. The first marine container terminal operators make some large investments into the superstructure and in this way MCTOs install higher entry barriers especially for some smaller investors. The larger dynamic of volume of sale as well as the minor number of participants of the marine container terminal market it could mean larger profits and larger new investments make by MCTOs and thus it will increase level of entry barriers. These barriers hinder (or ideally prevent) potential entrants to enter the terminal industry. Moreover, there are also important unexpected reactions of competitors on new potential marine container terminal operators to enter the terminal industry. The potential options of competitor’s reactions are: the entrant will be: (1) attack by one, several or all MCTOs existing on the market through offering lower prices; (2) announcement negative opinions on entrant among the potential customers, or (3) competitors just accept an entrance a new marine container terminal operator on the market. Obviously, the competitor’s reaction depends on some factors which are unknown for entrant or he has a limited influence on them. These factors could be such as: development plans, structure of costs, manager's attitudes and so on. Anyway, this factors may change over time. Independently weather entrant will be accepted or not by current competitors, the managers of entrant must take a decision on staying or not in the container market during the first year operation. The final decision on staying in the industry depends on financial results and exit barriers. The exit barriers in the marine container terminal market are high because of two main reasons; once a MCTO is signed long-term concession agreement with Port Management Authority, it is relatively difficult to break it because of the huge fine and when terminal is in operation, it is also hard to quit the terminal business in the seaport because of the huge initial

investments, which are needed to start operations. The last one barrier is close connected with assets specialization use by marine container terminal operator. Anyway, the higher specialized (sophisticated) assets are in operation by terminal operator the higher exist barriers. It means, that the higher automated marine container terminals (uses of automated storage cranes and driverless vehicles) the higher exit barrier and it has the opposite effect. Indeed, terminal's assets specialization should be taken more broadly in to the Porter's analysis; once it influences also on entry barriers and internal competition in the industry. The higher automated terminal the higher entry barriers because of more and more huge initial investments must be burned compare to non-automated terminals. In turn, once the sophisticated assets are in operation, then the workforce resources are reduced to minimum at the terminal area and thus MCTO cuts significantly its fixed costs. In this way, the MCTO may achieves some benefits in fixed costs within competitive terminal industry. The decision on terminal's automation links with one of the major problems of the container terminal industry: (1) lack of well-qulificated operational workforces; (2) high wage level for workers. These two elements are crucial to watch it for this analysis because of it indicates whether marine container terminal should install partly or fully-automated operational equipment. If MCTO will not made any automated process of business terminal, then the high expensive labour level may encourage new entrant to construct new full-automated terminal. In this way, many entry barriers built by current terminal operators operated in the industry will be lost. In general, major entry barriers for marine container terminals are:

- terminal's infrastructure supplier;
- in heavy investments to change existing customer loyalty.
- Extension of terminal service assortment.

A broader service assortment will, in principle, create a stronger company. At a freight terminal for example, passenger transport can be added. A strong loyalty between the company and its customer groups can be created. Usually this requires significant investments in advertising and image building for the new service(s). Major entry barriers are (Marek, 2018):

- Economy scale
- Capital required
- Brand strong of terminal operator
- Switching costs of supplier
- Access to distribution (hinterland) channels.
- Access to technology
- UE and State law regulations
- Customers loyalty
- Broad range of terminal' services provided by terminal operator
- Localization

Potential entrants to the marine container terminal market are found among ship operators/owners (ocean going carriers, feeder vessel carriers and short sea shipping carriers), international marine container terminal operators, huge logistics operators, in-land container terminal operators, Port Authorities Management and financial institutions. The first forth companies' units may have eager to operate their own terminals. Although, the Port Management Authorities as a public institution and owner of terminal infrastructure shouldn't engage in this activity to keep the business neutrality of all MCTOs which are operating in the seaport. In turn, the financial institutions, for example pension's funds, private equity, venture capital (Notteboom T., Rodrigue J.-P., 2012) enters to the industry to diversify its investments and to gain a high rate of investment (ROI).

These potential entrants may come from UE countries as well as from global market. It is therefore hard to strict forecast who will be potential entrant in the segment of the industry.

2.6. Substitutes for the use of a marine container terminal

The substitutes make some alternatives for meetings the needs of the customers. Existing substitutes on the market could result in definition the upper a limited price because when prices increase above some limited than the customers whose were so far loyal to the marine container terminal operator may start to buy substitute services. In this respect, the customers whose do not buy at all or buy a substitute terminal services, the both buyer's decisions run to decrease the effective demand in the industry. In this way, substitutes decrease the potential profits of the marine container market. Substitutes for the use of a MCT are surprisingly one of the strongest competitive forces in the marine container terminal market (Marek R., 2018). The most important substitutes in the marine container terminal market are unimodal road and rail intermodal transport. So inland container transport is provided for each of the two common types of transport: road and rail, as well as combinations of this traffic modes, known as intermodal transport. The position of both transport modes are extremely strong. This can either be caused by the very competitive solutions offered by unimodal road and rail intermodal transport. Unimodal road transport is furthermore very competitive because of the flexibility of door-to-door transport and its rapidity (Grzelakowski, 2017). Road transport carriers have relatively small investments in terminal facilities and operate on publicly maintained highways. Rail intermodal transport is also very competitive because this transport mode normally allows good transport speeds over a medium and long distances, but transit times are still often longer than for equivalent unimodal road transport. The rail intermodal transport is also flexible because it allows too able to join a large number of platform wagons into one freight container train. Departures by rail intermodal transport are generally less frequent than by unimodal road transport. Many intermodal trains travel on timetable schedules, but depart less frequently than trucks. If a forwarder has a strict arrival and departure requirements, then trucks usually have a competitive advantage over rail intermodal transport. The railway network is not as well developed as the road network and cannot compete in terms of flexibility in time and geography. Both modes of transport are running by private companies. In rail intermodal transport locomotive tractions are provided from some competitive railway enterprises. The intermodal trains are operated at the risk of the service providers with the platform wagons driven by market requirements. This mode of transport is operating mainly between two type terminals e.g. marine container terminal and inland terminals (Klopott M., Miklińska J., 2018). The strength of both inland container traffic modes is a serious threat to the profitability of marine container terminal operator, especially when trains of container platform wagons bypass the marine container terminal. Such threat is now for European marine container terminals, when some rail intermodal container platform wagons are operating in Silk Route. It means that less containers are transported by sea to European marine container terminals. In this situation sea and rail intermodal transports are substitute's services because they use different transport's technologies and simultaneously meet the same needs of its customers. The same situation concerns marine and inland container terminals. Inland container terminals which services containers delivered by rail intermodal transport in the framework of Silk Route are substituted for marine container terminals. They use a little bit different technology and meet the same needs of its buyers. Finally, the most containers delivered by this intermodal link never get to MCT. This means, that a new built silk transport route may completely bypass currently used marine container terminals and road and rail intermodal transport options. However, these new silk route may also induce an increase in the total transported volumes and they represent a possible extension of the service assortment of current inland terminals at the cost of development of marine container terminals.

Similar situation is when intermodal provider is penetrating the market and overtaking containers from hinterland of its main competitors. Close cooperation between the two types of terminals mentioned-above, may introduce a countervailing power to the strength of both inland container traffic modes. This cooperation could, for example, include monitoring quality performance levels (e.g. concerning containers safety, trucks and wagons pre-notification, etc.) and collective promotion of the use of the terminals and thus of inland container traffic modes. Another option for the MCTO is to include both inland container traffic modes into its own service assortment. It can be done by buying shares in the strategic large trucks, logistics or rail intermodal companies. In this way, important inland transport modes become part of a marine container terminal operator who can influence on development of strategic links established by the inland transport providers. Another substitute for the use of a marine container terminals is given by the possible introduction of entirely new transport modes system. However, the threats from substitute terminal services could increase in the following circumstances:

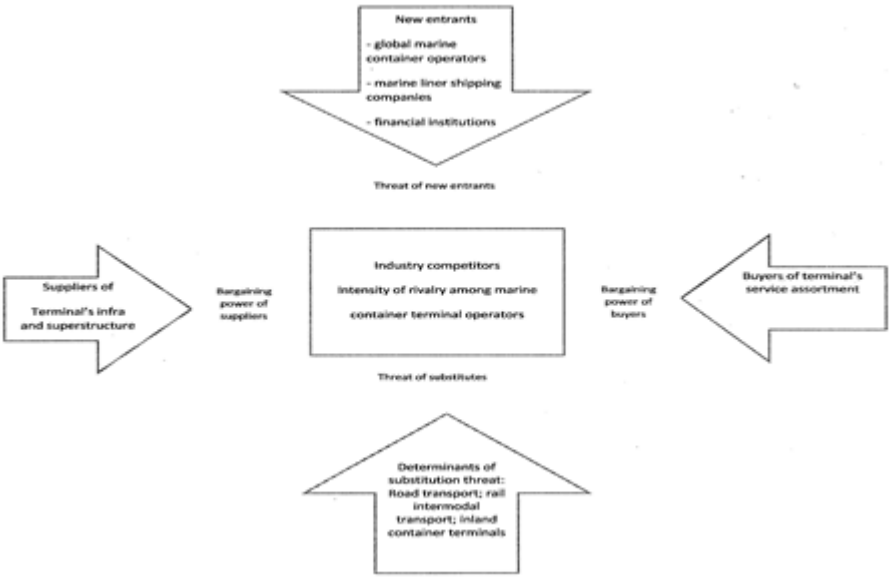
- the switch costs of terminal services for substitute services is lower for the customers;
- the customers of the marine container terminal show a high sensitivity for price changes whereas substitute services are just low-costly;
- the customer's needs may be satisfied by terminal services cost-effective of the same kind provide by MCTO and substitutes suppliers.

3. CONCLUSION

In accordance with current theory in marine container terminal market we should have a relatively high exit barriers and low entry barriers. It means that revenues in the market are low and risky. Moreover, the costs structure indicates on large portion a fixed cost in total costs. Earnings depend on the “productivity” of marine container terminal, that is, the number of containers it can handle in a year. Again, we find that the initial investment decision has a part to play in determine productivity by investment for rapid containers and cargo handlings, greater container flexibility to enable high speed and security of (un) loading containers. The new investments in increase size of terminal yards, it means, more pressure on fill its capacity. Age, terminal capacity, technical flexibility and container and cargo management skills all play a part in generating more revenue and cutting costs. This implicates that earnings are low and risky. This indicates further pressure on the earnings in the market. In the industry, we have some marine container terminal operators whose operate its terminal in conventional or partially or fully automated approach. The first one operators must have the ‘hands on” skills to manage the conventional vehicles and deal with the problems of maintains and reliability which an old-fashion is likely to encounter. In turn, the partly or fully automated marine container terminals are capital-intensive and often involves a high degree of debt financing, with the result that the terminals have to be operated continuously thought-out depressions. These modern terminals may result in better operational performance and cost reductions. Getting value for the investment involves strong management skills to build client relationships, careful quality management and often an efficient corporate structure. The current situation in the industry, it depends on a numbers of competitors, potential entrants, suppliers of terminal infrastructure and superstructure, buyers of terminal services and finally substitutes providers. The number of actors may increase in the coming years, especially when level of containerization increases rapidly all over-the-world. The current importance of the actual competitive forces of the groups of actors in the marine container terminal market was visually depicted in Fig. 2.

Figure following on the next page

Figure 2: Group of actors in the marine container terminal market



Source: Own elaboration

Figure 2 shows our syntheses that the competitive strength of the industry competitors is relatively weak, and therefore there is considerable room for improvement. The suppliers of terminal infrastructure have especially strong economic power. In turn, terminal superstructure providers have a low economic power because there are several on the supplier's market. Obviously, by definition the buyers of terminals services have a strong bargaining power. The MCTOs may built its buyer's loyalty by creation "micro-pcs" (Marek R. 2017) (TOS expanded to the customs relations program) which allow to encourage current (potential) customers to use more terminal services. The strength of their economic power obviously restricts the profitability of industry competitors. However, the localization of some marine container terminals may compensate for a bargaining power or even gain the higher negotiation position. Besides the improvement of the terminal's service assortment may relative decrease of economic power of buyers of terminal services: (1) providing better information may encourage the use of terminal; (2) creating better a sales-service relationships (a better understood how sales terminal services change with changes in customer service levels); (3) improving terminal services effect on Customer patronage (terminal buyers service plays a critical role in maintaining customer patronage and must be carefully set and consistently provided if buyers are to remain loyal to their suppliers) and (4) initiating strategic marketing and logistics research focusing on customer needs. The economic power of suppliers of terminal facilities can be lowered by the terminal operators by: (1) increasing the threat of substitute terminal services (e.g. the marine container terminal operator may stimulate and facilitate the development of completely new transport modes); and (2) co-operation among terminal operators (in this way the terminal operators can form a countervailing force towards the suppliers). The threat of potential entrants to the marine container terminal market may be lowered by improving the capacity management by the current terminal operators. Terminal operators should encourage customers to consume more and/or additional terminal services. Creating greater customer loyalty towards existing terminal operators - leading to long-term contracts - may make it difficult for new entrants to attract customers from other terminals. Other solutions may be found in the extension of the central terminal service assortment to other terminal related services and in the creation of economies of scale by cooperation among terminals and/or transport companies. This may enable the realization of cost advantages.

The substitutes for the use of a freight terminal can also be used to improve the competitive strength of the current terminal operators, for example, by including unimodal road transport in the terminal service assortment or by playing an active role in the research and introduction of completely new transport modes. Via the different competitive forces in Porter's model we have showed the strength of the different competitive forces in the marine container terminal market. The study of competitive forces, can lead to a better understanding of the industry, where some knowledge can been learned to identify and mitigate some vulnerability factors based on strategic decisions. The article may also provide guidance to the industry and policymakers on what may improve the industry's competitiveness.

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SOCIAL ENTREPRENEURSHIP: DETERMING CRITICAL SUCCESS FACTORS FOR CROATIAN SOCIAL ENTERPRISES

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ABSTRACT

Social entrepreneurship is described as phenomenon in every literature and it has received great attention from the private sector, government and academia. It is described as an activity with main objective to create social value in society and to measure economic benefits. The term social entrepreneurship is a misunderstood and theoretical framework has not been explored yet. Instead social entrepreneurship, there were also other terms that were used; social entrepreneurs, social enterprises and social mission. Social entrepreneurship has the role in economic growth, and it is important to determine the factors that influence the success of social enterprises. The literature review provided numerous compilations of critical success factors in the private sector, but when it comes to social entrepreneurship, there have been few compilations of critical success factors. According to some authors, eight most common critical success factors were identified; strong leadership, partnership, triple bottom line planning, attractiveness and clarity of innovative concept, business planning, short and long term benefits management, local community engagement and risk management. The objectives of this paper are to identify critical success factors based on characteristics, roles and goals of social entrepreneurs in Croatia, to find the most significant critical success factors, to fill the gap in academic evidence of the factors that contribute to the success of social enterprises in Croatia and to show that eight factors that are the most mentioned in literature should be extended. The study demonstrates seventeen factors as contributing to the success.

Keywords: *Critical success factors, Social entrepreneur, Social entrepreneurship, Social value*

1. INTRODUCTION

Social entrepreneurship is a very popular term in non-profit organizations, but it is also very misunderstood. The term social entrepreneurship dates to the second half of the 18th century where Vinoba Bhaves, Robert Owens and Florence Nightingales actions reduced certain social problems and created benefits for society. Even though the term dates to the second half of the 18th century, it is still not defined yet. Social entrepreneurship is defined in terms such as social enterprise, social entrepreneur, social value, social mission and social innovation. In the 20th century social entrepreneurship term is related to the actions of Muhammad Yunus and Bill Drayton. Muhammad Yunus objective was to help poor people escape from poverty by providing loans on terms suitable to them and by teaching them a few sound financial principles so they could help themselves. Bill Drayton said: “Entrepreneurial quality - is by far the toughest (criterion for a social entrepreneur).. For everyone thousand people who are creative and altruistic and energetic, there's probably only one who fits this criterion, or maybe even less than that. By this criterion...we do not mean someone who can get things done. There are millions of people who can get things done. There are very, very few people who will change the pattern in the whole field.” From the actions of early mentioned social entrepreneurs, it can be concluded that social entrepreneurship makes a significant contribution to society and it is a key element in providing better quality of living. Statistic data shows that social entrepreneurship employs 5 % of the active population and 1 out of 4 new enterprise set-up every year in the European Union is a social enterprise. Social entrepreneurs are innovative individuals who combine resources to gain social and economic value and if they want to ensure

sustainability, they need to know how to sustain success. The questions are what the definition of success in social enterprises is, and how to measure success. Today, organizations do not have universal scheme or critical factors to determine success. The first objective of this paper is to find which factors are crucial to determine success in social enterprises combining roles, goals and characteristics of social entrepreneurs. The second objective is to fill the gap in academic evidence of the factors that contribute to the success of social enterprises in Croatia and the third objective is to show that eight factors that are the most mentioned in literature should be extended. The study demonstrates sixteen factors determine the success of social enterprises in Croatia.

2. SOCIAL ENTREPRENEURSHIP: REVIEW OF RELATED LITERATURE

According to (Mitchell et al., 2002) entrepreneurship is a multi-dimensional discipline based on the fields of economics, strategic management, psychology and sociology (cited in Kedmenec, 2015). As discussed earlier, the term social entrepreneurship is growing rapidly, however, there is need to put boundaries in defining the term. According to Martin and Osberg (2007), the definitions of the social entrepreneurship start with the word entrepreneurship and social has to modify it. The word social in the definition refers to ethical motives and moral responsibility. It means the creation of benefits and reduction of costs for society. The word entrepreneurship comes from the French verb entreprendre that means to undertake (Okpara and Ohn, 2008). In the first half of 20th century, Joseph Schumpeter defined entrepreneurship as the creation of business combination that is named enterprise and individuals are entrepreneurs (Zikou et al., 2011; Žuvić and Ostroški 2012). The role of entrepreneurship is considered as an important factor for growth, even in periods of economic crisis (Zikou et al., 2011). According to Dess (1998) social entrepreneurship means different things to different people (cited in Mair and Marti, 2006). One group considers social entrepreneurship as not-for-profit initiatives searching for management schemes to create social value or alternative funding strategies and second group understands it as a socially responsible practice of commercial businesses engaged in cross-sector partnerships (Mair and Marti, 2006). According to Stevenson and Wei-skillern (2006), social entrepreneurship is innovative activity with social objective in profit or non-profit sector and it is phenomenon combining elements of commercial entrepreneurship and social sector organizations.

Table following on the next page

Table 1: Social entrepreneurship definitions

Author(s)	Definitions of Social Entrepreneurship
Johnson (2002)	Social entrepreneurship is presented as an innovative approach for dealing with complex social needs.
Macmillan (2005)	Process where creation of new business enterprises leads to social wealth enhancement.
Mair, J. and Marti, I. (2006)	Innovative models of providing products and services that remain unsatisfied by political or economic institutions.
Austin, J., Stephenson, H. and Wei-Skillern, J. (2006)	Social entrepreneurship is an innovative, social value-creating activity that can across the non-profit, businesses or government sectors.
Peredo and McLean (2006)	Social entrepreneurship when individual or group aims at creating social value.
Nichols, A. (2007)	Social entrepreneurship entails innovations designed to explicitly improve societal wellbeing, housed within entrepreneurial organizations which initiate, guide or contribute to change in society.
Martin and Osberg (2007)	Social entrepreneurship identificates a stable yet unjust equilibrium which the excludes, marginalizes or causes suffering to a group which lacks the means to transform the equilibrium; 2) identification of an opportunity and developing a new social value proposition to challenge the equilibrium, and 3) forging a new, stable equilibrium to alleviate the suffering of the targeted group through imitation and creation of a stable ecosystem around the new equilibrium to ensure a better future for the group and society
Zahra et al. (2009)	Social entrepreneurship encompasses activities and processes undertaken to discover and define opportunities to enhance social wealth.
Schwab Foundation for Social Entrepreneurship (2013)	"Social entrepreneurship is: about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor; a term that captures a unique approach to economic and social problems, an approach that cuts across sectors and disciplines grounded in certain values and processes that are common to each social entrepreneur, independent of whether his/her area of focus has been education, health, welfare reform, human rights, workers' rights, environment, economic development, agriculture, etc., or whether the organizations they set up are non-profit or for-profit entities; it is this approach that sets the social entrepreneur apart from the rest of the crowd of well-meaning people and organizations who dedicate their lives to social improvement."

Source: Own elaboration of author

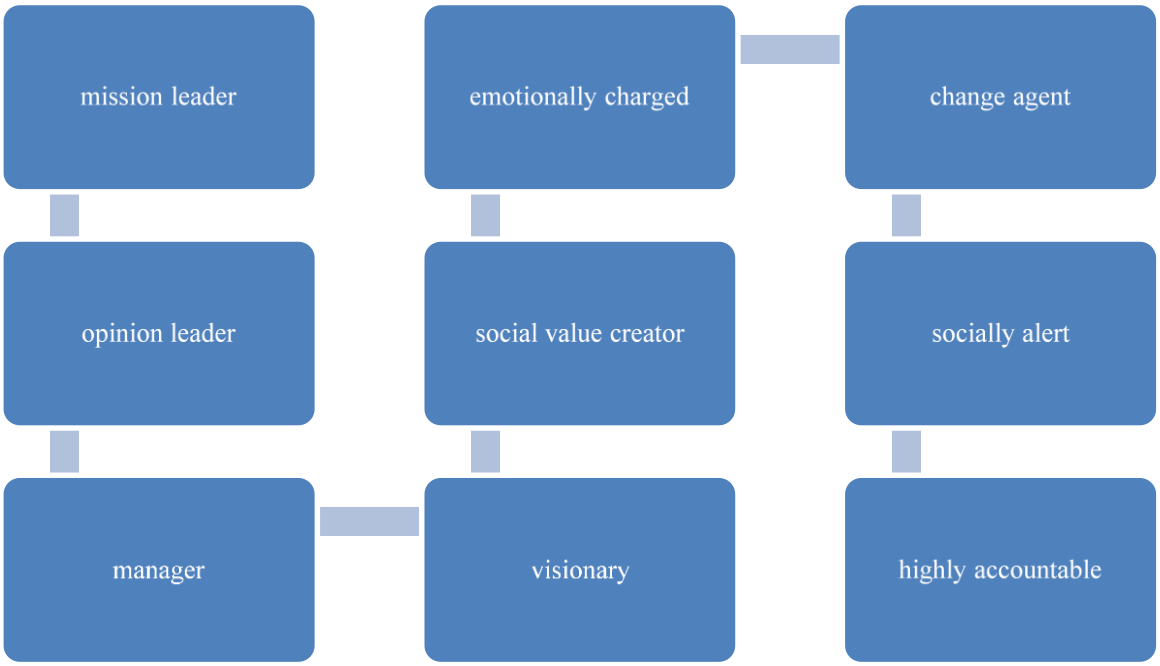
As it is shown in Table 1, academics agree on the outcome of social entrepreneurship, but not on the process to achieve the outcome (Roberts and Woods, 2005). According to literature, social entrepreneurship can be defined as actions taken by individuals with the objective to create social value. According to Saifan (2012) social entrepreneurship is activity of a mission-driven individual who uses a set of entrepreneurial behaviors to deliver a social value to the less privileged, all through an entrepreneurial oriented entity that is financially independent, self-sufficient, or sustainable. This definition makes social entrepreneurship distinct from traditional entrepreneurship.

2.1. Social entrepreneur: meaning and definitions

Social entrepreneurs are innovative individuals or a group of people who have solution for presenting social problems that have been neglected by government or agencies. It is very important to understand the role of social entrepreneurs.

Bill Drayton said: "Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry." There are three types of social entrepreneurs; social bricoleur, social constructionists and social engineer (Zahra et al., 2009). According to Hayek (1945) social bricoleurs are motivated individuals which have the resources and expertise to address a local social need. According to Kizner (1973) social constructionists build and operate alternative structures to provide goods and services for social needs that government and agencies cannot. According to Schumpeter (1942) social engineer seeks to rip apart existing social structures and replace them with new ones. While social constructionists work within the existing institutions, social engineers replace the existing institutions with the more socially efficient ones (Kedmenec, 2015). According to Thompson et al. (2000), true entrepreneurs can create sea-change movements and have a major impact. The role of social entrepreneurs is to work on the existing social problems, plugging the gaps, providing time and innovative solutions to alleviate problems that exist at the basic level (Banodia and Dubay, 2017). Joseph Schumpeter described social entrepreneur as the agent of change which combines visionary with creativity and has strong ethical responsibility (Bornstein, 1998). But, according to some authors the role of social entrepreneur as individual whose objective is to create social value is not acceptable, because creating an economic value also has a strong influence on innovation maintaining. (Perić and Delić, 2014). In Figure 1 there are unique characteristics of social entrepreneurs. It is important to know that they are dedicated to creating social value, act entrepreneurially, act within entrepreneurial oriented organizations and act within financially independent organizations (Saifan, 2012).

Figure 1: Social entrepreneur characteristics



Source: Saifan, S., (2012) Social Entrepreneurship: Definitions and Boundaries, Technology Innovation Management Review, pp. 23-25

Table following on the next page

Table 2: Social entrepreneur definitions

Author(s)	Definitions of Social Entrepreneurs
Ashoka	Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change.
PBS' "The New Heroes"	A social entrepreneur identifies and solves social problems on a large scale. Just as business entrepreneurs create and transform whole industries, social entrepreneurs act as the change agents for society, seizing opportunities others miss in order to improve systems, invent and disseminate new approaches and advance sustainable solutions that create social value.
Schwab Foundation	What is a Social Entrepreneur? A pragmatic visionary who achieves large scale, systemic and sustainable social change through an invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of these.
Dees, J. G. (2001)	Social entrepreneurs play the role of change agents in the social sector, by: Adopting a mission to create and sustain social value (not just private value); Recognizing and relentlessly pursuing new opportunities to serve that mission; Engaging in a process of continuous innovation, adaptation, and learning Acting boldly without being limited by resources currently in hand; Exhibiting heightened accountability to the constituencies served and for the outcomes created.
Thompson (2000)	People with the qualities and behaviors we associate with the business entrepreneur, but who operate in the community and are more concerned with caring and helping them "making money'.
Bornstein, D. (2004)	A path breaker with a powerful new idea, who combines visionary and real-world problem solving, creativity, who has a strong ethical vibe, and who is 'totally possessed' by his or her vision for change.
Light (2006)	A social entrepreneur is an individual, group, network, organization, or alliance of organizations that seeks sustainable, large-scale change through pattern-breaking ideas on what or how governments, non-profits, and businesses do to address significant social problems.
Martin, R. L. and Osberg, S. (2007)	The social entrepreneur should be understood as someone who targets an unfortunate but stable equilibrium that causes the neglect, marginalization, or suffering of a segment of humanity; who brings to bear on this situation his or her inspiration, direct action, creativity, courage, and fortitude; and who aims for and ultimately affects the establishment of a new stable equilibrium that secures permanent benefit of the targeted group and society at large.

Source: Cukier et al., (2011) Social Entrepreneurship: A Content Analysis, Journal of Strategic Innovation and Sustainability, pp. 99-119

2.2. Social enterprises-working definition

In the context of social enterprise, the term success and sustainability are used to describe the business of staying in business. In other words, the long-term viability of a social enterprise and its continuing ability to meet its social purpose (Coburn and Rijsdijk, 2010). Business entrepreneurs do not have a problem with the definition of success while social entrepreneurs have difficulty in defining success. Some social entrepreneurs define success as being the generation of "social goods." We propose following definition: Social enterprises are innovative organizations with the mission of creating social value and providing better life quality, driven by individuals with unique characteristics that balance the tension between upholding the social mission and maximizing the productivity to ensure sustainability.

3. CRITICAL SUCESS FACTORS IN SOCIAL ENTREPRENEURSHIP

3.1. Critical success factors-theoretical background

Identifying critical success factors in particular industries is a valuable practice for a number of reasons. First, it leads to a better understanding of the competitive environment, and secondly in turn can help in decision making related to new product development and marketing

(Trifanovas et al., 2006). According to Ketelhohn (1998), understanding and developing critical success factors enables firms to successfully pursue specific activities, to find a different position among other businesses, and to successfully combine expected value creation with as loewr cost as possible. Brotherton, Heinhuis, Medema, and Miller (2003) distinguish between internal and external determinants of business. Internal determinants of business are determined by characteristics of the internal environment of the company such as products, processes, people and structures (Trifanovas et al., 2006). Internal business benchmarks reflect the core capabilities and competencies of businesses that are critical to achieving competitiveness, while external determinants of business are determined by the external environment of the enterprise The determinants of business can be defined as characteristics, conditions or variables that can have a significant impact on the growth and success of socially owned enterprises if they are continuously managed and sustained in certain industries (Leidecker and Bruno, 1984). There are numerous publications that describe success factors in the private sector. The concept of the success factors was developed by Daniel and McKinsey in 1961 and a decade ago, it was built by John F. Rockart. Rockart defined critical success factors as: "The limited number of areas in which results, if they are satisfactory, will ensure successful competitive performance for the organization. They are the few key areas where things must go right for the business to flourish. If results in these areas are not adequate, the organization's efforts for the period will be less than desired." According to (Coburn and Rijsdijk, 2010) in any organization certain factors will become critical to success. Rockart and Bullen (1981) pointed five sources of critical success factors:

- The industry – resulting from specific, shared characteristics of companies within a given industry.
- Competitive strategy and industry position – resulting from the chosen strategy of the business and its positioning within the market.
- Environmental factors – resulting from economic, regulatory, political, and demographic changes.
- Temporal factors – resulting from short-term situations, often crises, which may be important but are usually short-lived.
- Managerial position – resulting from managerial actions that may be critical to success (cited in Coburn and Rijsdijk, 2010).

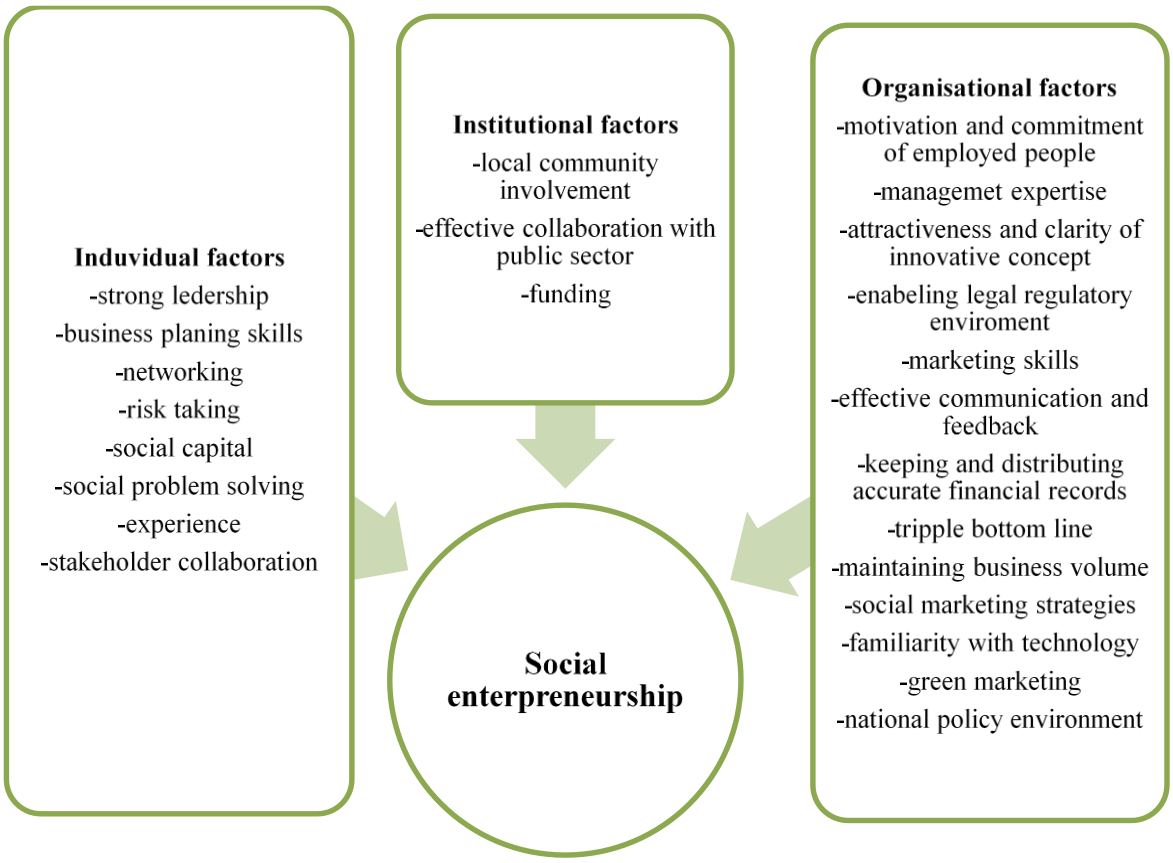
Only a few studies in literature concentrate on critical success factors that affect social enterprises. The critical success factors are listed as very general or specific to a part that is covered by social enterprises (health care, food and nutrition and environmental protection). In this work factors are classified into three categories:

- Individual success factors
- Institutional success factors
- Organizational success factors

Due to their manifestation in the literature and importance, they are deemed as critical (Shahid, 2016). Each factor is claimed to have an impact on social or economic value. In the literature review (Figure 2) there are 24 critical success factors that have an impact on social or economic value. As a result of a literature review (Sharir and Lerner, 2006; Boyer et al., 2008; Mason, 2012; Di Domenico et al., 2010) eight factors are repeated as the most important: leadership, partnership, proof of clarity and innovative concept, business planning and marketing, triple bottom line planning, short and long term benefits management, community engagement and risk management (cited in Wronka, 2013). Dees and Anderson (2003) suggested that the combination of entrepreneurial skills and motivation is difficult to find in one individual.

It is important to understand that in every social enterprise each factor can be treated as competitive advantage only if social entrepreneurs have knowledge how to properly manage and combine them.

Figure 2: Conceptual model describing critical success factors that influence the social enterprise



Source: Own elaboration of author

4. METDOGOLOGY AND RESEARCH RESULTS

The objective of this research was to find the critical success factors of social enterprises operating in different social areas in Croatia. It was hard to collect the data about all social enterprises in Croatia because there is no register or legal form for social enterprises. In National strategy for the creation of an enabling environment for civil society development (2015) stands that 40 social enterprises were identified by organization SLAP, but authors research showed many enterprises were not active anymore. Critical success factors were evaluated by 20 social entrepreneurs. The analysis of second sources led to 24 critical success factors that have been classified in three categories: individual, institutional and organizational. Each factor was evaluated by social entrepreneurs in the survey using five-point Likert scale. The results are presented in Table 3.

Table following on the next page

Table 3: Social entrepreneur responses regarding to critical success factors

Category	Type of factors	Average	Standard deviation	Median	Mode
INDUVIDUAL FACTORS	Strong leadership	4.61	0.65	5	5
	Business planning skills	4.30	0.63	4	4
	Experience	4.07	0.49	4	4
	Risk taking	4.15	1.06	5	5
	Networking	4.23	0.92	5	5
	Social problem solving	4.38	0.65	4	4
	Stakeholder collaboration	4.07	0.64	4	4
INSTITUTIONAL FACTORS	Funding	4.15	0.80	4	4
ORGANIZATIONAL FACTORS	Motivation and commitment of employed people	4.77	0.43	5	5
	Management expertise	4.53	0.66	5	5
	Concept marketing skills	4.00	0.81	4	4
	Effective communication and feedback	4.00	0.57	4	4
	Attractiveness and clarity of innovative	4.15	1.06	5	5
	Keeping and distributing accurate financial records	4.30	1.03	5	5
	Enabling legal regulatory environment	4.61	0.65	5	5
	Technology	4.07	0.64	4	4
	Social marketing strategies	4.00	0.57	4	4

Source: Own elaboration of author

Results in Table 3 demonstrate that motivation and commitment of employed people and enabled legal regulatory environment are the most important critical success factors. Social entrepreneurs rated the significance of motivation and commitment of employed people the highest – the mean score in five-point scale is amounting 4.77 points. The following critical success factors are enabled legal regulatory environment (mean 4.61 points) strong leadership (mean 4.61 points), management expertise (mean 4.53 points), social problem solving (mean 4.38 points) and accurate financial records (mean 4.30 points). From the results it is seen that combination of individual and organizational factors is the most important for social enterprises. According to Unger et al., (2009) several arguments suggest a positive relationship between human capital (education, knowledge, skills and experience) and success. Mincer (1958) and Becker (1964) developed human capital theory to estimate employee's income from their investments in human capital (cited in Unger et al., 2009). In social enterprises strong leader is necessary to support, involve, train employees and to maintain a high trust level in the workplace. Being able to ensure the legal regulatory environment is also an important characteristic of a leader. Previous employment (management expertise) helped social entrepreneurs to be better leaders. It can be concluded that individual factors complement organizational factors. The main characteristic of social entrepreneur (Figure 1) and understanding importance of factors lead to success.

5. CONCLUSION

To ensure social enterprises success, social entrepreneurs should identify success factors and that is curtail task for the leader. After identifying critical success factors, social entrepreneurs should solve problems with barriers that influence the success of social enterprises. The main barriers that restrain the further development of social enterprises in Croatia are lack of knowledge and nonexistent legal form for social enterprises. In research it can be concluded that combination of roles, goals and characteristics of social entrepreneurs and enterprises are

the most significant critical factors. Research also showed that analyzed critical success factors do not have the same importance in EU countries. Comparing results with different countries it is seen that difference between developed and undeveloped countries exists. The contribution of research is framework of critical success factors that can help social entrepreneurs in the beginning of their social adventure. Also, research is proof that eight factors (strong leadership, partnership, triple bottom line planning, attractiveness and clarity of innovative concept, business planning, short and long term benefits management, local community engagement and risk management) considered as the most important are not enough to achieve success. The gap in academic evidence of the factors that contribute to the success of social enterprises in Croatia is smaller. Results of research can be taken for further studies and it is needed to make the framework of critical success factors for each of their activities (health care, environmental protection, food and nutrition and others). Further studies should include bigger samples in order to ensure the representativeness of the results.

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DIGITAL ENVIRONMENT AND LOCAL SELF-GOVERNMENT

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ABSTRACT
Information science and technology provides new scientific research in various areas of society, such as local self-government systems. Local self-government and local communication are important factors of effective self-government that relate to information. Using modern methods, techniques and tools ensures good communication between IS developers, performing of tasks in a standard and justified manner, effective monitoring of development projects in order to detect errors in early stages, a development strategy that removes ad hoc (improvised, convenient) solving problems, while paying due attention to business analysis. The paper analyzes the model of efficient management of local self-government and increased competitiveness through better preparation for the upcoming period of economic growth, which were the main topics of local self-government development in time when both public and private sectors were struggling with devastating effects of the recession. In this paper the authors are providing their views on the financing model and digitalization of public administration and local self-government, as well as the management of human resources in local self-government.
Keywords: *local self-government, information system, management model for local self-government*

1. INTRODUCTION

Local self-government (in the Republic of Croatia the name for local self-government applies to towns and municipalities. The name regional self-government applieas to counties) represents one of the most complex concepts in contemporary political orders. The processes of social differentiation, fragmentation and stratification strongly emphasize the significance of the attribute of "local". This implies that important political and social affairs, as well as the everyday affairs life brings, are reduced to that level of decision making which is the most appropriate for citizens and their consumers. The increase in population is linked to the sudden development of technologies. In the last century, urbanization has created the concept of a digital environment in local self-government, which represents the way administration is at the service of citizens for them to more easily achieve their rights and carry out their duties. Units of local self-government re continually searching for changes to their digital environment in order to influence social, economic and political processes and to better make changes [Janowski, 2015, pp. 221.]. For local self-government to successfully meet all the challenges which modern life places upon it, it is necessary to equip the administrative organization with contemporary informational technology. Local self-government must have a digital strategy to better understand the significance of informational technologies and so that it can used more often. It is actually about local powers needing to more effectively use technology; improving data information access through digital services; that technology has a positive influence on the

digital community [Cisco, 2008, pp 5.]. Administrative organizations are different in character and authority. In order to better understand the problem areas of the digital environment of local self-government it is necessary to distinguish the concept of local administration from the term local self-government.

2. LOCAL ADMINISTRATION AND LOCAL SELF-GOVERNMENT

One should certainly point out the subtle difference in terms of the concepts "local administration" and "local self-government" which are mentioned by many authors. So for example does Ivanišević consider that the expression local administration matches the French expression administration locale, Italian administrazione locale, German kommunale verwaltung and the Spanish administracion communal as opposed to the difference of the term local self-government which, according to him, is closer to the English term local self-government and its continental formations such as the Swiss autonomie locale, German gemendeselbstverwaltung and so on. Ivanišević therefore concludes that "given that one could say the term local administration points to a greater amount of centralization and less independence of local units in the wider territorial administrative system. As opposed to that, the term local self-government is more like the English system and practice known as greater autonomy of local units and so-called vertical sharing of powers in which local self-government emerges as the extended arm of state powers [Ivanisevic, 1981, pp 13.]. Authors such as Lauc [Lauc, 1999.], consider that the task is to create local self-administration where citizens can achieve their human rights and fundamental freedoms in a way that they can equip themselves for direct participation in public affairs to increase their influence, public influence on programs of social development and their implementation at the level of local self-government units. Modernization and informatization of administration which in the last two centuries has expanded is of great significance for administrative organization. This alone also includes local self-government [Simundic, Barbaric, Simic, 2010, pp. 139.]. Precisely informational technologies enable citizens to more easily achieve access to services which local self-administration offers within the framework of its authority which brings it closer to becoming equal participants in the decision-making process. Precisely via services offered by local self-government to citizens to achieve their needs in life generally. The development of technologies and fast pace of life bring with them the need to simplify the communication process for citizens with local self-government in order to more easily access services.

3. INFORMATIONAL TECHNOLOGIES AND LOCAL-SELFGOVERNMENT

We are witnesses today to a strong development in informational technologies which is personified by the internet and the so called. informational or networked society. In such a situation as the main item of polarization of that society there is the problem between the group and self which is actually the problem of identity of the modern individual. Informational technology creates assumptions for the permeation of the global and the local by developing the concept of "glocalisation." That term means permeating global and local, their necessary interference, that is, the influence of the process of globalization on local society and therewith "events at a global level with intermediation of the media influence the local environment and those from the local culture which are of an interesting content become globally intermediated by the media– and so become global according to the criterion of "culturally symbolic" importance- a dimension intermediated by the media" [Milardovic, 2000, pp. 120.]. The last changes of the paradigm and transition from capitalism into informationalism is shifting power from the bourgeois salon into the virtual world in which the new elite, netocratically ready, awaits to take on the leading role. The internet, therefore, suppresses classic labor and creates presumptions for the dominance of netocrats that is persons who have a good knowledge of the world and technology of an informational society.

Information and communication technology change policy from the roots and naturally so too the area of local self-government. The character of national state changes as well as town councils, legislative bodies, provincial governments and state regulatory powers- all of these behave differently because of changes in the public gathering, manipulation and computerized processing of "facts" about what we do. In short, the continual expansion of digital informational technologies also changes the way we governed and the institutions of those powers. Nevertheless, in these indisputable changed social political, cultural, economic and other areas, the fact remains that local self-government is a significant factor in our lives. In this sense, a very important aspect of local self-government activity is the public element. The public aspect of administration enables and implies

- Two-way circulation of information, and with this greater knowledge of both sides;
- Supervision of administration by citizens;
- Indirect influence on the human resource policy of administration;
- Indirect influence on increasing the quality of work of administration [Rajko, 2008.].

A digital environment represents one of the ways public administration can be brought to a higher level. The world today is a lot of information from all over which is processed very quickly. Citizens can access information relevant to them in various ways. Precisely in using information and communication technologies, can the scope of various access to information be widened. It is necessary that citizens as equal participants in the decision-making process use the benefits of information and communication technology. The digital environment within local self-government is moving towards progressing from classic administration to so called "administration without paper". Various ways of accessing services of local self-government via information technology can positively influence the lives of citizens. Following on from this, it is necessary to improve how equipped administration is with modern computer equipment and to systematically and permanently work on training and professional development for public servants (so called lifelong learning), so that they are specialized in working on application platforms and programming solutions which are specific to their work [Simundic, Barbaric, Simic, 2010., pp. 146-147]. Local self-government should make a general strategy of development (building schools, kindergartens and so on) and a special developmental strategy only related to the digital society (digitalization of administration, e-education, e-services and so on). It is necessary, generally speaking, to progress from a society to an e-society, all in the interests of serving citizens.

4. INFORMATIONAL SYSTEM AND LOCAL SELF-GOVERNMENT

The informational system of local self-government is a very significant part of local self-government. Every local self-government has some form of informational system. The informational system of local self-government contributes to the improvement of local communication both at local and state level. During the process of improving communication at a local level, it is necessary to implement various methods which improve citizen participation in decision making. Offering possibilities to citizens to participate in decision making reduces the traditional gap in lack of confidence in the work of administrative organization caused by the bureaucratic mentality of certain individuals. For citizens to more successfully participate in decision making, it is necessary to supply local self-government with contemporary information technology. Using contemporary methods, technical equipment and tools, one ensures: good communication among participants in the development of informational systems, task implementation in a standard and tested way, effective supervision of developmental projects with the aim of observing errors at an early stage, a developmental strategy where ad hoc (improvisation, convenient) problem resolution is removed , and enough attention is paid to analysis of the running of affairs.

It is necessary to correctly link a contemporary informational system of local self-government with the functions of local self-government to contribute to improving the process of running which takes place in local self-government. Local self-government can improve both its own running processes and its relations with citizens via the informational system. By considering citizens as equal participants in the decision-making process, local self-government can be brought to our neighborhood or/and our "doorstep". Citizens should be allowed to submit correspondence to local authorities via the authorized town district/local board and similar narrower territorial town units e.g. neighborhood and the like. With this approach, access to services could be enabled to citizens from town libraries and from one's own home with certain security measures. The digitalization of towns should be approached in a planned way so that this digitalization simplifies achieving rights for citizens and fulfilling duties while at the same time not jeopardizing their personal data as happened in Estonia. Internet of things (IoT) as technology can replace town functioning which in that way would be better linked informationally, function more efficiently and better serve citizens [Pavelić Grbić, 2017, pp. 59.]. The budget as a fundamental financial act of local self-government provides certain funds for certain needs. Insofar as we start from the presumption that 0.5% of funds are allocated to informational needs and 10% of funds to sport, it is obvious that we will not have an effective e-local self-government. Available funds should be allocated in a planned way so that future generations can have certain benefits. Therefore, it is absolutely necessary to avoid unnecessary and failure fraught investments, as well as various types of giving town owned business premises in attractive locations for lease at a very low fee. It is necessary to disregard all private-political and similar interests and to be at the service of citizens. Greater investment in informational technology and informational technologies will initially cause greater costs and certain budget adjustments. However, it will long-term result in saving money (saving employee time, saving consumables and so on), and in increased citizen satisfaction and confidence in the work of local government. In ensuring a single place for receiving documents, it is necessary that electronic communication becomes the primary way of information exchange which represents the pre-requisite for the legal regulation of e-delivery [Strategija, 2015.]. There are various ways in which local self-government can be at the service of citizens. Some already exist such as: virtual services face-to-face; internet contact centers with 24-hour support, 7 days a week and so on [Cisco, 2008, pp. 8.].

5. CONCLUSION

Local self-government or some similar form of governance in some territorial narrower area is present all over the world. Administrations all over the world have similar principles they adhere to in their dealings and above all in administration in the service of their citizens. We live today in a digital world and itis impossible to avoid digital technology. The digital revolution happening affects peoples' lives. Therefore, it is necessary to use all positive informational technologies as much as possible, and to minimize the negative ones. With the help of new technological solutions, we create possibilities for improving informational systems of local self-government and with this optimization of running administrative organizations which is unavoidable for effective functioning. Local self-government must be at the service of citizens so that processes are simplified and the scope of offering services and so that citizens can more easily achieve their rights and protect their interests. In improving the running of local self-government, an extenuating circumstance are the various private interests of individuals which, in order to be achieved, will cause certain damage to local self-government.

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THE IMPACT OF THE COMPANY'S MARKETING STRATEGY ON BUSINESS SUCCESS

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ABSTRACT

Nowadays, it is becoming increasingly difficult for businesses to stay on the market, to compete with organizations with similar services or products, and thus to progress and become more successful . One of the basic goals of each company is to achieve success and prosperity. Consequently, the overall corporate policy, decisions and specific activities of the company are derived from this objective. Considering the constantly changing and advancing market conditions, it is not easy to identify the factors that influence the development and success of a company. In the past, the model of the marketing mix was decisive for the company's success. In today's challenging economic environment, applying the basic marketing mix model is not enough. We can say that applying a marketing mix model should already be an obvious minimum for a successful business today. In addition to the marketing mix, the company must use and apply other factors that determine the future performance and competitiveness of a modern company. Over the years, many theories have arisen, the number of which is mainly related to the fact that success itself is a relative concept and its criteria are constantly changing. Each company operates under different socio-economic conditions, it has its mission, vision and goal and therefore it has to have its marketing strategy. Marketing strategy is an important criterion that influences the success of the whole company. The result of a good marketing strategy is satisfaction of customer and profitability of company. The aim of the article is to elaborate the theoretical background of marketing strategy of the company and the success of the company and to point out the connection and interconnection of these two issues.
Keywords: *Business success, Marketing, Marketing mix, Marketing strategy*

1. INTRODUCTION

Business development and success are among the basic business objectives. Given the constantly changing and advancing market conditions, it is not easy to clearly identify factors that influence the development of a business. In the past, the marketing mix model, which is defined as a set of tactical marketing tools of product, price, distribution and communication was decisive for business success (Kotler, 2004). In the current challenging economic environment, the application of the marketing mix model is insufficient.

Factors such as the functional reliability of a product are now taken for granted, the products are becoming increasingly similar, the extent of advertising is so great that advertising loses much of its effectiveness, and even the distance between the manufacturer and the customer is not barrier. We can say that applying a marketing mix model should already be an obvious minimum for a successful business today. For further development, competitiveness and success of the company, it is necessary to apply other business success factors. The emergence of the first theoretical concepts of success factors caused increased interest in the problems of the success of companies. Over the years, many theories have arisen, the abundance of which is mainly related to the fact that success itself is a relative concept and its criteria are constantly changing (Vysekalova and Mikes, 2009). The organization represents elements such as organizational structure, information system, decision-making and management of people. Only a satisfied customer, supplier or employee together create the prerequisites for higher operating profit and long-term success of the company.

2. MARKETING STRATEGY

The concept of strategy is different various situations, contexts and in many areas of activity. In the terminology of traders and manufacturers, this term originally meant the ability to make decisions based on high expertise and professionalism (Horakova, 2003). In general terms, strategy means a certain way of achieving the set objectives under given conditions. Strategy helps to facilitate organizations' development, evolution and competitive advantage epitomizes the emerging role. It is an underlying resource that enables a firm to create, deliver and capture values faster than they can be competed away (Valaskova, et al. 2018). In marketing, strategies focus on achieving goals within a specific marketing environment. Horakova (2003) states, that the strategy characterizes the direction that the organizational unit will follow in a certain period and which leads to the most efficient allocation of resources for achieving the set marketing goals. Kotler (2004) characterizes the marketing strategy as a marketing logic by which the company achieves its marketing goals. Marketing strategy consists of decisions about marketing costs, marketing mix and allocation of marketing resources in relation to expected environmental and competitive conditions. A strategy is a means that an organization uses to achieve its goals. It formulates long-term strategic goals and it seeks how to achieve them. Each company operates under different socio-economic conditions, has its mission, vision and goal. Therefore, it must have its marketing strategy. This means that there are many marketing strategies (Lesakova, 2011). Gajanova, et al. (2019) state that decisions and select of marketing strategies in the scope of implementation of marketing tool can be easier for merchant, when he divide customers into several segments. The basic marketing strategies include: market exploitation strategy, market expansion strategy, product differentiation strategy and strategy for product and market diversification (Foret, 2008). The term strategy must be understood as the combination of marketing activities that is most suitable for the production and sale of products or services in terms of their effective marketing. It should aim to reconcile the aims and resources of the enterprise and the opportunities and constraints that the market brings. Marketing strategy is a continuous cycle in which individual STP process sequences—demand measurement, segmentation, target market selection, and positioning—are conducive to competitive advantage (Moravcikova et al., 2017). Marketing strategy is a long-term concept of business activities in the field of marketing. It has two goals: to satisfy the customer and to gain a competitive advantage. According to Mala and Bencikova (2018) determining a strategy should be among the main steps leading to implementation of innovations of a product in an enterprise. An optimal marketing strategy is not a one-off and clearly defined activity. It is a process in which something is constantly sought and corrected, due to changing market conditions. Marketing strategies are the methods by which a company wants to achieve its marketing goals in all areas of the marketing mix and thus in the areas of products, prices,

promotion and distribution and ultimately to be successful. Strategy shall give the mandatory guidelines how to achieve the marketing and through them also business targets (Krizanova et al., 2013).

3. BUSINESS SUCCESS

A successful enterprise can be defined as an enterprise that fulfils its responsibilities and responsibilities towards all interested partners, which are owners, shareholders, public authorities or asset managers, customers, clients or the public, resp. other third parties (Armstrong, 1999). Today's definition of success can include anything from environmental performance to creating equal employment opportunities in a business (Crainer, 2000). According to Kliestik, et al. (2018), businesses can be successful and unsuccessful and there are investment opportunities that can maintain and develop businesses. Veber (2009) states that there is no universal definition of success and therefore there can be no single factor or sequence of factors that make a business successful. The main internal attributes of business success or failure should be administrative bodies (owners, founders) and besides them also external attributes such as stock exchanges, investors and banks. He considers the contribution of individual customers, individual products and performance of operating activities and processes as the sources of business entities. A successful business should not focus only on only a profit and a purely economically expressed final target value for its own benefit, but it should focus also on its partners, co-workers, employees, suppliers and all stakeholders. If the goal and direction of entrepreneurial efforts are broadly defined, then success also has a broader and more complete dimension (Křivohlavý, 1995). Business success in most cases is measured by financial performance or an increase in the number of employees (Meyer, 2019).The authors generally express the concept of the success of the company in the 21st century as the ability of the company to adapt flexibly and quickly to the surroundings together with the ability to influence this surroundings by its activities. Veber (2009) explains prosperity as a situation in the development of a company that ensures the successful, complete and long-term fulfilment of its function. The successful management and financial growth of small businesses depend on the proper implementation of occupational health and safety policies and procedures, which is based on the proper identification of safety hazards and safety risk (Esterhuyzen and Louw, 2019).

3.1. Factors of business success

The success of a company depends on several factors. It is influenced by the external environment as well as internal. The external environment is a group of external factors that are of a determining nature with the possibility of having a minimal influence, but some of them may represent an opportunity or a certain constraint for the company, so they need to be constantly monitored and reflected in management practice (Szabo and Jankelova, 2006). Internal environment factors include strategy, structure and culture (Veber, 2009). Correctly chosen strategy and strategic goals have a great impact on prosperity, because they can lead to a change in the ownership or property structure of the company, change of production portfolio and thus competitiveness of the company. Structure as a factor of prosperity relates to enterprise resources, their interconnection, valorisation and utilization. The most important factor in achieving and sustaining the success of an enterprise is through effectively solicitude and maintaining close customer relationships through customer relationship management (Krizanova et al., 2018). According to Srpova and Veber (2012) the success of enterprises is influenced by a set of factors of both tangible and intangible nature called development potential. These include factors such as innovation, customer satisfaction, employee motivation and environmental protection. Today's successful company ensures 4P as a minimum.

However, it must be accompanied by other factors determining the future performance and competitiveness of a modern enterprise, mainly factors such as product innovation and quality of service provision. It must be innovations of a type that generate new demand. The most successful are the super-products that provide the customer with a benefit he did not expected. This is related to the ability to quickly respond to changing customer requirements. Some customers consider response speed and quality of service to be the most important feature of choosing their suppliers. The company that wants to be successful, must carefully and consistently monitor indicators characterizing the satisfaction of each customer (timeliness, complexity, quality of supply).

3.2. Successful companies

Global business data platform Statista compiled a ranking of the 100 largest companies in the world by market value in 2019 (in billion U.S. dollars). Based on this secondary data, we created a graph of the top 10 successful businesses by market value in 2019. This graph is shown in Figure 1. The top 10 most successful companies in terms of market value include: Apple, Microsoft, Amazon.com, Alphabet, Berkshire Hathaway, Facebook, Alibaba, Tencent Holdings, JPMorgan Chase, Johnson & Johnson.

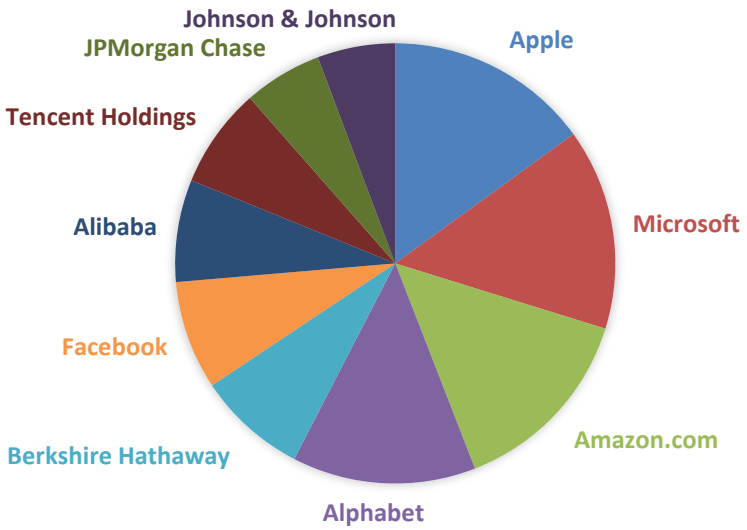

Figure 7: Ten largest companies in the world by market value (own processed based on www.statista.com)

Regarding type of company (Table 1) the first 4 companies (Apple, Microsoft, Amazon.com and Alphabet) are technology companies. There are also 3 conglomerate companies (Berkshire Hathaway, Alibaba, Tencent Holdings), 1 online social media and social networking service company (Facebook), 1 investment bank and financial services holding company (JPMorgan Chase) and 1 corporation that develops medical devices, pharmaceutical and consumer packaged goods (Johnson & Johnson).

Table following on the next page

Table 1: Type of companies (own processed based on www.statista.com)

No.	Company	Type of company
1	Apple	technology company
2	Microsoft	technology company
3	Amazon.com	technology company
4	Alphabet	technology company
5	Berkshire Hathaway	conglomerate company
6	Facebook	online social media and social networking service company
7	Alibaba	conglomerate company
8	Tencent Holdings	investment holding conglomerate
9	JPMorgan Chase	investment bank and financial services holding company
10	Johnson & Johnson	corporation that develops medical devices, pharmaceutical and consumer packaged goods

Apple ranks first in this ranking. The entire marketing of this company is based on visions and innovations. Apple is constantly developing newer and better products. The main marketing strategy is to make people feel the need to own their product and show how an Apple product can improve their customers' lives. Apple does not compete with prices, but focuses on the product's uniqueness, design, features, packaging and marketing sales strategy, as well as emotions in sales.

3.3. Assessment of success

Success is a positive outcome of an individual or group's effort to achieve a goal. Success means full or partial achieving of planned goal. However, success can be relative over time, and thus what has proved to be successful over time may seem unsuccessful. In addition, it can also be a subjective impression, so what appears to someone as success, to another person may seem unsuccessful. The assessment of success is never absolute, and it always depends on the observer's point of view and the overall social situation. In the context of business success, most authors point out that, as each business is unique, each business has different success criteria. Basistova and Olexova (2012) point out that the assessment of the success of the functioning of an organization can be based on meeting the set objectives, while the quantitative criteria for the success of an organization can be two basic categories, efficiency and competitiveness. The reasons why universal principles for success cannot lead to excellent results are very simple. Every person is original, as well as every business that consists of people and the links between them is unique and inimitable. In addition, the business is not only made up of people, it also has other resources that are also unique - an internal environment, to which an external environment is added, which is also quite different in terms of time and space. The internal originality is complemented by the external uniqueness, the originality of the factors and their impact on the company. The third originality is the mutual relations between the company and its surroundings (Zuzak, 2011). Even though assessing the success of a company is not so easy, there are models focused on assessment and business success evaluation. Regarding business success assessment, the European Foundation for Quality Management (EFQM), founded in 1988 by leading European companies, has been instrumental in creating the EFQM Excellence Model, in short, the EFQM Corporate Governance Model. The main tools of this model are self-assessment and benchmarking (Smejkal and Rajs, 2013).

3.4. Model 7S

Economists are concerned with defining the factors that lead to corporate prosperity since the 1980s. One of the first authors was Peters and Waterman, who compiled a ranking of the most important factors influencing the success of the company.

Based on these factors, they created an Organization Model of Success called "7S McKinsey". This model is made up of seven areas that can be analysed to measure success, and all areas must be in harmony to ensure business success (Vysekalova and Mikes, 2009; Veber, 2009; Smejkal and Rajs, 2013). Areas of the model include: Strategy, Structure, Staff, Systems, Shared values, Styles, Skills. The chosen strategic concept "7S" can be considered as one of the most important tools for achieving the company's success. The concept is used for management needs, defining the basic areas that need to be addressed from the top management perspective. If management identifies these key areas and the relationships between them and ensures that the effects in each area work in one direction, this concept will have a positive contribution. It can often be deduced from managerial analyzes that the central and integrating link in the "7S" concept is people (personnel), especially executives. Through balanced, harmonious use of other factors, they successfully manage the overall short-term and long-term development of the company. However, it is precisely the integrating role of the human factor that is crucial not only for combining and balancing factors, but also for creating a synergistic effect of their complex impact on successful business development. Individual areas, respectively. the elements of the "7S" model and the common relationships and relationships between them are shown in Figure 2.

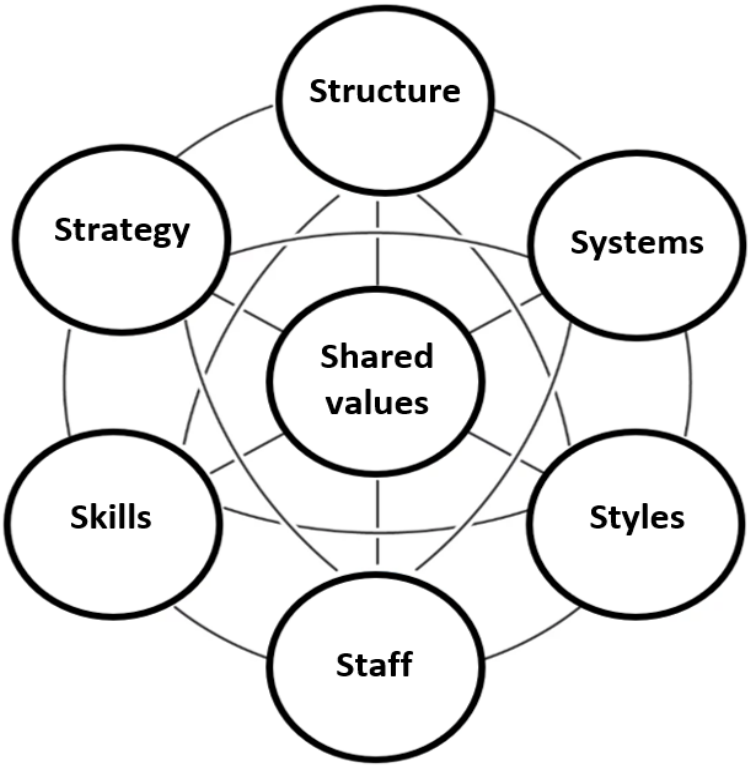

Figure 2: Key success factors of the company and common links (own processed)

Figure 2 illustrates that the management, structure, and strategy of a company are interconnected through a comprehensive network of independent factors, each of which is important to himself as well as its impact on the rest of the structure. The illustration should be perceived as a certain form of a wheel, indicating that the 7 variables that are incorporated in it and form an overall view work in harmony and all are equally important. It shows that an organization without common goals and strategy cannot function effectively as it could if the objectives and strategy were aligned. Also, it is impossible to make significant progress in one of the designated areas without the undertaking in other areas (Smejkal and Rajs, 2013).

Description of 7S model elements:

1. Strategy - expresses the direction of the company and its competitive advantage. In the "7S" concept, the strategy means a program opinion (in the form of a document) of senior management. It includes the definition and organization of a set of objectives of corporate development in space and time, setting appropriate conditions, assumptions and procedures for achieving them. Innovation is the driving force behind the strategy, and hence the longer-term business activity. The business strategy is usually based on the business vision and the specific mission of the business.
2. Structure - establishes the division of the enterprise, superiority, subordination and control. The structure represents the definition of elements of the considered organizational system and their mutual relations. The basic mission of the organizational structure is the optimal division of tasks, competences and powers among the employees of the company.
3. Staff are people who fulfil their functional mission (managerial functions) in the process of corporate management and create a collective with their social culture. People are the main source of increasing business performance and productivity (Smejkal and Rajs, 2013).
4. Systems of control, information systems, mechanisms in the field of innovation, procedures, methods, techniques and technology of management work.
5. Shared values - core values that are accepted by employees and the entire company. They are the basic orientation for the social, economic and other mission of the work of the corporate team or its part, which the collective shares together and strives to fulfil.
6. Styles is a typical way of managing executives in executing managerial functions towards their collective. The classic typology of management style is known division into authoritative, democratic and laissez-faire style.
7. Skills - the intellectual wealth of the corporate team and hence the background for the successful achievement of the goals of managed processes (Minarova and Mala, 2011).

In addition to the 7S model, there are several other concepts of business success approaches. These are, for example, the concept of critical success factors of K.H. Chung, the concept of critical success factors based on systemic approaches, and a pyramid of ten business success factors operating in today's globalized world economy and considering the business environment (Smejkal and Rajs, 2013). However, for businesses to work with individual concepts, they must have a basic marketing strategy and concept, whether at national or international level. International marketing is often defined as the activities that a company implements in foreign markets by its foreign units related to the sales of its products on foreign markets (Grzegorczyk, 2018). The competitive strategy of the enterprises of can be created only based on the deep analysis and comparison of strategic objectives and a strategic direction, features of its realization in several measurements (Dorofeeva and Nyurenberger, 2019). In the context of marketing strategy, it is important to state internal and external corporate social responsibility (Yeo, et al. 2018), that should be in today´s global and competitive environment a part of marketing strategy of each successful business. In addition to classic marketing strategies and tools, green marketing strategies are coming to the forefront. Baktash and Talib (2019) state that consumers nowadays are more concerned with issues of environment protection as such their preferences and life styles are moving towards environmental friendly life style. Even the manufacturers would start to produce environmental-friendly products to fulfil the consumers' expectations and needs. Meeting the consumer demand could boost the image of organizations and would give the good impression of environmental friendly producers. The practical success of the organization's business objective and strategy depend on the quality of the marketing (Durie and Imiru, 2018). Strategy is the key to success which affects organizational performance because strategy is an overall plan that explains the competitiveness position of a company (Zulfa and Widodo, 2019).

Businesses success is very important for whole economy, because as Cepel et al. (2018) state, when entrepreneurs and enterprises are successful, the entire economy thrives, the unemployment rate decreases, and the population's standard of living increase. To be successful, businesses should focus on their marketing strategy, because it is the process through which the business functions effectively and achieves business goals. The result of a good marketing strategy is customer satisfaction and the profitability of the company, which is the success of the company.

4. CONSLUSION

Enterprises are currently in a very complex environment. Increasing globalization has a significant impact on the competitive environment. Companies are forced to continually seek out sources of competitive advantage because it is the way how they can be successful in the long term. It is not easy to clearly define what a truly successful business is, but it can be said with certainty that a successful business is one that in its business activities ensures that in the medium and long term satisfy all interest groups and thus shareholders, owners, business partners, customers and business employees. Quality output requires a quality marketing strategy, which is undoubtedly a source of competitive advantage and business success.

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ANALYTICAL VIEW OF THE IMPACT OF FINANCIAL MANAGEMENT ON THE FINANCIAL PERFORMANCE OF SMES

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ABSTRACT

Small and medium-sized enterprises are a big part of today's economy. They have a large position on the Slovak market and create many jobs. The basis for the functioning of small and medium-sized enterprises is the support of these enterprises and financial management of enterprises. One of the key issues of our economy's future direction is the area of support for small and medium-sized enterprises, because both our country and the EU realize that SMEs represent a strong economic development potential for us. However, it is important to monitor the financial performance of SMEs through financial analysis, which serves as a recapitulation and evaluation of the results of enterprises over the analyzed period, identifies and quantifies the circumstances that have determined their development to date. Based on the results achieved, we can predict the results for the future and compress it all into a proposal of measures, the implementation of which will ensure the achievement of business goals and last but not least through financial management will affect the financial performance of the company. Financial management and decision-making of a company is not carried out in isolation from the surrounding environment, whether we look at them from a geographical, political, legal, social, economic, ecological, technological or cultural-historical point of view. It is influenced by the existence of different interests of different subjects, who are differently involved in the behavior and results of the company. These entities are referred to as stakeholders, and in addition to the owners, they include employees, managers, creditors, customers, suppliers, potential owners (investors), the state, multinational grouping, etc. It is the performance of an undertaking which is a characteristic that indicates the system or course of conduct of the activity under examination by reference to the method of conducting the activity.

Keywords: *Financial performance of SMEs, Financial management of SMEs, Small and medium - sized enterprises*

1. INTRODUCTION

Small and medium-sized enterprises fail to manage effectively. Unfavorable developments continued in the area of economic efficiency and asset appreciation. One of the possible reasons for the unfavorable financial situation of Slovak SMEs may be the lack of demand for created products and services. SMEs in Slovakia show a high level of indebtedness. Due to the high indebtedness of assets (it reflects the share of liabilities in equity and total liabilities, respectively in assets), the possibility of using external financing sources for SMEs is reduced. In the case of small and medium-sized enterprises, the median total debt ratio is above the reference value (70%).

This is also confirmed by the low use of bank loans, which shows a deteriorating trend. As part of its activities aimed at supporting the development and growth of small and medium-sized enterprises in Slovakia, the Slovak Business Agency carries out regular monitoring and research of the business environment with an emphasis on the small and medium-sized enterprises sector.

2. FINANCIAL MANAGEMENT OF SMALL AND MEDIUM - SIZED ENTERPRISES

Veber et al. (2012) say that financing a company goes through different phases of its life, from its foundation through its normal functioning to its dissolution. The objectives of financial management are the correct valorisation of funds, with a greater or lesser emphasis on short or long term horizons.

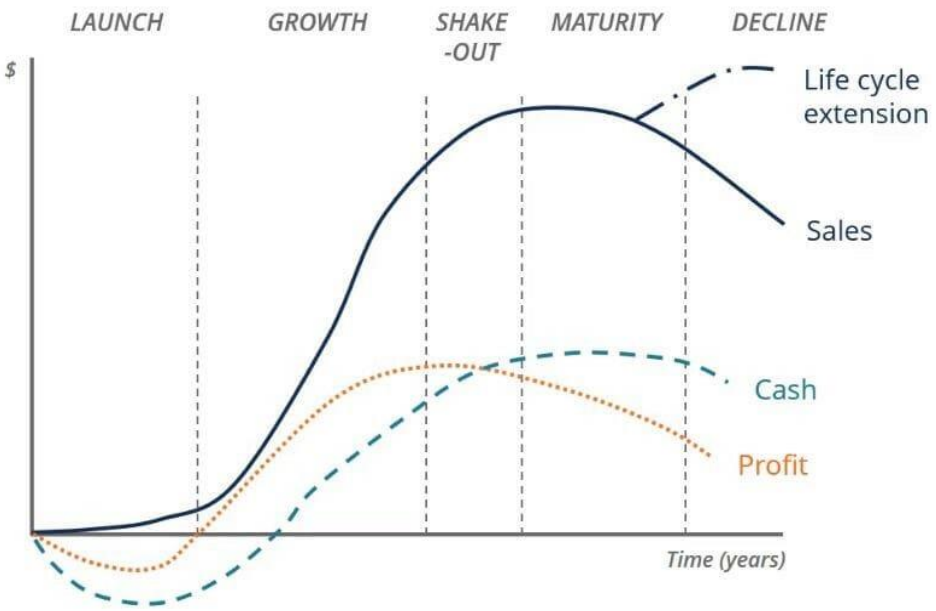

Figure 1: Business life cycle (Martinovicova et al., 2014, p. 17)

Financial management and decision-making of the company is not carried out isolation from the surrounding environment, whether viewed from a geographical, political, legal, social, economic, ecological, technological or cultural-historical point of view. One should, however, remember that quality culture plays a crucial role in the organisational culture of manufacturing enterprises with elements of quality management implemented. Developed quality cultures support the innovation environment, which is why it is necessary for the enterprises to identify the current level of their quality culture and detect significant factors that differentiate individual quality cultures and focus on them (Durana et al., 2019, pp. 1-25). It is influenced by the existence of different interests of different entities, who are involved in the conduct and results of the company in various ways. These entities are referred to as stakeholders, and in addition to the owners, they include employees, managers, creditors, customers, suppliers, potential owners (investors), the state, national groupings and the like (Nyvltova and Marinic, 2010). Every corporation has an economic and moral responsibility to its stockholders to perform well financially (Kliestik et al., 2018, pp. 791-803). According to Slavik (2013), we can most clearly define the financial management of an enterprise as the activity of obtaining the necessary funds from various sources, depositing the obtained money into various forms of non-monetary assets and distributing profits among owners in order to maximize the value of the enterprise for its owner.

The basis of financial management is thus deciding on the most appropriate options for the movement of money, non-cash assets and cash resources and controlling the implementation of quick decisions. Financial managers have four main tasks:

- Acquire capital (money and funds) for the company's current and extraordinary needs and decide on its structure and structural changes.
- Decide on the location (allocation) of capital, purchase of assets t. j. Invest capital in tangible, intangible or financial assets, finance the company's normal activities, develop new products and new technologies, and return borrowed capital to investors.
- Decide about distribute, reinvest or pay dividends.
- To forecast, plan, record, analyze, control and manage the economic side of an enterprise so as to ensure its financial stability, which is essentially understood as the ability of the enterprise to pay its current payables from current income, future payables from future revenues, funds and unplanned expenditure from reserve funds (Synek et al., 2010).

2.1. Factors affecting financial management

In financial management of the company according to Veber et al. (2012) we have to take into account the time factor and the risk factor:

- The time factor is that the money raised today is more valuable than the money raised in the future. The reason is that today we can invest the money we have in another project that will bring us the result.
- The risk factor is the risk that we will not achieve the expected returns or the invested capital will be lost. Risks are divided into external and internal. We can achieve risk reduction by diversifying production and investment. The recognition of the risk factor in financial management is subject to compliance with certain rules. In addition to these rules, we prefer that with the same risk we prefer a larger return over a smaller one, with the same return we always prefer a lower risk over a larger one, we demand a higher return for a greater risk and we prefer the money raised earlier.

Fetisova et al. (2014) claim that an enterprise is not an isolated entity, but operates under environmental conditions and establishes relationships with entities in that environment. The economy of the company is influenced by a number of external factors, which differ in intensity of operation. It is crucial for a company to manage the effects of these factors through financial management, to take advantage of their positive impact and to avoid the consequences of their negative development. The environmental factor can be divided into factors of the world economic environment. Another group is represented by factors given by the economic environment of the Slovak Republic. The last group is represented by factors surrounding the company with which the company has direct and mutual relations. For a small business, relations with the environment have a significant impact on its management and financial management. The characteristics of the company such as affiliation to the industry or legal form also contribute to the formation of the company management. On the other side, the results could differ based on the provided data set (Kovacova and Kliestik, 2017, pp. 775-791). The affiliation to the industry influences, for example, the volume of assets and the structure of the company. The legal form of the company affects the distribution of the achieved economic result.

2.2. Principles of financial management

When managing corporate finances, an entrepreneur should consider several principles:

- The first principle is that under market economy conditions, a company cannot be managed solely in terms of revenue, cost and profit. The existence of a company is also dependent on its ability to manage cash flows and to settle payables due. If a company shows a profit

but does not pay its payables in the long term, the company may run into a serious financial crisis.

- An enterprise may only undertake investment projects if the net present value of the project is equal to or greater than zero, with the net present value being understood as the difference between the discounted cash receipts and the project expenditure. The assessment of investment efficiency takes precedence over other methods of assessing the investment efficiency, according to the above principle.
- Time and risk factors must be respected in all financial considerations and decisions, especially in long-term financial decisions.

Nyvltova and Marinic (2010) argue that the financial manager must, on a practical level of financial management, respect specific principles that could be summarized as follows:

- The principle of respect for the time factor.
- The cash flow principle.
- Net present value principle.
- Principle of risk taking.
- Principle of capital structure optimization.
- The principle of taking into account the impact of the capital market.
- The principle of planning and analysis of financial data from the corporate information system.

2.3. Business performance

Performance is a concept that we are used to quite commonly in everyday life, regardless of our professional or interest focus. The issue of payment discipline is strongly interconnected with the competitiveness of companies (Kljucnikov et al., 2017, pp. 45-61). Since the term performance is used in a variety of disciplines, from sports to the world economy, we can find a number of answers to the question of what performance means. Business performance is defined by Jencova (2014) as the entity's ability to produce a sum of goods and services over a period of time. Wagner (2009) argues that performance refers to a characteristic that indicates the system or the course in which an entity conducts a given activity, based on its similarity to the reference method of performing that activity. Interpretation of this characteristic presupposes the ability to compare the examined phenomenon and the reference phenomenon in terms of the criterion scale. Performance measurement is the process of quantifying the efficiency and effectiveness of business activities. The efficiency corresponds to the extent to which the customer's requirements are met. The units (i.e. employees who have direct contact with customers) analyzed are postal clerks, couriers and call center operators (Dobrodolac, 2018, pp. 150-165). Efficiency is a measure of how economically an organization's resources are used to provide a certain level of customer service. Each of these perspectives or points of view shows the cost of capital differently, but all of them deal with the same number. It is logical that the cost of capital should be minimal because only in that case is the market value of the transport enterprise maximal (Lehutova et al., 2013, pp. 258-261). There are many reasons why a person takes a measurement, both in general and in the context of performance measurement. The most important are the following:

- Measurement has a memory support function - measurement allows to store data about an object and its characteristics for a certain moment or for a certain period of its development. The original image of an object is available even if the object is not present or its properties have changed over time.
- Measurement has a comparison support function - measurement allows you to compare the characteristics of different objects, regardless of whether or not the objects are measurable

at the same time. In addition, it allows to compare characteristics of the same object at different times of its development.

- Measurement has the function of supporting objectification and the breadth of sensory knowledge - measurement allows to objectify our subjective senses of object perception or by means of technical tools, to describe such characteristics of the object that are not perceived by human senses.
- Measurement has the function of promoting depth of knowledge - the measurement also allows to describe such characteristics of the object that were secondly attributed to the object by the human and which are therefore not directly captured by human senses or technical tools.
- The measurement has the function of mediating knowledge - the measurement allows to convey data about the characteristics of the examined object and persons who have no possibility to directly observe the object and thus enable them to mediate the knowledge of the examined object.
- Measurement has a probative function - although it is not possible to fully overcome its subjectivity, it can serve as evidence in a dispute as to whether a phenomenon has occurred or not.

Despite the barriers and the problems we can state that obtained results can be used for a variety of purposes, starting with continuous monitoring of the rate of efficiency of banking sectors, in the EU countries and comparative research between the countries. Interesting results, especially form a managerial perspective, could be obtained at the lower aggregation level – if we were able to assess for example the rate of effectiveness of individual banks within each country of the EU (Balcerzak et al., 2018, pp. 51-70). From a financial management point of view, measuring business performance is an essential part, because by measuring business performance, financial managers can more easily use financial resources to respond to situations that arise at different stages of the business life cycle. Finally, the most important factors influencing financial decision-making of Slovak small and medium-sized enterprises include cost of capital and their long-term survival. (Vinczeova and Kascakova, 2017, pp. 111-121)

3. CONSLUSION

The need for innovation in the business sector is clear and innovation for businesses is the essence of survival, improvement and thus gaining a competitive advantage over other businesses not only in domestic but also in global markets. Growth and improvement of enterprises improves not only economic performance of the state, but also social and living conditions of inhabitants. Today's businesses, big or small, need to realize that their interplay with the research and scientific world gives them exactly what moves them forward and solves their daily problems. The state must create the conditions, tools and incentives for this interplay.

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ECONOMIC MECHANISM OF INNOVATION-ORIENTED MANUFACTURING ENTERPRISE

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ABSTRACT

Innovation at manufacturing enterprises is manifold in its manifestations and generates not only new opportunities, but also new threats to activity of enterprise. Significance of innovation influence on manufacturing enterprise's economic mechanism is widely recognized and is studied by many researchers, but so far it is not still possible to compile a complete and clear conception of this influence and to quantify its relationship with indicators traditionally used to analyze economic activity and estimate achieved economic result. The objective of current study is to identify economic mechanism allowing an innovation-oriented manufacturing enterprise, which combines production of traditional goods with activity in innovation, to optimize its economic result through the rational management of available resources and reasonable risk structure. Innovation is considered not as one-time short-term act, but as a continuous process carried out by manufacturing enterprise on a systematic long-term basis. Being involved in innovation an enterprise which produces goods currently in demand and well-reputed in the market, works for its future. Innovation-oriented manufacturing enterprise becomes a consumer of wider range of resources as well as it can supply the goods for more markets, so the structure of its costs and earnings differs from that without innovation. But innovation activity should not jeopardize current operations and use of current capabilities. The results of research include theoretical provisions related to innovation-oriented manufacturing enterprise's economic mechanism and economic-mathematical model that describes functioning of this mechanism. Some recommendations on solving practical problems of enterprise managers and government agencies managing the innovative industrial development are formulated.

Keywords: *manufacturing enterprise, economic mechanism, innovation, innovation risk, elasticity on innovation*

1. INTRODUCTION

Authors of the majority of scientific works devoted to innovation in the manufacturing enterprises put an exclusively positive meaning into this concept and focus mainly on the advantages that innovation can bring to an enterprise. The works of this kind imply that the market should actively demand new products and services, and its participants are ready to pay a higher price to become the first consumers of innovative product. Innovation requires investing large amounts of resources with a high degree of uncertainty, but the fact that enterprises engaged in innovative activity face a number of difficulties and risks often remains outside the scope of researchers. Even in the case of a positive result of innovation, enterprise meets the problem of getting maximum possible profit before the competitors have time to respond to the innovation. Among the main arguments in favor of the manufacturing enterprise's participation in innovation process is that innovation can improve its competitive position, providing the image of an innovator. However, it should be noted that there are observations confirming the presence of the negative side of innovation. There are researchers are arguing that innovation can have both a positive and a negative impact on an enterprise. An innovation-oriented enterprise is understood to mean a manufacturing enterprise conducting innovative activity and taking advantage of the results carried out by other subjects of innovation activity.

An innovation-oriented enterprise, along with basic operating activity, systematically develops innovative products, introduces them into production and sells them on the market and also or develops and implements innovative technologies, formalizes its ownership of the results of its innovative developments and uses its right of the intellectual property in accordance with the law (Antokhina, Kolesnikov and Guzikova, 2017). It should be noted that the fact of rights registration on the innovation result is not an indicator of its significance especially in the context of the underdeveloped Russian system of intellectual property rights protection. It is known that many innovations are not patentable, and some are covered by several patents at once; however, many patents have no technological and / or economic value, while the value of others is very high.In a market economy the activity of the manufacturing enterprise may be thought of as interaction with other business entities through a number of markets, including markets for resources used by the enterprise in its economic activities, and markets for products in which it sells manufactured products (Figure 1).

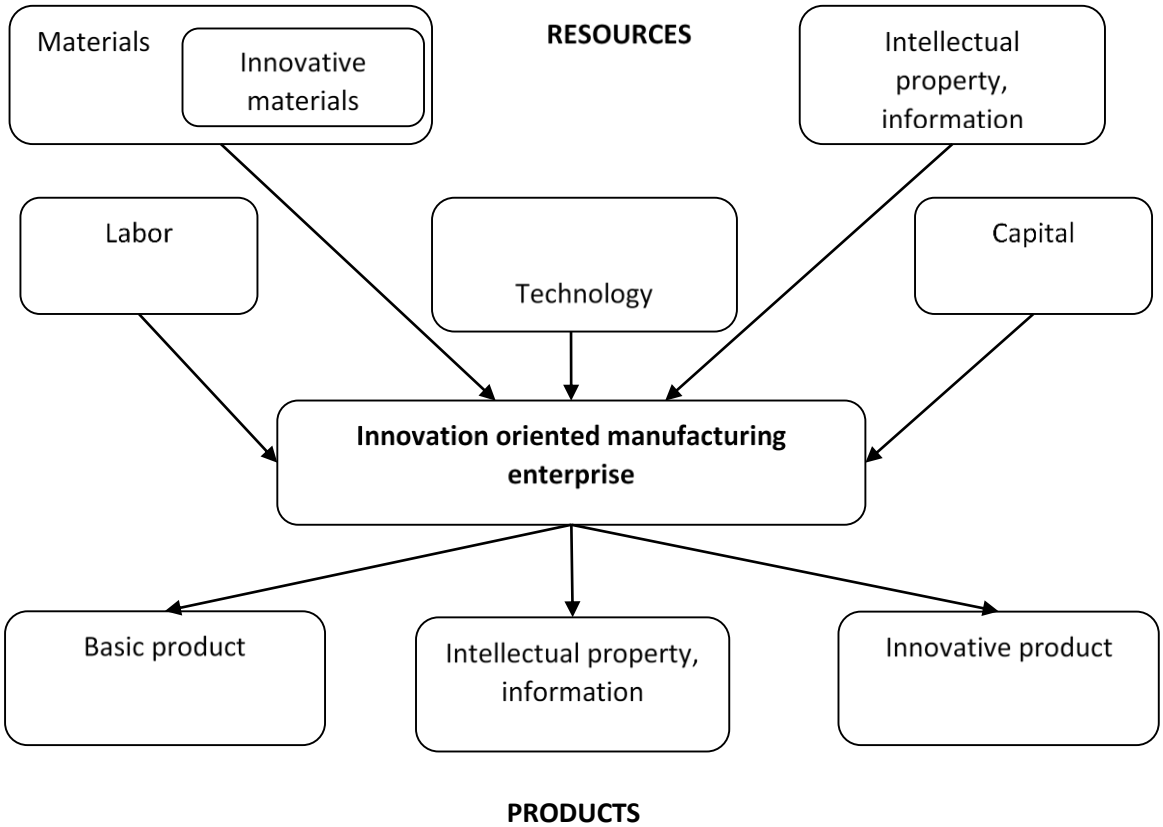

Figure 1: Interaction of an innovation-oriented manufacturing enterprise with resource and product markets

A characteristic feature of manufacturing enterprises conducting innovative activities is that, along with "traditional" products, they actually create two additional types of products:

- innovative products resulting from the introduction of innovation;
- intellectual products (including information bases) resulting from innovation process and presented as set of documents necessary for the novelty introduction, and / or in the form of intellectual property rights.

The issue of recognition product as an innovative currently has no clear answer. According to the recommendations of the Russian Federal State Statistics Service, if over the recent 36 months

the equipment on which the product is manufactured or the manufactured product has been subjected to significant changes or improvements that gave a significant economic effect for the enterprise, the manufactured product is considered innovative. The simplest and most obvious sign of the manufacturing enterprise innovation orientation may be considered the innovative products use as materials and components, consuming innovation services, including financial ones, and / or manufacturing innovative products. Compared with manufacturing enterprises that do not conduct innovation, innovation-oriented enterprises are faced with a large number and variety of organizational, technological and economic tasks. The activities of such enterprises are affected by factors usual for entities operating in the same field, as well as factors due to involvement in the innovation sphere. Consequently, innovation-oriented enterprises are in more difficult conditions in terms of decision-making and implementation and are forced to control and respond to a greater number of factors to ensure the effectiveness of their activities. The objective of current study is to identify economic mechanism allowing an innovation-oriented manufacturing enterprise optimization of its economic result through the rational management of available resources and reasonable risk structure.

2. DATA AND METHODS

The theoretical part of the study is based on the analysis of scientific works on innovation in the manufacturing enterprises. Calculation of innovative elasticity was executed by the data of the Russian Federal State Statistic Service retrieved from *www.gks.ru*. The indicators of elasticity were calculated using the following formulas:

$$E_{TR/I,t} = \frac{TR_{t+1} - TR_t}{TR_t} \Big/ \frac{TI_{t+1} - TI_t}{TI_t},$$

$$E_{IR/I,t} = \frac{IR_{t+1} - IR_t}{IR_t} \Big/ \frac{TI_{t+1} - TI_t}{TI_t}.$$

Where:
$E_{TR/I,t}$ – technological innovation elasticity of total revenue of production in the period t, TR_t – total revenue in the period t, TI_t – expenditure on technological innovation in the period t, $E_{IR/I,t}$ - technological innovation elasticity of revenue of innovation production sales in the period t, IR_t – revenue of innovation production sales in the period t.

3. MAIN PROVISIONS AND RESULTS

3.1. Risk of Innovation

Christensen (1997) noted that even companies which were successful in innovation for a long time become bankrupt. The dilemma of innovators relates to the selection of rational ways for doing business in the most promising markets and taking into account the consumers' opinion. This can lead to the fact that the company will be drawn into many step-by-step innovations that change the market, crowding out individual participants. For example, developing or transitional market may be incompatible with the requirements of the participant in terms of the projects scale, profit level, price level, equipment requirements and staff qualifications. The role of the market pioneer can give a company a number of advantages. However, along with the benefits, pioneers face a number of challenges. For example, the so-called “free rider effect”, when competitors gain advantages at the expense of the pioneer innovator. Free riders have no opportunity to repeat the actions of the innovator during the term of patent protection, but are able to shorten the period of possible benefits. Another problem is insecurity and risk. The innovator faces the highest degree of risk when entering a new market with a new product.

The third problem is inertia, due to which a significant amount of funds can be immobilized and connected in specific fixed assets, or new product deprive the enterprise of the opportunity to profit from the sale of previously manufactured product, or the enterprise may lose organizational flexibility and ability to respond quickly. To overcome inertia, the managers should permanently pay attention to improving technology and to the consumers' demands. The failure of innovation may occur due to: incorrect setting of the research goal; negative result of research; failure to achieve economically acceptable parameters of the prototype; obsolescence of innovation during development; identifying new problems not taken into account when formulating an innovative idea, etc. Innovation risk of the enterprise in economic theory is understood as a measurable probability of loss of at least part of its resources. Innovation risk is the probability of losses that occur when an entrepreneurial firm invests in the manufacturing of new products and services that may not find the expected demand in the market. Based on problem situations, Shamina (2010) identifies the main types of innovative risks of the enterprise:

- risk of wrong innovative project choice;
- risk of innovative activity financing;
- risk of the resources provision of innovation activity;
- marketing risk;
- risk of non-performance of business agreements (contracts);
- risk of unforeseen costs and lower revenues;
- risk of increased competition in innovation;
- risk of insufficient innovative qualification of the staff;
- risk of innovation product ownership securing.

Maramokhina (2013) lists the following situations that give rise to innovative risk:

- when introducing a cheaper method of manufacturing compared to those already in use. Such investments may bring temporary super-profits as long as the enterprise is the sole owner of the new technology. In this case, there is only one risk - a possible incorrect assessment of the demand for the product;
- when creating a new product using old equipment. In this case, the risk of an incorrect demand assessment for a new product is added to the risk of inadequate quality of the product due to use of physically worn and / or obsolete equipment;
- when producing a new product or using new equipment and technology. In this situation, the innovative risk includes a threat that new product or service may not find a buyer; non-compliance of new equipment and technology with the requirements necessary for manufacturing the new product; the impossibility of selling the created equipment, since it is not suitable for the production of other products, in case of failure.

Having limited opportunities in allocation resources to innovation, manufacturing enterprises become participants in the process of open innovation. Ulrich and Vladova (2016), relying on the works (Chesbrough, Vanhaverbeke and West, 2006), (Enkel, Gassmann and Chesbrough, 2009), (Lee, Park, Yoon and Park, 2010), (Müller, 2013), (Veer, Lorenz and Blind, 2013) described the advantages and disadvantages of open innovation from the perspective of small enterprises (Table 1).

Table following on the next page

Table 1: Advantages and disadvantages of open innovation

Aspect	Advantages	Disadvantages
Organizational	▪ Diversification of R&D investments ▪ Easier market entry ▪ Resource acquisition advantages	▪ Process coordination costs ▪ Implementation costs ▪ More faults in routine workflows
Knowledge Management	▪ Broader base of ideas ▪ Technological synergy effects ▪ Improvement of the internal learning capacity through the transfer of external knowledge and learning routines	▪ Strong dependence on external knowledge ▪ Loss of key knowledge control ▪ Loss of flexibility, creativity, and strategic power
Legal	▪ Use of intellectual property as strategic assets ▪ Monitoring of the uncertainty of value and protection level of others' patents	▪ Lack in legacy for additional tasks ▪ Intellectual property spillover ▪ Different levels of contractual experience compared to big enterprises (as potential partners)

Kirner, Armbruster, Kinkel and Som (2011), analyzing the application of the continuous improvement process (CIP) concept in large German enterprises, conclude that CIP allows providing better product quality as well as greater flexibility without decreasing productivity but the issue needs more investigation for the variety of industrial and size parameters.

3.2. Duality of Innovation

Babaev (2012) wrote that an enterprise carrying out reconstruction or technical re-equipment, changing the range of products, inevitably encounters a contradiction: on the one hand, it is obliged to fulfill its obligations to contractors (suppliers and consumers), on the other hand, any restructuring of production means the inability to fulfill these obligations, since it is necessary to stop production, re-arrange production lines, etc. In addition, as a result of restructuring, the enterprise loses not only output but also profit. When replicating innovations, the early decommissioning of fixed assets is inevitable due to their obsolescence or crowding out of the market the products which cannot withstand competition with new analogues or substitutes. Thus, scientific and technological progress is becoming an origin of society's losses, however, at the same time, it is considered normal that the gains from innovations noticeably overlap the losses associated with the birth of these innovations (Babaev, 2012). Innovative developments of an innovation-oriented manufacturing enterprise can be considered both as a result of innovation and as its resource. The ability of innovative developments to act both as a product and as a resource reflects the dual nature of innovation and determines the process of innovation self-reproduction. Innovation self-reproduction, supposes that innovation is capable to increase the enterprise's efficiency increasing its ability to innovate in the future. Positive development experience and/or successful innovative product or innovative technology implementation generate a sequence of adaptive changes and create incentives for reproduction of positive experience. Expanding the capabilities of production process can open the prospect for creating new products, and new organizational methods can increase the ability of an enterprise to acquire and create new knowledge that can be used to implement other innovation. Another manifestation of the dual nature of innovation is that innovation can serve as a resource for both innovation and the "traditional" activity of an enterprise. For example, technological process and equipment improvements are implemented in order to change the output parameters of "traditional" product or to manufacture new serial products. In this case, by release parameters the performance of technology and the quality level are understood.

3.3. Cost Allocation and Profit Maximization

In the manufacturing enterprise innovation activity, the receipt of positive effects is always preceded by the resources expenditure - time, material and financial. An alternative use of resources allocated to innovation is their use in the basic activity of the enterprise. Given the limited resources available, the enterprise should allocate resources for innovation, based on the total result criterion. Linking the innovation risks associated with the share of resources diverted, Vodopyanova and Trusova (2018) offer an integrated indicator of innovation sustainability *IS*, which is calculated by the formula:

$$IS = \sqrt[3]{K_p \cdot K_c \cdot K_m}$$

Where:
Kp is the ratio of personnel employed in innovation; *Kc* is the ratio of fixed assets used in innovation; *Km* is the ratio of material resources used in innovation.

Innovation oriented enterprises, usually, carry out two types of innovations:

- medium and combinatorial innovation, which are the use of different structural combination of elements. Such innovation implementing the average level invention and know-how, allow creating the basis for the development new models and modifications of the current equipment generation, improving the existing technology and main technical and economic indicators of the products.
- small and combinatorial innovations arising on the basis of small inventions, rationalization proposals and production experience. Such innovation is necessary to maintain technical and economic level of the basic equipment and technology or improve their secondary technical and economic parameters and to improve the products parameters contributing to more efficient manufacturing of these products, or to increase the efficiency of their use.

The positive results of such innovation should be manifested in the enterprise's profit increase due to increase in the quality of product, which, supposedly, should be reflected in an increase in the product price on the market, and / or due to decrease in the cost of manufacturing a product unit. To distribute resources between the basic activity of the enterprise and innovation the following model may be proposed. Let C – total volume of available resources, including C_B – resource allocated for the basic activity, and C_I – resources allocated for innovation. The inequality $C_B + C_I \leq C$ should take place. With a known resource transformation coefficient in basic activity K_B, the volume of production constitutes $V = K_B C_B$, sales revenue at the market price P_B is equal to

$$R_B = P_B \cdot V = P_B \cdot K_B C_B,$$

and the profit from basic activity equals to

$$G_B = R_B - C_B = (P_B \cdot K_B - 1) \cdot C_B.$$

Since innovative costs aimed at improving product quality should help increase price, may be assumed that they transform into a price premium as follows:

$$\Delta P_B = K_I \cdot C_I,$$

Where: K_I – transformation coefficient

Total revenue constitutes

$$R = (P_B + \Delta P_B) \cdot K_B \cdot C_B = (P_B + K_I \cdot C_I) \cdot K_B \cdot C_B,$$

and the profit equals to

$$G = R - (C_B + C_I) = P_B \cdot K_B \cdot C_B + K_I \cdot K_B \cdot C_I \cdot C_B - C_B - C_I =$$
$$= (P_B \cdot K_B - 1) \cdot C_B + (K_I \cdot K_B \cdot \cdot C_B - 1) \cdot C_I = G_B + (K_I \cdot K_B \cdot \cdot C_B - 1) \cdot C_I,$$

where the second term is an innovative "supplement" to profit due to increase of the product price. Taking into account that in order to get a positive effect from innovation, some minimum amount of expenses C_{Imin} is required, the task of resources allocation may be represented as follows:

$$G(C_B, C_I) = = (P_B \cdot K_B - 1) \cdot C_B + (K_I \cdot K_B \cdot \cdot C_B - 1) \cdot C_I \Rightarrow max$$

Providing

$$C_B + C_I \leq C,$$

$$C_B \geq 0, \quad C_I \geq C_{Imin}.$$

In a similar way, one can formulate the issue of resources allocation for the basic and innovative activities with the objective to maximize profit due to innovation directed on reducing cost of product unit. In this event, the costs of innovation transform into transformation ratio K_B increase.

3.4. Innovation Elasticity

The impact of enterprise innovation on revenue can be seen in terms of the technological innovation elasticity of total revenue and revenue from sales of innovative products. These indicators show how much percent the total revenue and the revenue from sales of innovative products change with a 1% change in the cost of technological innovation. Figure 2 shows the dynamics of these indicators for the Russian economy. It should be noted that negative values of the both indicators in 2015 reflect the growth of the total and innovative revenue which took place while the expenditure on technological innovation diminished.

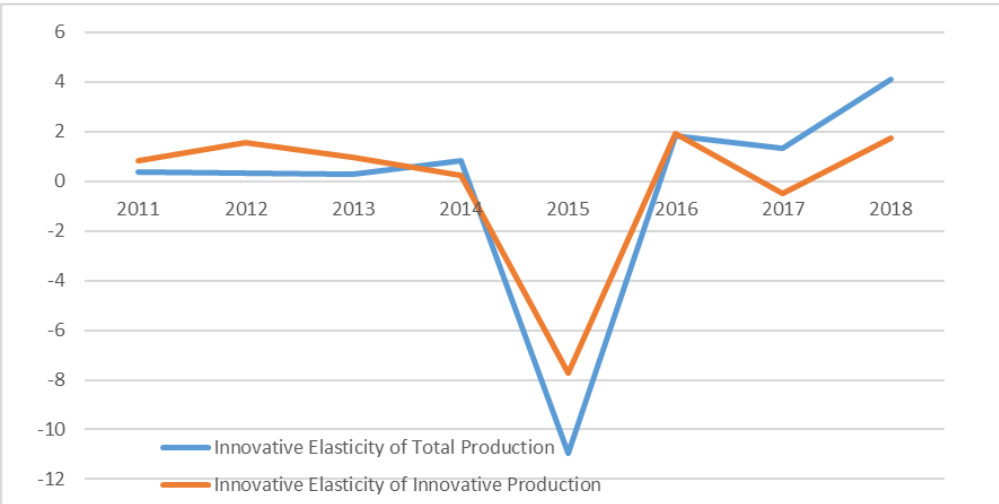

Figure 2: Innovative elasticity of total sales and sales of innovative production in Russia

Similar indicators may be calculated for certain innovative oriented enterprise both for past period to estimate the effectiveness of the expenditure on innovation and for future period to evaluate the adequacy of the planed figures. The set of elasticity indicators including those of the innovation revenue elasticity by different directions of expenditure (personnel, equipment, information etc.) and by different kinds of innovation oriented activity (marketing, technology, organization etc.) may be useful for determining the most productive opportunities.

4. CONCLUSIONS

The conducted study allowed making the following conclusions:

- Manufacturing enterprise's participation in innovation alongside with its basic production allows creating additional products which may become the source of the additional income if the intellectual property rights fixed properly. The activity in innovation creates specific risks touching the anticipated as well as the current operational results. The risk originates from the number of reasons, in particular, from the resource diversion and inadequate evaluation on the market reaction.
- For the innovative oriented enterprise incremental innovation are relevant and in the event of success they result in the opportunity to establish the higher price and/or in the cost per unit reduction. Economic mechanism of the innovative oriented enterprise which provides the process of creating profit, supposes the distribution of the limited resources in order to maximize total profit including profit from manufacturing basic product and innovative supplement.
- Studying innovation elasticity indicators may become a useful tool for evaluation and planning both for the particular enterprises and for the governmental bodies managing, forecasting and planning the results of innovation activity in the different branches of industry and territories.

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ECO-DISTRIBUTION CENTERS OF AGRICULTURAL PRODUCTS IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT OF URBAN CENTERS

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ABSTRACT
The issue of securing the food supply in urban centres is increasing and becoming more complex. It has several specificities: the population of urban centres consumes increasingly poor quality food and becomes dependent on existing global conventional supply chains. It is exposed to the enormous quantities of waste generating that threaten the long-term viability of the urban centres themselves. These specificities indicate three key issues which determine the success of the food supply chain: product quality, distribution security and waste management. A possible solution for urban food supply process problem could be eco-distribution of agri-food products within short supply chains. This paper aims to emphasize the necessity of establishing sustainable short supply chains through the creation of eco-distribution centres. The establishment of such centres would maximize the balance of benefits, both for the producer and the final consumer, with minimal environmental impact due to the closed-loop effect. Implementation of such a circular process would eliminate the disadvantages of the conventional food supply chain (i.e. quality, food traceability, the uncertainty of supply and waste management) per consumer. Besides, the direct producer would ensure the continuity of investments and would allow balanced development through a urban-rural partnership.
Keywords: *urban centres, food supply, eco-distribution of agri-food products, short supply chain, closed-loop, urban-rural partnership*

1. INTRODUCTION

Growing cities in size and number and increasing demand for food are becoming neuralgic points in the food supply chain. Due to its structure and speed of life processes, food is delivered to urban centres through conventional supply chains transforming the population into a dependent consumer (due to lack of self-supply conditions) suitable for manipulation. Individual strive for the living comfort in urban centres increases dependence on external factors and thus becomes much more sensitive to possible deviations within the food supply chain. By letting external factors influence the key factors of life in cities, individuals lose self-management and self-sustainability tool. Therefore, the strategic development of cities requires sustainable reflection on food supply. One possible solution for continuous and sustainable food supply to urban population is the development of appropriate forms of short supply chains (SSCs) in urban areas. They provide quality food for the consumer, reduce costs and negative environmental impact, manage food waste and support regional and local development. The SSC model described in this paper, designed as an urban eco-distribution centre and a form of urban-rural partnership, encourages the development of rural areas in the environment and creates multiple effects:

a) reduction of the pressure of inflow from rural areas to the city
b) ensures the supply of fresh and sufficient quantities of food
c) controls generation and disposal of waste process

Urban agriculture trend is increasing on a global level, and innovative technological solutions try to stimulate sufficient food production at the micro-level within the urban centre (Roorda et al., 2014). Schmutz et al. (2017) in their work analyze 5 different types of urban and peri-urban SSCs: (1) urban gardening (self-supply), (2) urban gardening (commercial), (3) community-supported agriculture (CSA), (4) direct sales (on-farm) and (5) direct sales (off-farm), their relative impact compared to the conventional supply chain and their sustainability. Combination of appropriate SSC forms in urban centres ensures sustainability on a sustainable development platform. Urban centres are becoming larger (superficially) and more influential (economically), determining both internal social and global developments. Their expansion creates significant and organized micro-communities forming individual neighbourhoods capable of functioning independently. This trend has some good and bad consequences that need to be balanced and coordinated. Ecologically speaking, there is enormous pressure on certain points that emit negative environmental impacts. Urban pollution is becoming a significant problem and commitment to solving it requires a holistic approach. Waste presents a major challenge to the city administration and urban population in general. Urban communities must control the overall waste production and management process and must decide whether to invest in expensive waste management technology or to support a labour-intensive form of waste management. Accordingly, it is necessary to promote activities towards waste minimization and resources use maximization. Waste management decisions must be based on the principles of "good governance", including democracy and orientation towards consensus, participation, accountability, transparency, sustainability, equity and inclusiveness. In growing urban areas mass waste consists mainly of household waste. If this waste is improperly deposited and distributed, it converts into a threat to air, water, earth and man. The positive impact of "compressing" the population on the ecological side is reflected in the possibility of developing complete pollution control and management models, and thus maintaining bio-capacity in the area. The purpose of this paper is to create a theoretical model of urban eco-distribution centres of agri-food products, to elaborate the possibilities of waste management through short supply chains (SSC) and to create preconditions for balanced and sustainable development of a certain area through the establishment of a urban-rural partnership.

2. POTENTIALS AND CHARACTERISTICS OF SHORT SUPPLY CHAINS

Most of the food sales and distribution are done by large conventional food supply chains, which represent a network of related organizations where products travel from producers to final customers, that is consumers. These large systems can cause problems such as major food waste, food security and traceability issues, environmental damage, improper redistribution of value and profit among chain members, etc. (Todorovic et al., 2018). Short supply chains (SSCs) of agri-food products and regional or local food systems have been receiving increasing attention lately (Kneafsey et al., 2013), and consumer interest in local food has been steadily increasing over the last ten years (Feldmann and Hamm. 2015). There are various movements around the world promoting local food and the pursuit of alternative forms of food production, distribution and consumption, reconnecting producers and consumers, strengthening local agricultural systems and agricultural markets and building new links between rural and urban areas (Svržnjak et al., 2018). There are different interpretations and criteria for classifying different forms of short supply chains of agri-food products (Gajdić, 2019). According to European Rural Development Regulation (1305/2013), short supply chain (SSC) is a chain that includes a limited number of economic operators committed to cooperation, local economic development and geographical and social close relations between producers, processors and consumers. Wuben et al. (2013) explain that the term SSC is usually associated with the "local food" and "alternative food networks" terms.

They also claim that the definition of local food emphasizes geographical proximity, while the definitions of SSC emphasize social relationships. Although policies that support the development of food SSCare primarily aimed at fostering rural development and the living conditions of farmers, many local food systems and short food chains are based on urban and peri-urban context (Opitz, et al., 2016). The urban consumers demand, interested in the social, environmental, ethical and health characteristics of food promote SSC (Renting et al., 2012; Sonnino, 2016). Schmutz et al. (2017) analyze the contribution of SSC to a sustainable urban eating system. Recently, there has been increasing interest in seeking alternatives to shortening the food supply chain, which would allow producers and consumers to connect more directly and to localize food systems. The aim is to develop new alternative forms of agricultural local food supply chains, combined with production practices, rural tourism, traditional food production and local community/economy development (Gajdić, 2019).

3. URBAN-RURAL PARTNERSHIP AND SUSTAINABLE DEVELOPMENT

Globalization, technological development, computerization and similar processes that have exposed the societies of the 21st century, are creating a trend of urbanization, that is a migration of the population towards large urban centres in the pursuit of their expectations (existential, educational, business, etc.). These processes generate a double negative effect:

a) disappearing of rural areas (losing healthy food production potential),
b) creation of urban overcrowding (generating potential inter-ethnic, religious and other conflicts).

Globalization processes and mass production have led to an uncontrolled flow of capital towards the places and areas of fastest fertilization. Such labour and capital relationship lead to a logical expectation of the population movement towards places of "greater opportunity" (Sundać et al., 2019). Directing capital towards balancing development as a primary objective failed, so social systems were trying to be flexible. In doing so, rural areas were consciously sacrificed without long term thinking about the potential threats that these processes generate. The global trend of urbanization is intense and it determines the number of new processes regarding ecological-social-market relations. Large urban centres, therefore, face a range of problems generated by overcrowding in a relatively small area. We can distinguish three key issues: food, environmental and transport (Copus et al., 2014). Each of these three modern world urbanization problems has its specificities. However, if certain processes which directly and indirectly affect life in urban and rural areas are diversified in a strategically thoughtful way, it is possible to achieve such a combination which will balance the development aspirations of both areas (Myrdal, 1957). One of the key benefits, realized through the implementation of a rural-urban partnership, would be the shortening of the distribution chain of food products, that is the reduction of production-consumer distance. The rural areas potential in urban centres could be exploited by creating a short eco-distribution supply chain of agri-food products. The full accomplishment of the Urban-Rural Partnership can significantly correct the injustices generated within conventional food distribution networks by achieving the maximum benefits both at the outset (for those who make or produce) and at the end (for those for whom the products are intended)) of the food supply chain (Hedberg et al., 2011). Cities and their strategies are increasingly becoming new players in shaping the nutrition strategy of the urban population and other food-related areas with a focus on food wastage and food waste management. Local agriculture supports the economy of the city since farmland around cities is an ideal place for production, and urban centres for the sale of local, provincially produced food. Complementing the potentials of urban and rural areas would greatly increase the level of self-management and significantly reduce dependence on large conventional food supply chains.

With their synergy, urban and rural areas create the prerequisites to maximize their benefits without significant dependence on global networks, which are often exposed to uncontrolled change. The development of this model also achieves the objectives of the EU Common Agricultural Policy (CAP 2014-2020) related to the short supply chains and their role in the sustainability of local food markets. Decentralization and lowering of authority to a lower level of decision-making enable a fairer development platform aligned with the needs of the local population. This kind of organization, furthermore, increase the competitiveness of the regions (and of their country). Previous models of rural and urban development were exclusive, that is the development of one area was at the expense of another one (Fujiwara, 2016). This approach exhausted resources and did not contribute to the development of existing potential. Change of the paradigm "rivalry" to "partnership" creates realistic preconditions for mutual development based on complementarity. Ruthless urbanization trend, that is the expansion of urban space towards rural one, obliged to think more deeply about the consequences of such a process on the socio-economic system. The aim of violent imposition of economic solutions to a specific area is to fertilize the capital and very little to create long-term prosperity. This trend is more frequent in societies that are economically and politically dependent on global trends imposed by economically most powerful countries. Urban-rural partnership, with its potential, greatly enables smaller underdeveloped socio-economic systems to establish mechanisms which will successfully integrate them into globalization processes and reverse trends in their favour (Lab van Troje, 2014). The increasing tendency towards urbanization threatens to create overcrowded environments which generate various problems. Integrating the urban system with the rural environment and coordinating different interdependent processes is a challenge that needs to be addressed by the 21st-century economy. Climate change, which is increasingly visible and economically accurate, has led to a series of global transformations that will or already have a significant impact on the local community itself (Mulgan, 2011). The loss of arable land, despite increasing technological development, will significantly affect the ability to feed such urban centres, and the projected population growth rate (around 9 billion by 2050) will create additional vulnerability in ensuring sufficient food supply. Controlling the space and its smart use is a prerequisite for the long-term viability of modern socio-economic systems. Creating a rural-urban network is a key strategic goal of any social system that is seriously considering its future. Transforming knowledge and services between urban and rural areas will define how to develop a particular area that will simultaneously operate in two directions: external (towards the globalization processes) and internal (towards the social system).

3.1. Food hubs

Distribution centres or „Food hubs“ could play an important role in creating sustainable regional and local food systems as an alternative organizational strategy form of Alternative Food Network (AFN) to redevelop the local farmers market. The role of distribution centres could be of great importance for sustainable local food systems. „Food Hubs“ is defined as an intermediary organization or company that acts as a supply chain manager and provides a logistical and organizational platform for collecting and distributing original agri-food products from local and regional producers to wholesale customers (hospitals, schools and other establishments, restaurants, hotels, etc.) and final consumers (individuals and/or groups) (Berti & Mulligan, 2016). Various approaches and definitions of food hubs (FH) have emerged in the literature (Barham et al. 2012; Horst et al. 2011; Lerman et al. 2012; Morley et al. 2008). According to Barham et al. (2012) regional FHs can be classified in two ways: (1) according to their structure - that is, legislative or legal regulation (eg private food hubs, public or state, cooperatives, non-profit organizations) or (2)to their function - classified from the market or distribution perspective (e.g. company-to-company/institution model, farmer-to-consumer model, or some hybrid model).

In their work, Nakandala and Lau (2018) explore local SSCs strategic management use and hybrid supply chain models adopted by urban local SSCs as for greater efficiency and accountability, taking into account demand and supply characteristics. Integration of specific AFN or FH models into urban/town's strategies is important for: specific customer needs, greater time efficiency (freshness and taste of the product), improvement of products range or variety, minimization of value loss (due to food spoilage), waste reduction, food disposal strategies and ultimately for the support of SSC. According to Kaipia et al. (2013) improving performance in food supply chains requires a focus on multiple parallel issues in the physical flow of goods and the flow of information. The authors believe that the structure of the food supply chain should be simplified, that the place of purchase should be as close as possible to the buyer/consumer and must support the specific characteristics of the food supply chain. They also emphasize the importance of an efficient process which forecasts consumer needs and, on the other hand, informs producers of the required production quantities.

4. URBAN ECO-DISTRIBUTION CENTERS

The issue of food securing in urban centres is increasing and becoming more complex. It has several dimensions which are contained in the following: urban centres population has the highest consumption of poor quality food, it is dependent on existing global conventional supply chains and is exposed to the generation of large quantities of waste that threatens the long-term viability of urban centres. Accordingly, three key problemsdetermine food supply chain success:

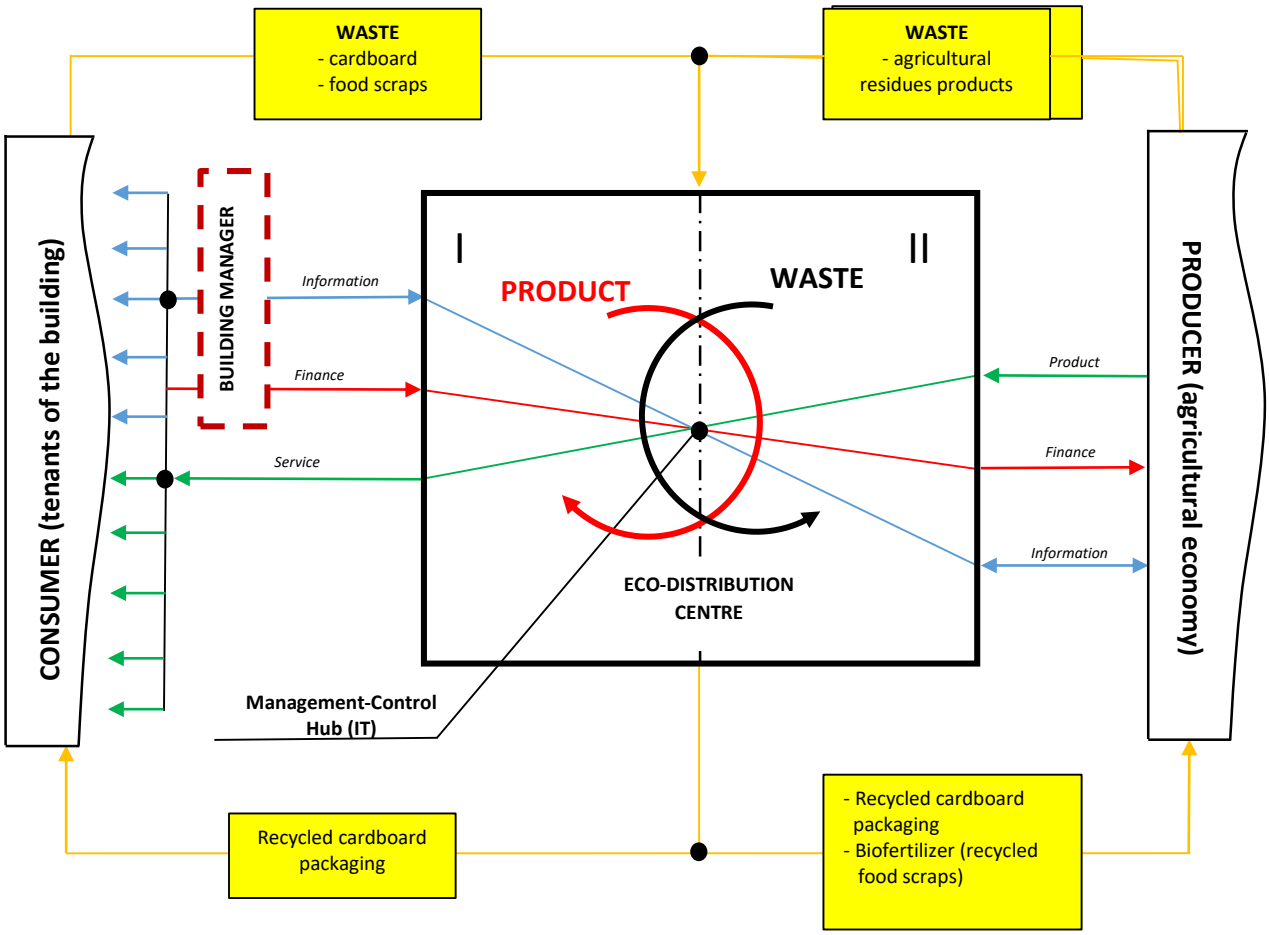
a) quality
b) security
c) waste

Besides, SSCs require an appropriate food distribution solution that is in line with contemporary logistics trends, sustainability and aspects of the new digital era. They need appropriate innovative logistics solutions within food delivery systems supported by digitization, cost reduction, sustainability, improving flexibility and responding to customer demands, etc, while at the same time respecting the specifics of the locally produced food distribution context (Todorović et al., 2018). Besides, we should consider that distribution includes different flows: goods to customers flow, return goods flows and waste material flows. Duleba (2006) considers that “recognizing logistics and distribution as a separate service within the food chain" is a fundamental factor in the success of SSC. He also believes that "distribution and logistics for SSC must be simple, fast, flexible, cheap, transparent and reliable," while Todorovic et al. (2018) also add ‘sustainable'. The study by Siddh et al. (2017) showed that in most articles, information, sustainability and logistics managements are very important issues as far as AFSCQ (Agri-fresh food supply chain quality) is concerned. Todorovic et al. (2018) examine different distribution scenarios in SSC, which are generally defined by:

a) customers demand - characterized by the wideness of their category (that is citizens, restaurants, shops, hotels), location (customer base coverage) and variation in daily delivery;
b) offered service concept - characterized by the product range, type of receipt, delivery hours (and timeframe), delivery time and minimum order;
c) logistics infrastructure - characterized by equipment and resources needed for the planning, realization and control of goods (that is rolling stock, warehouse, staff), information and financial flows (that is real-time delivery tracking, order processing infrastructure, web architecture design, cash flow function and payment method, customer personal information management, etc.).

Finding solutions to these problems in the urban food supply process can be found in multifunctional distribution centres that act as a link between the manufacturer and the immediate customer. One solution is the creation of eco-distribution centres for short supply chains of urban centres, which include within their service process a zone related to the processing of waste created from the use of agricultural food products (Figure 1).

Figure 1: Eco-distribution centre processes of urban food short supply chains



Source: production by the author

The processing of the waste itself would take place through a circular (closed) process, in two directions:

a) processing of food residues (biodegradation and return to the producer in the form of biofertilizers),
b) processing of food delivery packaging (processing of old packaging and production of the new one and re-utilization by manufacturers and distributors).

Establishing eco-distribution centres in urban centres, as a model of short supply chains, would achieve a maximum balance of benefits. Due to the closed-loop (Figure 1), the benefits would be realized, both for the producer himself, that is family farming (FF) and for the immediate buyer (tenants in multi-residential buildings) with zero environmental impact (except pollution by vehicles which can also be eliminated by the use of electric vans). Implementing such a circular process would eliminate the disadvantages of the conventional food supply chain (problems with food quality and traceability, the security of supply and waste management) per consumer (tenant).

Besides, the direct producer would be assured of continuity of placement and would enable balanced development through rural-urban partnerships (development of rural areas while stopping population dying and reducing migration pressure on urban centres). As from Figure 1, the eco-distribution centre has two zones:

1. Zone I - which contains logistics and distribution centre where sorting and preparation of the product placement from the producer (FF) towards the final consumer (tenants of several residential buildings) is carried out through bulk orders (see information flow in blue). The manager of several residential buildings has the key role in the communication process and the flow of information producer-distributor-consumer and through his database, he/she has a proactive role and enables the movement of products towards the consumer. The manager would realize his/her potential through two-way information flows (towards tenants and distributors) that enable efficient management of the consumers' needs and economical (targeted) planning of agri-food products production capacities (Olivier, 2016). It is important to emphasize that the whole process takes place through developed and customized IT platforms and establishes traceability of products from manufacturers to consumers (this is very important for building trust as a key factor for successful implementation of this system). Zone I is the central point from which logistics and distribution activity is carried out to consumers and is crucial for establishing an efficient and effective green food network. The speed and accuracy of the response and the quality and transparency of the food delivered are the fundamental determinants of this type of service success, created on the platform of agri-food products movement towards the consumer.
2. Zone II - is an addition to the logistics and distribution centre, where reversible activities, that is return activities, take place. There are two subzones here: collecting and processing cardboard packaging zone and zone for collecting and recycling food residues in biofertilizer. The centre, thus, becomes complete and an eco-distribution centre allows a process with zero impact on the environment (apart from the vehicle's impact that could be eliminated by more frequent use of electric vehicles on the market). By creating a closed-loop, it maximizes the use of the product, and through the effect of reversibility (recoverability) significantly influences the cost-effectiveness of the whole process. Within the created process shown in Figure 1, there are one- and two-way flows:
   1) One-way flows
   - product and service (green)
   - finance (red)

   2) Two-way flows
   - information (blue)
   - waste/recycled product

The management-control hub has a very important role for the successful functioning of this centre. It represents the "control brain" of the whole system based on IT solutions, due to the complexity of the network itself. Successful modelling and IT solutions of this hub create the preconditions for the successful functioning of the green food network system.

5. CONCLUSION

This paper presents models of short supply chains in urban areas. It contributes to the current knowledge of sustainable food supply chains. The population of urban centres consume increasingly poor quality food, it is dependent on existing global conventional supply chains and it is exposed to the generation of enormous amounts of waste that threaten the long-term

viability of the urban centres themselves. Urban environments represent great potential. The realisation of economic and environmental benefits is possible by providing the population with safe, quality home-made food, reducing food loss and waste, contributing to efficient use of resources and a positive environmental impact. In the last 20 years, we have witnessed the expansion of alternative models of the food supply chain under the motto "from field to table" to reduce the number of intermediaries between producers and consumers. Nevertheless, conventional supply chains still dominate agri-food markets. Former academic and practical knowledge on the conventional supply chains initiates the need for choosing an effective urban food supply strategy, based on suitability to meet the specific needs of consumers while, at the same time, taking care of the final stage of consumption, that is food waste disposal. Besides, it is increasing the awareness of the need of the rural area projects through the urban-rural partnerships, which is reducing the level of dependence on conventional food distribution and waste generation as a result of logistics and transportation standards. All this shows a strong link between the food distribution process and sustainable development, and it is necessary to consider this link as a complete and indivisible system. Cities and their strategies are increasingly becoming new players in shaping the nutrition strategy of the urban population and other food-related areas with a focus on food loss and waste management. On the other hand, rural area potentials in urban centres could be used to create an eco-distribution supply chain for agri-food products. This paper proposes a new model of distribution centre or "food hub" conceived as an eco-distribution short supply chain of fresh agri-food products that has the potential to meet the growing demand of urban populations for local, domestic food while achieving ecological benefits by organizing food waste disposal locally. The eco-distribution centre within its service process should also contain a zone related to the processing of waste generated by the use of agricultural food products. Besides, this form of the supply chain would prove its effectiveness through urban-rural partnership. It would preserve the identity of small and medium-sized family farms and the connection with consumers while maintaining environmental priority. This paper also added a greater perspective on food waste management. It is not only a matter of production and retailing but an issue that needs to be addressed throughout the supply chain, especially at its end, at the consumer level where the largest amount of waste is generated from food. Considering that households, the end of the supply chain, produce a large part of the waste, such models can be an important step towards further food waste reduction in food supply chains. Starting and setting up such supply chains requires certain resources and joint actions by several actors. Therefore, further empirical research is needed to clarify whether the main actors (farmers, multi-housing manager, consumers and decision-makers at the local level) share the same view. The first part of the research would focus on analyzing farmers capacity and motivation to engage in this form of the short supply chain, and the second part on the views of consumers (tenants), their needs, and especially their perceptions regarding waste management. Research would be conducted on the selected area that would connect certain urban centres to the rural area in the region.

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PROGRESSIVE DEVELOPMENT OF SOCIAL SPHERE THROUGH LIFE-LONG LEARNING FOR SPECIALISTS

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ABSTRACT

Progressive social and economic development assumes transition to intensive social technologies in social protection and activization of citizens' potential. Reduction of social sphere expert's competences in compliance with professional standards requirements and public inquiry assumes monitoring of their urgent state. Such role is carried out by personal certification for which objective indicators are required. Conducted research allows to create model of experts' certification in social sphere. And also to make offers for changing of higher education programs and additional professional education. The concept of social partnership acts as methodology of a research. Research methods: deep interviews, expert estimates, testing, case-study, analysis of documents, statistical and demographic data, content analysis of social organizations websites, modeling method. Special attention is paid to problems of teachers training for higher education, and their inclusion in active interaction with employers on the basis of social partnership in training of social sphere experts.

Keywords: *social sphere experts, competences of social sphere experts, certification of experts, life-long learning, intensive social and economic development*

1. INTRODUCTION

An intensive socio-economic development of a society implies a high level of integration of labor market with education and science. In today's Russia such integration is hindered by the fact that professional training curricula do not meet the requirements of the labor market. While traditional and unique feature of the Russian higher professional education is its focus on the fundamental training of students, their practical skills and competencies leave much to be desired. Another hindrance that is worth noting is the backwardness of the labor market itself, particularly in the social sphere. This obstacle gives birth to one more barrier – the gap between theory and practice in the social sphere. These circumstances have been noted by bothRussian and foreign scholars. Professionals who are called to solve social problems have to be especially well versed in both theory and practice. Their skills have to be improved throughout their professional career. There are several problems that require analysis. Let's highlight at least two. First, the analysis of the influence of the level of education on the efficacy of professional work and the increase in the wellbeing of the population. Second, the ability to form systems of incentives for social workers that will allow motivate them to update their professional skills continuously.

2. METHODOLOGY

The issues of continuous education of social workers are inextricably linked with finding new approaches to heightening the effectiveness of social safety nets and social policies of the government. In our country this work goes on in the context of social partnership which is thought to play crucial role in the social sphere. The concept of the social partnership and the ideology of the social responsibility have served as the methodological base for the authors of this study. The applied research had been conducted in 2014-2017 in all regions of Russia. Varied approaches were used: internet polls (N-280), expert assessments (N-12), tests and in-depth interviews (N-28), and also analysis of documents, statistical and demographic datas, content analysis of internet sites of relevant organizations. The results of the study were verified with the analysis of studies of other authors, and through case studies (N-8). As a result the authors came up with a model for certification of social workers. The model is focused on building the base for continuous education as a condition for an intensive development of the society.

3. RESULTS

The correspondence between the effectiveness of performance of social workers and their level of education was examined during internet polling in 2015. Each poll contained 262 closed questions. 820 responses were received. Over a half of respondents had professional education (56,4%; and 35,9% had a graduate level of education). The analysis of the result demonstrated that the level of professional skills depends directly on the level of professional training. Today's complex challenges require high flexibility and continuous updates of one's professional skills. Even for relatively simple tasks such as home care prior training is required: knowledge of psychological and communicational norms of communication, safety requirements for workers, basics methods for monitoring psychological and physical (medical) conditions of the clients. Due to the ever increasing numbers of people who suffer from mental disorders (depression, dementia, PTSR, etc.) it is essential to teach social workers the basics of psychiatry. This is even more important when it comes to providing services in work or educational settings, or providing other, more complex social services. It is noteworthy that the vast majority of respondents were in favor of increased requirements for educational levels of heads of social work organizations (specialty and Masters degrees). At the same time the responses pointed out that in different regions of the country there is a varied level of potential for development of the systems of social safety nets and social welfare. The higher the level of education in a given region the more effective both systems become. Along with that there are other tendencies. According to the data of the All-Russia Scientific Research Institute of Labor of the Ministry of Labor and Social Protection of the Russian Federation, the effort of the government to increase capacity for social worker's education is not yet at the required level. The representatives of the profession "Social Work" are in the lead. Same can be said about social workers and specialists in social work, heads of social work organizations. Of them 55 to 58% have attained professional degrees and engaged in continuous education. However, the specialists in sign language, medical and social expertise, specialists in tutorship and guardianship agencies have not yet become the recipients of the government's support in this industry. Only 5 to 8% of the professionals had increased their qualifications as a result of establishment of professional standards [33]. Expert polls show that the level of education of the social professionals is higher in those regions where the local governments pay a particular attention to resolution of social problems. Thus, there is a reverse correspondence between the effectiveness of social policy and the efforts of local governments aimed at increasing the professional education of social workers. Among the motivating techniques are competitions of professional mastery, system of monetary and moral incentives [5; 23].

It also means that the external motivation does not yet play a dominant role. The study of the views of social professionals demonstrates their rather contradictory positions on their incentives for education. The absolute majority of the semi-formal in-depth interviews understand the necessity of continuous education. However they also recognize barriers to it. The most difficult issue is the combined effort of work and study where both have to be attended to at the same time. The majority of respondents cannot leave aside their work duties. This is true particularly of those working in specialized organizations [14]: Psychological rehabilitation and boarding agencies, schools for population with special needs, etc. The second factor is financial. The diversion from work may result, according to the respondents (36,72%), in decrease of their incomes. 15,16% of respondents reported a lack of interest of their supervisors in their continuous education. In their organizations the conditions for the Additional Professional Education are not in place. The obtained materials on this issue have been verified through case studies (N-8). A number of issues lie in the content of the continuous education. There is a perception that the programs should consist of practice-oriented subjects only. Usually the role of theoretical subjects in post graduate education is underappreciated. The in-depth interviews have demonstrated the erroneousness of such a view. First, an in-depth theoretical base, according to the opinion of the heads of social work organizations, allows for a more thoughtful approach in the choice and application of social technologies. Second, it allows to better understand not only tactical but also strategic goals of the profession. Third, an understanding of the social mission of the profession, plays a major role in management and prevention of staff burnout. This conclusion is supported by studies of other authors, not only in Russia but also abroad [7; 9, 11; 12; 13; 27]. Correspondingly, it is important to strengthen the practical components of the higher education of social workers. This applies particularly to those components that are aimed at creation of applied professional skills [1; 2; 21]. This issue raises a question regarding the practical training for the instructors in higher education. There cannot be a practice-oriented higher education without a practice-oriented instructor [26]. The problems discovered in creation of the system of uninterrupted professional education may be solved with augmentation of the system of professional certification to a personalized level. The certification is procedure established by law to verify that goods and services are of the established norms of quality. It maybe mandatory or voluntary. Currently, the mandatory requirements are applied to organizations, in particular in the system of education or social work. These organizations must pass the certification. Today there is a goal to introduce personalized certification. The heads of organizations that look to improve the effectiveness of their agencies organizations can become clients in this process. But also the individual specialists who either wish to receive an acknowledgement of their level of competence, or those who would like to grow their careers or salaries. The certification is administered by the Centers For Professional Certification. Their mandate and functions are described in regulatory documents at the federal level. The criteria, content, assessment funds are developed by professional experts in the industry and are approved by the Council for Professional Qualification. The Council consists of representatives of a professional society and experts in theory and practice. The representatives of the education industry are also included in the work of the Council. The indicators of the levels of staff training directly relate to the accreditation of the organizations of social welfare as well as the system of staff incentives and their possibilities for career growth [15]. In this model the interests of staff and organizations, internal and external incentives are intertwined. It plays a major role in increased quality of social welfare and in the end, influences the increase of socio-economic development of the country including an improved social welfare.

4. DISCUSSION

The obtained results were tested at various scientific forums: The Eurasian Forum "Transforming Society: new directions and models of advanced social development" (Jakutsk, June 2015); at the seminar of the European Council "Europe's Social Charter – toward human rights"; at the Asia-Pacific Summit of Social Workers (Vladivostock, October 5-8, 2016), etc. The discussion of the recommendations took place at science and practice conferences dedicated to experience of implementation of professional standards for social workers. The problem was discussed in theoretical and applied studies. The level and importance of the goals of this study assumes the need for theoretical analysis of the problem. The current scientific discussion of this issue used the international experience, studies of foreign scholars who analyzed the problems of professional development in the social sphere at various times in the past: J. Clark, A. Flexner, R. Hugman, T. Marshall, C. Mills, M. Payne, M. Saks, S.Shadlou and others. They studied the trends in professional theory as well as practical approaches to organization of continuous education, mission of social work and social education in the World, the inherent risks and barriers, conducted comparative studies of various national schools of thought [3; 10; 11; 16; 17; 20; 23; 24; 33; 35]. The problems of social work are being actively studied in the Russian literature. The establishment of the profession and its educational bases are highlighted in the works of P. Romanov, E. Yarskaja-Smirnova [21; 22]. According to the scholars, the development of the profession is heavily influenced by sociological and cultural bases of the education for social workers. Here in particular the importance of professional social work manifests itself (A. Egorychev [4], O. Shalkovskaja [25], T. Shanin [26]). These circumstances stimulated a great deal of attention to the problems of staff training for social work. M. Firsov, S. Fomina, V. Kelasiev, V. Sizikova study the issues of integration of sciences, education and social work practices as the conditions for training of the social workers [6; 9; 12; 28; 29]. Continuous education is linked to the establishment of professional standards. Their influence on the process of staff training is studied both in Russia and abroad [29; 30; 32; 34]. The threats of devaluation of responsibility in social sphere were pointed out in the works of A. Klepikov [13]. The issues of staff training in the social sphere are not confined by the sphere of social welfare. The array of vendors of social services is becoming more varied with new legislation and this segment has its own issues when it comes to continuous education and fulfillment of the social mission[6; 14; 15].

5. CONCLUSION

Our study came to the following conclusions. 1. The modern society faces the growing complexity of social problems. To solve them there is a need for more educated specialists of social sphere. 2. These specialists have to have a focused professional training of various levels (from worker types to those with degrees of higher education). Their education must be built on a solid theoretical foundation and have an extensive practical base. A practice oriented education assumes the development of the practice oriented teaching staff with enough competence in the practical aspects of social work. 3. The development of specialists in social sphere should be based on continuous education. The organization of additional professional education must be systematic, phase-based, and multi-faceted with a well thought through combination of theory and practical aspects. 4. In order to make this system viable and sustainable it is important to solidify both external and internal incentives that can motivate the heads of social welfare organizations and workers alike to heighten their professional level. 5. One of the most important ways for solving the existing problems is the system of professional certification that reaches the level of an individual specialist.

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CONCEPTUAL MANAGEMENT MODEL OF CREATIVE AND AUTHORIZED EDUCATION

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ABSTRACT
The article reveals the objective prerequisites for the formation of a new concept of educational management in the information society as a set of principles, functions and methods of management of educational processes. The principal provisions for the creation of innovative educational technologies that meet the model of creative and authorized education are defined. The model of organization of educational process on the basis of formation of educational groups on the principle of "creative classes", "creative groups"is offered.
Keywords: *creative and authorized education, reproductive education, educational process management, information society, demonstration and qualification exam*

1. INTRODUCTION

The transition to the information society actualized the controversial issues of educational reforms that would be adequate to modern civilizational requirements. The new requirements to the educational models of modern society are conditioned by the information technological way of production and consumption, as well as by the acceleration of the rates of introduction and change of generations of technological innovations. [Stepanov, Morozova, 2016] Rapid change of generations of information, computer and Internet technologies in the XXI century. seriously affects the need for employees to acquire new professional knowledge, skills and competencies. [Savina et al., 2015] In the information society the conveyor as the dominant technology of mass production has remained in the past, fundamental social institutions have changed, and non-standard competencies expressed in a high degree of individuality, creativity and creative activity have been required from a person. In addition, the profitability of higher education will increase with the increase in the coefficient of efficiency of career growth. The new requirements caused by the newly emerging competences, justifies the use of such tools as management and marketing that enables education providers to overcome the shortcomings inherent in almost all educational services such as intangibility, and delayed nature of the manifestation of results, heterogeneity of quality, etc. [Potekhina, Andryushchenko, et al., 2015]. The need to train specialists with fundamentally new competencies associated with the development and use of creative, intellectual creative potential, significantly changes the paradigm of the educational process and its management system.

2. MATERIALS AND METHODS

The methodological basis of this study is the domestic and foreign publications of scientists in the field of paradigm change of the educational process, focused on the development of creativity and innovative thinking. The study used the methods of scientific abstraction, which was used to achieve the goal of this study-the formation of a conceptual management model of creative-authorized education; induction and deduction in the study and correlation of advantages and disadvantages of the system of developmental education, based on dialectical-logical methodology; synthesis to formulate the author's approach to the creative-authorized educational model; concrete-historical approach-for generalization of the information data justifying change of type of educational model. The analysis was conducted based on the study of system of developing training based on dialectical-logical methodology (E. V. Ilyenkov [Ilyenkov, 19997], V. V. Davydov [Davydov, 2006], A. Zankov [Zankov, 1990]), the methodological programs of the G. P. Shchedrovitsky [Shchedrovitsky, 1988], V. S. Bibler [of Bibler, 1991] M. K. Petrov [Petrov, 1992], philosophical-pedagogical anthropology deployment of personal potential [Starostin, 1996] etc. [Cucumbers, Platonov, 2004]

3. RESEARCH RESULT

The requirements for new educational models and trends in the transition to new forms of education are the need to perform the main educational function: the training of future professionals who will be able to actively interact in public life. [Stepanov, Veselovsky, 2016] A new concept of educational process and management in the paradigm of information society is formed of several major components: the students should be ready to act as a mover of the learning process, actively positions self-management education; learning needs to have and use in the process of learning new forms of teaching, infrastructure of teaching and learning should meet the new forms (syllabus, programme, technology, textbooks, etc.)[Bulakh, 2009]. The education system in the information society should be aimed primarily at training specialists-creators who possess creative technologies, tools and methods of solving problems. Graduates of educational institutions in the information society should have the ability to think independently and solve problems in conditions of unpredictability and uncertainty. The leading role in this belongs to educational management [Petryakov, 2012] as a set of principles, functions and methods of management of educational processes... [Shcherbakova, 2011], that is, models of interaction between the teaching staff and students aimed at solving educational and developmental problems [Petryakov, 2013]. Achieving these goals is possible only under the condition of a fundamental change in the type of educational model. Such a change in the conditions of the information society should consist in the transition from the informative and reproductive approach in training to the creative and authorized model. [Korobeynikova, 2012] The modern model of education is a model of reproductive education, which is based on the classroom-lesson-lecture system, practically unchanged over the past two centuries. However, the modern world has changed significantly. This includes modern information technologies, a deep social division of labor, and the development of processes of cooperation, concentration, combination, and, of course, according to the new conditions, a new methodology for training professionals based on a systematic, creative and authorized approach should be formed. The paradigm of creative-authorized education, based on a systematic interdisciplinary approach, should replace the reproductive model. The experience of Finland, where the processes of education reform are taking place, is interesting in this respect. There cancel a number of subjects in the usual view. Pupils and students do not study individual subjects and disciplines, but specialties and professions to which a number of competencies correspond. [Andruhina, 2009], a methodology based on the system study of disciplines according to the algorithm and techniques creative-authorized training. In the learning process, students and students begin to immerse themselves in the profession at the earliest stages.

They study not separate independent disciplines, but a system of disciplines in their dialectical relationship and dependence, which corresponds to a certain profession [Zinovkina, 2012]. Thus, education is carried out on the model of "professional competence-professional project", when each student learns on the basis of independent or group development of their "professional project". At the same time in the process of project training students by trial and error achieve good results on the principle of "the more mistakes, the better." And this process of project-authorized training ends with a demonstration qualification exam, which is held for several days, where graduates develop a fundamentally new, non-copied project. As a result of the creative and authorized approach, training of professionals working on new principles, algorithms and methods adequate to the challenges of the information age is carried out. The need to move to a new model of professional training puts forward new requirements also to the teaching staff engaged in educational and educational activities. It is obvious that the transition taking place in the information age from a narrow specialization based on typical industrial production technologies to non-standard and creative, flexible, and, sometimes, and individual complex technological processes, predetermines the need for the formation of new competencies directly from the teaching staff. The principal element of creative and authorized training is "hard interactive", which assumes that the teacher-Manager actively manages and includes all the participants in the educational process, making optimal use of technical capabilities [Stepanov, 2016]. Interactive teaching methods were actively used in the United States, where the method of teaching was introduced, the essence of which was that teachers did not give lectures to students in our view. Before each upcoming lesson, all students were provided with theoretical materials for the upcoming lesson, and discussions were held in the classroom, the solution of specific practical problems, analysis of situations, testing, etc. At the same time, a specific scenario was developed for each lesson, in the course of which the solution of the tasks was carried out. Such classes created a creative atmosphere of critical perception of the problem. As a result, students actively asked questions, put forward their ideas and concepts, argued them, constructively debated, analyzing the points of view of opponents. As a result, an atmosphere of satisfaction and euphoria from communication and interaction was created. During these classes, students learned the theoretical material on their own, and in the classroom professors and teachers conducted interactive classes with them, during which the assessment of their knowledge was carried out [Balykhina, 2014].

4. DISCUSSION OF RESULTS

In a creative and authorized education system, education should be based primarily on the principle of involving students in an independent process of finding, mastering and applying new knowledge to solve specific problems. As a result of the implementation of the principle of "involvement" the student turns from a passive subject of learning into an active subject, independently mastering and using new knowledge. Noticeable changes also occur in the content of the teacher's activity, which moves from the usual role of knowledge reproducer [Ilyshev, 2010] to the role of teacher-Manager. Its main task is not only to transfer new knowledge to students and control their assimilation, but also to manage the process of authorized development of knowledge and skills, including planning, organization, motivation and control. In the creatively-authorized educational model, professors and teachers turn from "mentors-educators" with deep, highly specialized knowledge into teachers-managers, researchers, inspirers, generators of ideas and innovations with broad systemic and interdisciplinary knowledge. In the Russian Federation, the first steps are being taken towards the implementation of a creative and authorized educational model, when Worldskills standards are being introduced into the educational process of higher education. Students receive specific practice-oriented tasks solved in a competitive form, the teacher-coach provides them with the necessary knowledge, the solution of the problem depends entirely on the creativity of each

individual student. The main task of teachers-managers is to implement the ideas of individual educational programs. The teacher-Manager must provide the necessary conditions and help students to form an individual educational order, as a result of which the student becomes the author of his educational program. This approach requires a rapid response of state regulatory authorities. Its implementation is impossible without changes in the state educational standards. Thus, the formation of the information society, the transition to a creative and authorized model of education puts forward new requirements for the knowledge, skills and competencies of professors and teachers. In the conditions of a creative and authorized educational model, the teaching staff (teachers-managers) must possess the following professional competencies:

- high professionalism;
- ability to analytical and predictive systems thinking, creative self-development;
- high level of intellectual and creative potential.

At the same time, the modern teacher-Manager must own:

- tools and methods of managerial creativity;
- technologies of socio-psychological management of people in the information economy, etc.

The transition to the model of creative and authorized education involves the solution of the following fundamental issues and, above all:

- development of theoretical and methodological foundations of creative and authorized training system;
- clarification of methodological principles and recommendations for the assessment and development of the creative potential of students;
- introduction of innovative models, tools and methods of creative and authorized training with the use of individual and distance forms of training;
- development of curricula, plans, textbooks, workshops, manuals, etc.;
- development of guidelines for self-education, professional and creative growth, etc. [Stepanov, 2015]

In the model of creative-authorized education, the development of curricula and plans should be based on the system-logical building of the educational process on the basis of the widespread use of creative-authorized tools and methods of training and the development of technologies and teaching methods that allow finding non-standard solutions to professional problems. Textbooks, manuals, workshops, syllabi, programs, technology are the basic element of the innovation strategy creative-authorized education using a variety of case studies, modern interactive technology, implementation in educational process in business, imitation, intellectual, role-playing tasks. At the same time, students and trainees must get acquainted with the domestic and foreign experience of solving non-standard problems. The issue of formation of training groups for training specialists in the information economy is also relevant. The organization of the educational process should be carried out not on the usual principle of combining students into classes, groups, streams, etc., but on the principle of forming "creative studios", "creative classes". Such groups should be selected taking into account the principles of creative and authorized education, involving the creation of a psychological atmosphere, creative cooperation of all participants of the educational process

5. CONCLUSION

The transition to new creative and authorized principles of training require the formation of the foundations of creative thinking culture of students. Its essence consists in the development of creative and intellectual potential through the use of non-traditional forms and methods of

creative and authorized education (development of professional and scientific-activity socialization programs focused on the competence approach and the system of continuous education, based on expert systems, network resources, artificial intelligence, culture-centered methodology; project training based on information modeling methods, etc.). In the context of the information society and the transition to a creative and authorized model of education, higher education institutions should train highly qualified scientific and pedagogical personnel on the basis of the development of fundamentally new educational models. This, in turn, requires the improvement of the content of educational systems and the implementation of professional training of teaching staff with knowledge, skills and competencies relevant to the information society.

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ORCHESTRA OF RUSSIAN FOLK INSTRUMENTS AS A FACTOR OF SPIRITUAL AND MORAL EDUCATION OF THE YOUNGER GENERATION

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ABSTRACT
The article considers the possibilities of Russian folk instruments orchestras as pedagogical resource for the spiritual and moral development of children and adolescents, which is not sufficiently represented in the educational work of these collectives. Pedagogical strategies for expanding the amount of musicians of folk instruments orchestra, individual-psychological peculiarities of performers, correlation of organization of educational and rehearsal work with young performers with mastering of spiritual and moral achievements of folklore culture, folk traditions, customs and rites are analyzed. Relevant requirements for professional training of orchestras' conductors which are important for the practice of spiritual and moral education of the younger generation are formulated in article. There are further prospects for improving educational work in these collectives and the corresponding requirements for mass education system focused on spiritual and moral education of children and adolescents.
Keywords: *spiritual and moral education, younger generation, collective creativity, folklore, orchestra of Russian folk instruments, pedagogy of artistic creativity*

1. INTRODUCTION

One of the serious problems of modern Russian society is the lack of the practice of spiritual and moral education of the younger generation in the system of education and culture. The artistic education of children and adolescents plays an important role in solving this problem. Many traditional systems of relevant pedagogical work are not effective enough because there is a process of devaluation of the possibilities of academic artistic culture in their pedagogical impact on the consciousness of the younger generation. On the other hand, the role of mass musical culture in child-adolescent society has increased, mainly in the form of low-level samples of musical performance, as well as the role of visual information forming the so-called "clip consciousness" of modern children and adolescents. As a result, the pedagogical resource of folk artistic culture has been practically lost for many members of the younger generation, and this resource is replaced, together and nearby, by products that contribute to the spiritual and moral degradation of children and adolescents. In this situation, the importance of the Russian folk instruments orchestras is increasing, the history of which testifies their uniqueness in the process of spiritual and moral education and preservation of the mentality of the Russian people [7; 8]. This importance of performing collectives of this musical genre needs additional research and development of corresponding pedagogical programs, demanded by the practice of spiritual and moral education.

2. METODS

The study of this topic was based on the following methodological approaches: determining the possibilities of performing practice of Russian folk instruments orchestras in the context of the revival of Russian performing folklore traditions; identification of pedagogical potential of Russian folk instruments orchestras; determining the prospects for the formation of child-adolescent creative collectives in the process of teaching to play Russian folk instruments in the aspect of spiritual and moral education of the younger generation. Consider these methodological bases in more detail. Orchestras of Russian folk instruments and revival of traditions of Russian performing folklore. Traditions of national folk creativity have historically developed on the basis of syncretism, involving an organic synthesis of various types of creative activities: verbal, musical and visual ones. Singing folklore remaines the lead in this synthesis which corresponding with the special role of the song in preserving the traditional mentality of the Russian people [13; 14]. Accompanied by the most important life events, traditional rite involved the creation and performance of a song performance repertoire in which the Russian people expressed their thoughts, aspirations, desires, feelings as an internal attitude to the relevant vital situations. The song nature of Russian folklore required its implementation in an extended version, which involved not only folk singing, but also dance folklore, playing the folk musical instruments. In this way, performing folklore became a theatrical action having synthetic character and in this capacity remained attractive to the Russian people [9; 10]. At the same time instrumental support accompanied most performed song and dance and became an integral part of folk performance. The study of the role of Russian folk instruments in preserving the traditions of performing folklore in condition of rite culture is an important methodological approach to the study of instrumental folk music. The next of the above methodological approaches to the study is identification of pedagogical potential of the Russian folk instruments orchestras. The established system of children's creative collectives is experiencing serious problems related to the involvement of children and adolescents in performing activities. Many children and adolescents remain away from systematic activities of artistic and, in particular, musical creativity. As a rule, the proposed participation of the child-adolescent population in collective work faces an obstacle in the form of mastery of the appropriate type of performing arts (singing, theatre, instrumental, etc.), requiring special abilities and enhanced training, which, as a rule, children and adolescents are not ready for. At the same time, it is the orchestras of folk instruments that have the possibility to involve in the creativity of the younger generation regardless of the level of their performing activity, musical training, systematic attendance at rehearsals [17; 19; 21]. It is no accident that the use of folk instruments and their modifications is widely practiced at the early age stage of musical and aesthetic development of the younger generation, for example, in the music system of K. Orff, which allows to ensure mass participation of children and teenagers in musical performance ("Orff's instruments"). In this regard, the growing popularity of such traditional folk instruments as horns, domres, balalaikas, folk percussion instruments, etc., playing them is available for any child-adolescent contingent, is characteristic among young performers. It is the certain accessibility of folk musical instruments for children and adolescents that creates the prerequisites for greater possibilities in the search for pedagogical technologies relevant for educational impact and formation of the collective. It is this pedagogical potential of Russian folk instruments orchestras that should be studied as a unique opportunity to democratize and intensify children 's musical performance. Accordingly, in connection with study of orchestras of Russian folk instruments in the aspect of spiritual and moral education of the younger generation, it is also important to determine the appropriate prospects for the formation of child-adolescent creative collectives in the process of teaching to play the Russian folk instruments. Among these prospects the development of a sense of collectivism among children and adolescents, the development of social activity of the younger generation, the desire for creative self-realization

have aesthetic and social significance. The first of these perspectives is particularly significant in modern society, considering that there is an enormous self-interest and individualism that prevents the full socialization of the younger generation. Orchestras of folk instruments, democratic qualities of which is connected with the accessibility of performing activities to any participant, are potentially a real school of collectivism, which is insufficiently represented in the existing system of education and organized child-adolescent leisure [11]. This feature of the Russian folk instruments orchestras also needs to be special researched. Another perspective is development of social activity of children and teenagers in orchestras of Russian folk instruments can be explored as the possibility of various participation of young performers both in concert activities (almost all members of these collectives can participate in such activities), and in various festive and ritual-rite events where playing the folk instruments is especially demanded. And the potential for such social activity is also quite promising.

3. RESULTS

The above-mentioned methodological bases of the study allowed to obtain a number of results, essential for further improvement of the activities of Russian folk instruments orchestras in the aspect of spiritual and moral education of the younger generation. Thus, it turned out that educational and rehearsal work in such orchestras has great educational importance by provided that they fit into the practice of revival of traditions of performing folklore [5]. This means abcence of isolation of educational work in these collectives from mastering the folklore culture foundations by children and adolescents, their participation in organized rite actions and folklore celebrations [18]. But this participation should not be limited to performing practice alone. No less important is the complex of artistic and educational activities that expand the ideas of the younger generation about the traditions and achievements of folk culture, represented not only in musical creativity, but also in oral folklore, including fairy tales, mysteries, bullies, proverbs, in visual creativity – studying of decorative and applied art, works of painting dedicated to fabulous and bullish stories, as well as in the mastering of the repertoire of folklore [2]. Such an educational programme is effective if it also involves talks between teachers and children about folk spiritual and moral traditions in the family, labour and domestic spheres. Discussion with children and adolescents of their own social experience in the context of spiritual and moral traditions of folk culture. Accordingly, the training and rehearsal work in the orchestras of Russian folk instruments should be built as preparation for the corresponding planned folklore actions and celebrations, which significantly expands the range of creative opportunities of the participants of these collectives. Thus, the learned repertoire should be understood by young musicians as some musical folklore "text", formed not only by means of musical art, but also by the logic of theatrical integration of folklore events, used by the achievements of oral folklore. Accordingly, not only common rehearsals of musicians of the Russian folk instruments orchestras are promising in this regard, but also expansion of performance capabilities, which can combine the role of musician, dancer, reader in a single folklore act [15]. The very structure and content of rehearsals in this case approaches the existing conditions of traditional folklore, which assumed the mastery of folklore works as an element of leisure time ("sit-down"). This does not exclude individual work with performers, but the possibility of approaching the real existence of authentic folklore is obvious. The study devoted to identification the pedagogical potential of the orchestras of Russian folk instruments allowed to develop a repertoire in relation to the real performance capabilities of a child, as folk music has great variability in this regard, from simple melodies to developed arrangements of musical folklore material. Children who did not possess outstanding musical abilities, as well as genious musical performers were given the opportunity to participate in the orchestra playing. For this purpose, less "advanced" young musicians mastered simpler parties or were included in a group of musicians playing the noise and percussion instruments.

It is the latter type of instruments plays a special role in involving children and teenagers in the performance of musical folklore, without requiring long rehearsal training, but developing a sense of rhythm, to which, as it is known, the outstanding musical teacher K. Orff paid special attention. Thus, the democracy of the formation of the Russian folk instruments orchestras had an undeniable spiritual and moral impact due to the diverse involvement of the younger generation in the musical folklore achievements. The study of the prospects for the formation of children's and adolescents' creative collectives during the teaching to play Russian folk instruments showed that the development of a sense of collectivism in children and adolescents in the orchestras of folk instruments has its own specificity. Every child is given a choice of instrument according to his capabilities and interests. Given the high availability of participation in ensemble performances, there were formed groups of orchestra participants, which children chose themselves taking into account the compatibility of the relevant instruments in a particular group. This combined the psychological compatibility within the groups of performers and the requirement to belong to the appropriate group of instruments chosen by young musicians. In the formation of collectivism, the frequency of performances by the orchestra of Russian folk instruments or its individual participants and groups of participants played an important role. Any excuse for performances was used. If any performers were not very ready for performances, those orchestra participants who were ready were chosen, which encouraged other musicians to participate in performances. At the same time, it is important to note that even modest performance successes allowed children and teenagers to participate in musical public performance. For this purpose, appropriate organizational conditions were created, the appropriate audience was formed, certain festive events with the participation of musicians were noted, etc. Thus, each member of the orchestra developed a sense of collective responsibility for the results of his or her mastery of the instrument. Such a pedagogical approach also contributed to the development of the necessary social activity of children and adolescents as members of this collective. The collective itself provided for a variety of functions of its performers depending on their individual-psychological characteristics, which also contributed to the spiritual and moral development of children and adolescents. The following types of activities in the collective, which were performed by certain participants as leaders (organizational, educational, art and design, director, recreational, etc.) were identified.

4. DISCUSSION

The performing practice of the Russian folk instruments orchestras has further prospects provided the creation of a folklore environment, where playing the folk instruments is a component of certain social actions and the process of involvement of the younger generation in the achievements of folklore culture in a wide variety of forms [16]. This culture should not be limited to addressing samples of authentic folklore, but should include mastering modern urban and rural folk art. In this regard, it should be noted that many popular musical works in society have become truly national if they reflected events of significance to the whole people and commemorative dates. That is why orchestras of folk instruments turn to patriotic repertoire, which has spiritual and moral influence on the younger generation and contributes to the formation of interest of children and teenagers to play the folk instruments. The future of further existence of orchestras of Russian folk instruments is also connected with orientation of teachers on formation of historical consciousness, careful attitude of orchestra participants to the national cultural heritage, in which folk musical culture occupies one of the leading places [6]. Players the folk instruments should be well aware of the folk traditions, customs, rites, history and culture of their people, which is an important condition for the informed participation of children and adolescents in performing activities as guardians and developers of folk music. Organization of activities of the Russian folk instruments orchestras with

orientation on creative self-realization of children is successful provided personal-oriented approach to educational work. This approach implies a rather wide variety of forms of children's and adolescents' participation in creative collectives: not only in performing activities, but also in social activities and leisure activities. This creates the necessary socio-cultural environment that stimulates the participation of children and adolescents in collective creativity. In addition, taking into account the accessibility of the playing the folk musical instruments for most children and teenagers, it can be noted that the orchestras of folk instruments have a unique opportunity to flexibly vary the performance repertoire, educational tasks taking into account the individual psychological peculiarities of musicians, preserving the spiritual and moral potential of collective creativity for each performer [1; 4]. The wide possibilities of children's and adolescents' involving in performing activities available to the orchestras of Russian folk instruments can be realized on the condition that the processes of studying the achievements of folk culture in the system of general and additional education are intensified and the younger generation becomes aware of the national culture as a whole. Accordingly, the field of opportunities for mastering the spiritual and moral content of the national culture by modern children and adolescents is expanding. The whole process of training and rehearsal work in the orchestras of Russian folk instruments will be most effective when it often combines with traditional learning of musical works with mastering of ritual performing skills with participation of performers representing other spheres of folk creativity (verbal, dance, theatrical, etc.). The most mastered musicians of the orchestra can also combine the functions of instrumental performance with certain forms of folklore theatre [15]. In this way the necessary spiritual and moral development of orchestra participants, which is close to popular traditions and rites, is realized.

5. CONCLUSION

The study of pedagogical possibilities of Russian folk orchestras in the aspect of spiritual and moral education of the younger generation makes it possible to set the task of significant correction the training of the leaders of these collectives. Thus, along with musical training, these specialists should have a system of knowledge about the national folk culture, the history of our fatherland, folk traditions, rites and holidays [3; 20]. At the same time, it is important to master the spiritual and moral content of folk creativity, its spiritual meanings, which are also important for modern pedagogical activities. The full psychological and pedagogical training of the heads of Russian folk instruments orchestras is equally important, as they should be ready to implement an individual approach in educational work taking into account the personal peculiarities of their pupils. This preparation has to include knowledge of age psychology, psychology of development of creative abilities, psychology of creativity comprehended in aspect of spiritual and moral education of children and teenagers. It is necessary to introduce teaching to play the folk instruments into educational programs of educational institutions of all levels, as is present in foreign educational practice, which has moral and aesthetic impact on modern students. Thus, the tasks of spiritual and moral education of the younger generation will be supplemented by the necessary emotional and aesthetic experience as an alternative to dry didactism in educational work.

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NEW ORGANIZATIONAL AND PEDAGOGICAL TECHNOLOGIES OF MODERN SOCIO-CULTURAL ACTIVITIES

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ABSTRACT

New spiritual values require new organizational and pedagogical technologies of socio-cultural activities. It is urgent to form the axiological basis for everyday life and activities of the person, where socio-cultural activities play one of the most important roles. The first step towards the solution of this task should be studying Russian people's traditional spiritual values, which form Russian mentality and cultural self-consciousness. It is obvious that in this case, the most important task of the social policy is to engage the isolated people in active and creative social life. The role of the organized socio-cultural activities is extremely important for socially deprived group. It is relevant to create various self-organizing young people's teams, where the organizational technologies, which have not used in socio-cultural activities play a special role. These technologies include the technologies of social amateur activities, the club form of self-organization, the creation of innovative sites for implementation of the modern forms of leisure activities. The main directions of socio-cultural activities include the organization of psychological assistance to the family in solving family problems, as well as the therapeutic programs with the use of achievements of artistic and game culture: art therapy, bibliotherapy, music therapy, drama therapy, etc., which can have a special role in it. It can be a promising idea to establish a creative alliance of psychologists and organizers of socio-cultural activities for the development of general psychotherapeutic and psychocorrective programs.

Keywords: *socio-cultural activities, organizational technologies, spiritual values, interests, social amateur activities, club form of self-organization, leisure activities*

1. INTRODUCTION

There is a tendency in the modern Russian social policy to consider various leisure activities as the main resource for solving social problems. In accordance with this tendency, it is becoming more important to increase the efficiency of socio-cultural activities, as they have a wide range of methods and techniques of engagement of the population in socio-cultural activities, creative self-expression and self-development, which are socially significant [2; 7]. However, the social orientation of the modern socio-cultural activities is not sufficiently analyzed in the research and methodological recommendations reflecting the problems of these activities. The most acute social problems of Russian society include the problems, which are directly linked to the social well-being and physical health of the majority of the Russian population. They include unemployment, low standard of life, social deviations and addictions, which are to a great extent the result of the first two problems, drug addiction, alcoholism, crime, amoralism, etc.

Ultimately, social disharmony is the result of spiritual problems of the society, which include the loss of meaning of life, the loss of ideals and values contributing to the self-development of the person, as well as the development of their creativity and civic consciousness. Thus, there is a chain: value crisis and loss of ideals – spiritual problems – social problems – financial problems – social deviations and addictions of some members and groups of the society [18]. In this respect, it is urgent to form the axiological basis for everyday life and activities of the person, where socio-cultural activities play one of the most important roles. The problem is that axiological aspects of socio-cultural activities, as well as their basic technologies, were formed in the Soviet period when communist ideas were dominant. Under modern conditions, other worldviews and values are required. They should integrate the best achievements of the spiritual life of Soviet people and new humanist values of the civilized society. Correspondingly, new spiritual values require new organizational and pedagogical technologies of socio-cultural activities. An important research and social-engineering task is to study them [10].

2. METHODS

The first step towards the solution of this task should be studying Russian people's traditional spiritual values, which form Russian mentality and cultural self-consciousness. The knowledge about the spiritual life of Russian people should be primarily acquired from history, literature and works of Russian philosophers and cultural specialists who study this problem [15; 16]. However, there it is difficult to form an overview of the spiritual life of people, as in different works of Russian philosophers and artists it is interpreted and evaluated in different ways. It is obvious that the formation of this overview will be completed in the future. However, today, prerequisites already exist for identifying the most significant features of Russian mentality, which form the national-cultural identity of the Russian people. In this respect, it becomes particularly relevant to study the desirable content of socio-cultural activities, which should be aimed at reducing the social strain and disharmony under the conditions of social inequality and stratification of Russian society. The possibilities of socio-cultural activities are primarily related to the formation and transmission of the humanist ideals of humanity, sympathy and compassion as essential social attitudes toward each social group with a number of crucial problems [15]. It is important to note that socio-cultural activities is one of the resources used to form the state social policy not on the basis of social security approach of the USSR, when the receiver of the social security and support was only the receiver and consumer of some social benefits and services, but on the basis of mobilization of creativity and social activity of socially deprived members, who fulfill themselves under appropriate conditions provided for by the government. "Longevity Centers" established in Moscow are an example of such social policy. In these centers, people of the corresponding age group are engaged in various creative activities and meaningful social contacts. Thus, a new "philosophy of old age" is proposed. According to it, old age is not the time when people just live their last years, but it is the time of new socio-cultural opportunities [19]. These opportunities for socio-cultural activities have been analyzed on the basis of different observations and research. Here are some examples of the most common social addictions, which can confirm the importance of socio-cultural activities.

2.1. Alcoholism

There are various causes of alcoholism. However, it is possible to specify the main precondition for this addiction, that is, the state of social isolation and rejection, which many members of Russian society experience. It is caused by objective factors (for example, unemployment), as well as subjective factors (for example, bad relationships in the family). It is obvious that in this case, the most important task of the social policy is to engage the isolated people in active and

creative social life. The role of the organized socio-cultural activities is extremely important for this socially deprived group.

2.2. Drug addiction

Different expert evaluations and observations of this addiction show that its main cause is "monotonia" caused by the lack of bright emotional impressions, festivity and variety of the received information in the routine activities. In this respect, games, entertainments and festivals, which break the routine and enrich everyday life have huge psychotherapeutic and sociotherapeutic potential, as they can help to achieve the "festivity" effect without the hallucinogenic drugs which pose a serious threat to health and life of addicted people.

2.3. "Work addiction"

Today it is considered to be similar to other addictions (alcoholism, drug addiction, video game addiction, etc.), which lead to the social disharmony of any group of population. This addiction involves the conscious avoidance of activities, which contribute to health enhancement, self-improvement and development of interpersonal contacts with close people, relatives and family. In this situation, people should be engaged in various leisure activities, which help them to overcome this addiction. These examples have a common feature. All addictions discussed in this article are the result of the absence of social adjustment caused by the lack of experience of participation in socio-cultural activities [16].

3. RESULTS

3.1. Children of preschool age

The most common social problems of this group are as follows: the absence of adjustment of many children to group activities and group interaction and failure to reveal inborn potential and predisposition, which are the basis for the development of appropriate competences. It has a negative impact on the development of the individuality of a child, as well as various deviations in psychophysical development even within normal limits, which are mainly linked to the problems in the family relationships. In this case, the essential psychocorrective work is not enough, as it is necessary to create special social circumstances, which will compensate and eliminate the distortions in the individual development of preschoolers. In this case, the potential of socio-cultural activities is in the development and implementation of corrective game technologies, because the game is a leading activity at this age. It actually becomes a child's way of life [17]. In this respect, one should note that today preschool pedagogy lacks specially designed games, which contribute to solving the above-mentioned problems of this age group. Even the opposite tendency exists: the social environment of preschoolers is developed based on the example of schoolchildren, for whom the leading activity is studying. This is explained by the necessity "to prepare for school".

3.2. Children of primary and secondary school age

The most common social problems of this age are as follows: failure to adjust to positive interaction with other members of the class; bad academic performance caused by personal characteristics of students not linked to their academic aptitude (for example, the absence of interest to studying, weak willpower, etc.); failure to build community relationship and cooperation in the student environment due to the absence of such experience at the preschool age. Socio-cultural activities of children of this age group can give various opportunities, provided that there is no machinelike duplication of the regulation of educational institutions and organized leisure centers and communities are aimed at search activities [11].

3.3. Teenagers

The main problem of teenagers is their marginality, that is, their intermediate social status (between children and adults). The representatives of this group "say goodbye" to childhood, but they are still not accepted properly in the "world of adults". As a result, many teenagers experience social loneliness, apathy, rejection, anger with the surrounding people, low self-esteem. Educational institutions do not have the opportunities to organize proper social adaptation of teenagers, as the organization of school life itself involves minimum independence and individual creativity of students. They have to comply with the average educational requirements. The situation is complicated, as there is neither a stable labor market oriented at teenagers nor developed social amateur activities for them in modern Russian society. A particular problem of this age is puberty. It is an acute social problem, as many teenagers do not have the necessary cultural experience of sexual relationships. This experience is quite often acquired by copying the worst examples of relationships in the adults' life. It initially forms a distorted behavior pattern related to teenagers' sex lives. In this case, the special organization of various socio-cultural activities is required. It should become an alternative to the negative tendency [15].

3.4. Young people

One of the main social problems of this age group is the absence of creative self-expression in professional education, which they have already received or are receiving. If young people are not busy enough in their specialization, they become deeply unsatisfied with their own life, lose the meaning of life and life directions and cannot properly compensate for these problems with their leisure interests. Another problem of young people is the preparation for creating their own families and ensuring their well-being. Considering that in Russian society more than half of marriages break up, one should confirm that there is a serious social problem, which is caused by the low level of culture of premarital and marital relationships.

3.5. People of middle age

Representatives of this age group have their own range of social problems, which can interest the organizers of socio-cultural activities. The main problem of people of middle age is the low standard of life. This problem is particularly acute in relation to their own families. To avoid poverty, many people of middle age have to combine different jobs. They experience serious psychological and physical overwork fighting for a dignified existence. Representatives of this age group lack free time, which cannot be compensated by watching TV and playing computer games. One more problem is the crisis of life values and meanings. It is not just "the crisis of middle age", but the disappointment in the ideas of modernization of Russian society, as only a small part of the population is able to benefit from its achievements. All socioeconomic and psychological factors of depression and stress, which are experienced by people of this age group result in chronic fatigue syndrome. As special research shows, its causes are mainly linked to spiritual problems. It is possible to overcome these spiritual problems by organizing different kinds of social activities and family leisure activities, which will compensate for the lack of socio-cultural activity and create new life meanings and purposes.

3.6. The elderly

This age group includes both working and non-working retired people whose social problems are very different. However, some of the problems are common. For example, a significant reduction of a number of interpersonal contacts, which is caused by health problems, as well as the understanding that the life cycle is about to end. Another problem is the feeling of being unwanted with their life experience, competence, skills and knowledge, which, as the elderly think, can be useful for society.

The over-reliance of Russian society on different innovative projects without relying on any socio-cultural traditions and the experience of previous generations quite often lead to hasty decisions and the negative consequences for different areas of activities.

4. DISCUSSION

The above-mentioned social problems of different age groups require an appropriate improvement and, in some cases, reconstruction of the system of socio-cultural activities. For preschool age, the focus should be shifted to the early revealing of the creative potential and adaptation to society. Today, the achievements of psychological and pedagogical diagnostics allow confirming that it is really possible to reveal the inborn potentials of a child at the early stages of development. One should note that this diagnostic is integrated. It identifies the type of personality, which is already expressed in a child when they are three years old. It can be used as the basis for the development of social adaptation programs. Another important problem is the development of creative abilities of children. When organizing socio-cultural activities for this age group, one must remember that it does not fully benefit from the Russian and world experience of artistic pedagogy (for example, the concept of C. Orff), which is extremely popular as an alternative to the practice of "drilling" school subjects in order to prepare preschoolers for school. Today, it is still the main content of preschool pedagogy in non-educational space. There is a certain range of tasks concerning children of primary and secondary school age. This age group is involved in search activities. One should note that these search activities should be considered not as a problem, but as a certain age norm. It is necessary to consider this norm in organizing socio-cultural activities. It is advisable to organize not only school performance groups for children of this age, but also various situational playing and creative communities for preparation of mass festivities, games and theatrical performances [3; 9]. Folk music groups and shows can play an important role. It is quite easy to join them and they involve the participation of many children in the show regardless of their performing abilities [1; 7]. Teenagers are one of the most "abandoned" age groups in relation to leisure activities. The situation is paradoxical. On one hand, there is a developed leisure industry for teenagers. On the other hand, they are often overlooked by cultural facilities and supplementary education establishments. The problem is that today life directions and values of this age group are significantly different from the life directions and values, which can be suggested by "the world of adults". Teenagers are very influenced by western culture. They usually prefer leisure activities, which exist outside of the current system of cultural services. This problem can be solved if the existing personal potential of socio-cultural development of teenagers is considered by pedagogues while organizing socio-cultural activities. First of all, this involves the development of amateur theater activities integrating different kinds of art and physical activities, which are especially important for this "high-risk group" for the medical purpose [12; 6]. It is relevant to create various self-organizing young people's teams, where the organizational technologies, which have not used in socio-cultural activities play a special role. These technologies include the technologies of social amateur activities, the club form of self-organization as a form of self-management, the creation of innovative sites for implementation and testing of the modern forms of leisure activities [14]. In this respect, the main directions of socio-cultural activities include the organization of psychological assistance to the family in solving family problems, as well as the therapeutic programs with the use of achievements of artistic and game culture: art therapy, bibliotherapy, music therapy, drama therapy, etc., which can have a special role in it. It can be a promising idea to establish a creative alliance of psychologists and organizers of socio-cultural activities for the development of general psychotherapeutic and psychocorrective programs.

5. CONCLUSION

After consideration of possibilities of further improvement of socio-cultural activities as an instrument of social policy, one can conclude that it is necessary to reconstruct the content and forms of these activities for the enhancement of their social targeting. The main focus of socio-cultural activities should be placed on their sociality, as the task is to restore and develop the modern directions of interaction and solidarity, which are urgently needed in the modern society [13]. It is necessary to continue the convergence of socio-cultural activities and social work because the success of social work depends on the development of its cultural component. In other words, it is necessary to continue the enhancement of the "sociality" of socio-cultural activities and the "cultural conformity" of the social policy. This task also involves a significant reconstruction of training of specialists in socio-cultural activities. The main direction of professional training should include a block of socially-oriented scientific knowledge: sociology, socio-cultural design, social engineering, social diagnostics, sociology of culture, social anthropology, social psychology, social pedagogy, etc. [4; 5; 20]. In this case, professional training will keep up with the spirit of the times and will be able to face today's main challenges.

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READINESS FORMATION OF FOREIGN STUDENTS TO INTERCULTURAL COMMUNICATION IN TEACHING FOREIGN LANGUAGE

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ABSTRACT
The article raises the question of the formation of foreign students' readiness for intercultural communication, which is especially important in the multicultural educational space of the University. Moreover, in the context of the dialogue of cultures, the experience of intercultural communication is important for the future specialists to realize their professional potential. The global trends of globalization and expansion of international relations directly depend on the new generation of active youth, the accumulator of life positions of which is the students. This is the most active part of society, which is designed to adequately and competently carry out intercultural cooperation and communication with representatives of different nationalities. Our modern world is a time of frequent ethnic conflicts and manifestations of xenophobia in Russia and abroad. The authors believe that xenophobia and intolerance to otherness, ignorance of the culture of other Nations by the majority of students and inability to choose the right and politically correct form of behaviour and communication in relation to its representatives prove the importance and necessity of formation of foreign students' readiness for intercultural communication in the educational environment of the University.
Keywords: *formation of readiness for intercultural communication, foreign students, foreign language, intercultural communication, social and cultural activities*

1. INTRODUCTION

Intercultural communication is a specific form of interaction between people in the transmission of information, values, norms and traditions from person to person, carried out with the help of language and other language systems (Osnovy teorii kommunikacii, 2003). It should be understood that the formation of intercultural communication should be carried out primarily in the training system of pedagogical influences based on intercultural interaction. Formation as a pedagogical process is realized in the interaction of objective (external) and subjective (internal) conditions, and the task of the teacher as an organizer of external influences is to play a leading role in the formation of the student's personality, to help him grow into a Mature person with a firm internal position, able to assess and control all external influences and make the right decisions. Under the formation of readiness for intercultural communication, we understand the process of its formation under the influence of controlled factors and purposefully created conditions, which are training and education.

2. METHODOLOGY

Teaching a foreign language in the system of higher and additional professional education forms the readiness of a foreign student to intercultural communication. At the first stage of the development of personal properties of a foreign student is a presentation of the intercultural education, which is achieved by presenting the structure of the educational process, the structural and logical scheme of the algorithm of preparation of foreign students for intercultural communication in teaching the discipline "Foreign language". The essence of the intercultural context of the country of residence and education is considered by us as an authentic fundamental content of the socio-cultural theory and practice of study. In this sense, intercultural communication is considered in the context of intercultural practice (precedents), which are present within the student community. The process of intercultural interaction is carried out in the conditions of the educational process of the University, and in this sense, the content of education correlates with such categories as the interrelated activities of teaching a foreign language and learning, addressed to the authentic educational material in the specially (the original content of the subject). Therefore, specialized training content should include the following components:

- the spheres of communicative activity of foreign students, profiling topics, procedural situations (realities of intercultural activity) and programs for their solutions, communicative and positional roles, speech material for the organization of reproductive communication;
- rules of registration of language material, relevant scientific specially and skills of its application in intercultural communication;
- a set of communication skills (ability to structure, analyze and interpret specialized information in speech, the ability to build their speech and non-speech behaviour in the process of solving cross-cultural issues, problems and problems in a foreign language);
- knowledge of the national and cultural specifics of the education system in the country of residence and the realities of intercultural communication, the ability to use them in the areas of professional communication;
- intellectual skills (the ability to comprehend the communicative pragmatic needs of foreign students, the ability to use the techniques of specialized strategies and tactics of communicants (foreign students) abroad in order to present national achievements in the process of professional communication in a foreign language) (Kireeva I., Alypkacheva P. & YAkusheva T., 2013).

The subject side of the specialized content of education should include: the nomenclature of spheres of intercultural communication (public and private institutions of higher professional education of the country of residence, international sources of regulation of the system of higher professional education, objects and subjects of intercultural activity in the country of residence), the situation of professional intercultural communication (performances in institutions of higher education abroad, participation in the educational process in the country of residence during internships, registration of works in the specially), topics of reproductive communication (international socio-cultural activities), original sources in the specially, practical materials in accordance with the areas and situations of communication (authentic sources in the field of the specially) and original texts in the speciality of a foreign student corresponding to case law. The areas of intercultural communication reflect the information features of the speciality and represent a set of topics that are the subject of creative discussion in relevant areas of intercultural interaction. In turn, the content of teaching a foreign language is directly related to activating methods aimed at developing readiness for intercultural communication among foreign students. Note that the forms of work are individual, group and collective, where each student has the opportunity to express themselves as an independent organizer of intercultural

activity. In connection with the above, the most interesting are the methods of active learning (Verbickij A., 1991), which reflect the professional activities of foreign students abroad, the direction of intercultural communicative competence. Active teaching methods imply students' independent mastery of knowledge in the process of cognitive activity (discussion, round table, brainstorming, business game, problem lecture, etc.) (Smolkin A., 1991). The strategic direction of enhancing learning is not to increase the amount of information transmitted and the number of control measures, but to create didactic and psychological conditions for the meaningfulness of the teaching, including the student at the level of not only intellectual, but personal and social activity (Ancibor M., 1993). Therefore, the classification of methods of active foreign language teaching in the process of preparing a foreign student for intercultural communication may include:

- techniques and methods of enhancing lectures in a foreign language (lecture-research, discourse lecture on the problem of scientific speciality, lecture with the solution of intercultural situations, interdisciplinary lecture, lecture together, lecture-consultation based on programming questions, lecture- “press conference”, a lecture with the use of programmed knowledge control in the speciality);
- training in intercultural situations in the educational process (development of sociocultural tasks, classroom studies on solving specialized tasks based on the study of original case materials, discourse on the analysis of conflict (controversial) situations search for an information evidence database, classes on creating an information package of regulatory documentation and case study material, solving sociocultural tasks in organizing educational activities, developing a sociocultural problem and presenting its solution in instigation process);
- classroom activities in the form of a game (presentation and playing of positional roles, business games with the simulation of intercultural strategy and tactics in terms of direct communication);
- raining on the original case material (analysis and interpretation of authentic socio-cultural material, the choice of the problem with the subsequent preparation and conduct of classes in a foreign language);
- study and understanding of advanced foreign experience and the exchange of specialized skills and abilities (direct participation in international conferences through the presentation of abstracts of reports in a foreign language, the implementation of a special task on the basis of international linguistic centres, problem-analytical discussion of foreign students);
- autonomous mode of work of students (speaking in a foreign language as a teacher in a specific discipline, analysing and developing your own lecture material in a foreign language, preparing for the protection of abstracts / abstracts of reports, protecting intercultural educational products in the form of abstracts) (Apanasyuk L., Baymukhametova K., Ambartsumyan E. & Brazhenets K., 2019).

3. RESULTS

Taking into account the author's interpretation of the concept of research, the variability of teaching methods, means of teaching a foreign language and the basics of socio-cultural activities are presented as alternatives in terms of preparing foreign students in the system of higher professional education for intercultural communication. The means of learning a foreign language include:

- fixed assets (Program on foreign language discipline for universities, foreign language teacher, foreign students, original educational publications in the speciality);
- aids (information and communication technology based audiovisual media);
- additional funds (bilingual dictionaries, explanatory dictionaries and reference books on scientific speciality, authentic private methodological literature, books and journals in the

speciality, newspaper material) (Apanasyuk L., Kaziakhmedova S., Belozertseva N. & Kireeva I., 2019).

It is important to show the value significance of education inter culture for the development of a foreign student as a future specialist and personal development of the student. The teacher needs to ensure awareness of foreign students of the intercultural education through the reflection of the concepts of socio-cultural activities, the definition of the intercultural situation in the development of the speciality, knowledge of methods of enhancing socio-cultural work and the content of the intercultural education. At the first stage of development of the personality traits of a foreign student, the presentation of the aspects of inter culture in the study of the Foreign Language discipline is carried out, which ensures the effectiveness of the process of integrating foreign students into the international educational space. The educational process of teaching the basics of socio-cultural activities includes methods for enhancing socio-cultural activities works that allow developing the variable abilities of foreign students: the ability to design, organize social and cultural practices based on foreign experience, carry out international activities in the field of social and cultural activities, establish interpersonal contacts with students of the country of residence, participate in intercultural professional communication. The mode of interaction between the teacher and foreign students at the first stage of learning a foreign language reflects the process of intercultural communication in the design and organization of socio-cultural work (Apanasyuk L., 2015). It is known that "the main disadvantage of the traditional education system is the gap between theory and practice" (Ryabov V., Pishchulin I. & Ananishnev V., 2004), therefore the process of intercultural communication should be conducted in the native and foreign languages, the activation methods will allow the teacher and students to master the content of socio-cultural work joint cooperation. The main feature of this stage is that the mode of interaction between the teacher and foreign students reflects the practice of intercultural communication. Students master the skills of monologue and dialogical speech at the level of prepared or unprepared statements on the topic in the framework of socio-cultural activities. Acquired skills subsequently allow foreign students to come up with scientific reports, reports on a specific subject in a foreign language or to participate in discussions when discussing issues related to the research topic and upcoming social and cultural work. In general, in order to teach foreign students to use a foreign language, the teacher needs to create an atmosphere of not artificial, but real intercultural communication, using a foreign language in natural socio-cultural situations (Apanasyuk L., 2015). Here, scientific discussions, discussions and lectures in the framework of the educational process with the involvement of foreign and Russian specialists who speak the native language of foreign students, reviewing and discussing works of national literature at seminars and colloquiums, participation in conferences in foreign and native languages (Apanasyuk L., 2015). At the second stage of learning a foreign language, the presentation of the foundations of social and cultural work in the system of higher or additional professional education is carried out. Here is the introduction, consolidation and understanding of the foundations of socio-cultural activities, completes the identification of a foreign student in intercultural environments. The student consciously demonstrates acquired skills and abilities in all types of socio-cultural activities through the use of foreign experience of socio-cultural work. It is important to note that the teacher at this stage organizes intercultural activities together with the student, posing and solving real issues, tasks, problems of social and cultural work. The position of the teacher is focused on the identity of a foreign student who often only begins to master the basics of intercultural activity. The task of the teacher is to acquaint foreign students with the basics of intercultural practice, types of intercultural activities, theories and systems of the international educational space and assist them in choosing those that most fully meet the practice of intercultural communication of foreign students.

The teacher stimulates and guides foreign students in the joint design and organization of intercultural work (Solovova E., 2008). The units of transformation in this case are the emotional stability of a foreign student in the context of an intercultural education, the ability to engage in social and cultural activities based on intercultural communication, specialized methods of activity, interpersonal relations (Schukin A., 2007).

4. DISCUSSION

The interaction of the teacher and foreign students is aimed at building a model of a holistic pedagogical process in the context of intercultural cooperation between domestic and foreign universities, copying methods of social and cultural work in the international educational space. At the same time, the education of foreign students is carried out through the socio-cultural activities and the presentation of aspects, samples of the socio-cultural activities of the intercultural education. In this understanding, the personality of a foreign student is transformed and acquires variable abilities through the implementation of methods of intercultural activity.

5. CONCLUSION

The above steps include aspects of integration and differentiation in the holistic pedagogical process. Assessment of the content and structure of training foreign students for intercultural communication in the process of learning a foreign language is carried out by independent experts, teachers in the process of system diagnostics and students in the course of self-control.

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SOCIAL INNOVATION IN A HUNGARIAN EU FOUNDED PROJECT

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ABSTRACT
The European Union has raised the issue of social cohesion to the level of community policy in order to alleviate growing social disparities and social hardship and to prevent exclusion. The paper presents a innovative Hungarian nationwide project, which is unique in its methodology, beacuse it followed a top-down and a bottom – up method at the same time. This EU funded 'Acting Communities – Active Community Involvement' project included various types of research on community participation in local cultural institutions as well as the development of innovative methods to enhance these activities.
Keywords: *Active communities, Community culture, Community development, Social innovation*

1. INTRODUCTION

Social innovation is a major effort to build cohesion in the European Union. According to European documents „Social innovations are new ideas, institutions, or ways of working that meet social needs more effectively than existing approaches. Social innovations often have roots in simple concepts such as peer mentoring – but their effects can be profound, creating important improvements at relatively low cost. Given the outlook for budgets in Europe, in which many public services and public funding programmes are likely to be severely restrained, it is essential to make the most of such opportunities" (European Commission (2012:7)). In Hungary the'Acting Communities – Active Community Involvement' (Active Communities) EU project, which was priority project of Ministry of Human Capacities gives a good example for social innovation.

2. METHODS

The methods follow the evaluating method of the „Strengthening Social Innovation in Europe" assessment and metrics. European Commission (2012:48)

3. RESULTS

The results of the social innovation shows the context of social innovation, the level of competence of the actors before implementing the innovation, the patterns of social innovaton, the social innovation idea itself, the changes in outcomes, the wider dissemination. The Acting Communities projec fullfils the criteria of social innovation. The projct combines a top-down and a bottom-up approach. Top-down, top-down, as a ministry flagship project, based on unified methodological knowledge, with the involvement of external and internal experts, using quantitative indicators and using EU funds. At the same time, it is a bottom-up, bottom-up project, as the focus of development is on the role of community, the philosophy of participation, and bottom-up in the sense that it can bring about flexible, customizable community ideas that have qualitative indicators.

3.1. The context of social innovation

During the Active Communities social innovation three particular areas were deployed. With the nationwide community development program it could change community norms, with the community, with the community development methods and with training programs it could raise the level of empowerment of cultural professionals, and the community participatory

management based method is able to raise the levels of trust between cultural organisations and between citizens. The Acting Communities – Active Community Involvement (EFOP-1.3.1-15-2016-00001) was a priority project subsidized by the Hungarian Human Resources Development Operative Programme (EFOP) of the European Union in the value of 3 billion HUF (10 million EURO), covering the period between 16th September 2016 and 15th September 2019. The project's aim was to work towards an open, active and cooperating society. It was managed through a consortium of national methodological centers of museums, libraries and cultural centers, the leader of which was the Hungarian Open Air Museum, while the members were the NMI Institute for Culture Non-profit Ltd. and the National Széchényi Library. In Hungary this was the very first instance of professional collaboration between of museums, public cultural institutions and libraries in Hungary in order to carrying out a joint programme of social responsibility enhancement. The aim of the program was to increase social activities, community involvement and promote equal opportunities through means of community development assets. The overall objective of the project was to utilise the unique community assets of the Hungarian cultural institution system to help local governments, their cultural institutions and local residents to establish and strengthen relationships among them in order to create more active and thriving communities which can mobilize the local society. The development of local social activity and community engagement may help to reduce poverty and social exclusion and to increase the sense of social togetherness and responsibility at national, communal and individual levels alike. Such activities can also improve the opportunities of the underprivileged in the labour market, the social integration of the youth generation and the social involvement of the elders. The Consortium's members provided professional and methodological support in order to realize community development that reinforces social cohesion, so that participants obtain new competencies, engage local cultural communities or enable them to create volunteer networks. The project was strongly connected to the Hungarian Territorial and Settlement Development Operative Programme (TOP), the invitation of tenders named Strengthening Local Identity and Cohesion (TOP5.3.1-16 and TOP-6.9.2-16). The Europen Union supported this program with 20 billion HUF (appr. 62 million Euros). The aim of the Strengthening Local Identity and Cohesion tenders is to improve community engagement and community building abilities of either entire settlements', areas' or parts of them, with financial help. The Acting Communities project provided the methodology of the community development programmes and the network of mentors for culture community devolopment. The project supported the winners of the Strengthening Local Identity and Cohesion invitation tenders with mentoring, trainings, study tours, publications, and interfaces. The two programmes together could guarantee the accomplishment of their intertwined goals. This cooperation would promote changes which may improve an open, active and collaborative society.

3.2. The level of competence of the actors before implementing the innovation

The partnership beetween cultural institutions, civil organisations and communities were not sufficient and effective before the project. In the framework of the Active Communities Project, seven research programs were realized. The main goals were: follow–up and documentation of the culture-focused community development processes, exploration of empirical data, the recapitulation of experiences and making innovative development proposals. The Active Communities Project strategic objectives were: to increase the social involvement in the developed settlements and building further partnerships between local governments, cultural institutions and residents. The community cultural institutions, libraries and museums, besides their basic functions, are able to take part more consciously in the community development processes by their special tools. The project's aim was to promote the presence and consolidation of the social and cultural capital in local communities and in their cultural

institutions. The „Representative Survey of Community Impact of Museums, Libraries and Culture Centres" goal was to measure the impacts of culture-based community development in cultural community institutions, libraries and museums supported by the Active Communities project and the Regional and Settlement Development Operational Programs (TOP). The research revealed the social roles, impacts and usefulness of the individual institutions. From June till September of 2017 we involved 1125institutions into therepresentative survey . The main research findings revealed, that it would be important to develop the partnership of the cultural institutions with local communities. For example only 1/3 of the institutions asked their visitors and the local communities about their institutional activities in the last 3 years. More than half of the institutions hired volunteers, but more than 90% did not have an institutional volunteer strategy. More than 54% of the institutions have taken student community service, but more than 65% have had no student community service coordinators and strategy, while more than ¼ of the institutions have taken more than 20 students. 92,8% of the institutions are inaccessible for physically disabled and 57,5% are inaccessible via the internet. 58,8% of the institutions have offered equal opportunities programs for the last 5 years. The research of „Measuring the Culture-Focused Community Development's Impact on Settlements" goal was to measure and introduce the results of the development processes of the settlements supported by the Strengthening Local Identity and Cohesion tenders. At first, before the development, the research measured the cultural status, then in the middle and at the end of the process, measured the changes. In the course of the three research phases, the reseach analyzed the statistical data and got 4400 interviews with local opinion leaders. In two cases we conducted surveys in the relevant settlements polling a 30 thousand strong sample population. The survey of „Measuring the Impact of the Community Participatory Management of Cultural Institutions" goal was to measure the impact of community participatory management in the involved cultural institutions. The most important questions were: were they were at and what are they now? Which were the most significant changes? To get more accurate results the research involved a control group of cultural institutions which have not practised the methods of partricipatory management. The post-measurement was done on the one hand by document analysis, on the other hand by conducted interviews with leaders of cultural institutions which had taken part in the project and used its methods. The „Delphi Reseach of Future and Trend Research of Museums, Libraries and Cultural Centers" goal was to research the future trends of the Hungarian and European cultural community institutions, museums and libraries. It was achieved by outlining statistical tendencies, conducting interviews with leaders and experts, furthermore, by adapting the results of futurology. According to the expectations, in the survey 30 Hungarian, plus 28 foreign (from 7 European countries) cultural experts took part. The communication with the partricipants was strictly administered in writing, in several runs, both in Hungarian and in English. Monitoring Activity was part ofeach research. Monthly reports were made on the progress, delays and failures of the flagship project with solution proposals, if neccessary. The survey of „Monitoring the Operation of the Mentors Network" was a qualitative research. The goal was to measure the activities of the culture-focused community development mentors of the project on the one hand and to evaluate the activity of the mentors' network, on the other hand. The examination was taken place twice during the project by querying four persons per settlement, on average. The first issue was the effectiveness of networking, the second was the results of their activities, on the spot. The selection of the participants for the online query was based on the work diary of the mentors.

3.3. Patterns of social interaction: Cultural comunity development

Cultural community development: the starting point is the community and its existing and possible cultural values: their exploration, awareness raising, setting them into motion, renewing them and handing them down as legacy with the active participation and collaboration

of local communities and cultural institutions. The purpose is to encourage cultural activity, involvement in the organization and shaping local cultural life and to develop cultural participation. All of this will contribute to strengthened local initiatives and to an ability to act.

3.4. Social innovation idea itself: making methodological development, pilot programs, building cultural community developer mentor networks

The research and methodological development of the Active Communities project promote the improvement of communities and adult education, increase the general knowledge and create higher intellectual values. The guidebooks and it methods produced can be used in professional work and in formal, non-formal and informal education as well. The innovative project wanted to lay the foundations for community and volunteer participation development, which can then facilitate community initiatives; furthermore, to form a methodology from the adaptable Hungarian and foreign practice. Cooperating with distinguished experts and professional organizations and institutions the project improved community development models for community developers. To achieve all of these the project conducted researches and established methodological guides in six comprehensive fields. The aims of these guides were to help the further development of institutional volunteering, to increase the equal opportunities and the participatory operation of cultural institutions to become more open and, furthermore, to persuade them to cooperate with local non-governmental organizations and communities.

3.4.1. Community Development Methodology Guide

This work can be used in local professional community development work and in formal and informal education as well. This methodological guide offers actual support to the invitation of tenders of the 'Strengthening Local Identity and Cohesion of Territorial and Settlement Development Operative Program', providing methodological support to community development programs in Hungary. The published guide is a result of a wide cooperation of university professors, experienced professionals and representatives of the organizations involved. The basic principles of the guide are centered around community and participation. Just as the starting points and benchmarks in other fields, any activity in community development will qualify as right or wrong, exemplary or to be rejected in relation to these principles.The aim of community development is to promote participation in a local community and in society as a whole. The final goal is to make sure that everyone belongs to a certain group, so that they are embedded in a community and society and thus have the opportunity to improve their own conditions of living and can participate in community activities aimed at bringing about positive change. Communities are fundamental for human existence. Among other issues, this publication deals with community assessment, analysis and planning, community action plan, community operation, cultural programmes, the involvement of cultural institutions, cooperation and display of community achievements.

3.4.2. Assesment and Evaluation of Community Development

The aim of this guide is to help the settlements' and intitutions' community developers and their mentors in the measurement and evaluation of the effects and results of community process.

3.4.3. Community Participation in Cultural Institutions.

The participatory practice of cultural institutions is a great opportunity nowadays. In general, community based participation means that the inhabitants of a settlement or members of a smaller community actively participate in the definition, realization and evaluation of the institution's operation and this kind of contribution is incorporated into the organizational and operational rules.

The guide specified this definition and examine the steps of realisation. The methodology offers tools and methods, introduces successful cases and explains typical difficulties. The methods examine how employees can improve community participation, what would be the role of citizens and what are the limits of this model.

3.4.4. Equal Opportunities

The guides answer how we can advance the conditions of equal opportunities in the operation of cultural institutions. The aim is to provide everyone with opportunities to take part in creating cultural values, so this guide points out that each and every person possesses some value, knowledge or talent which deserve public interest. This guide provides references and ideas for starting programmes in which participants feel safe enough to show what they really are, dealing with opportunities that encourage members of a community to utilize their imagination, knowledge, manual or organizational skills bravely to reveal their talent. Moreover, this kind of events would decrease prejudices and increase the strength, self-knowledge and cohesion of communities.

3.4.5. Organization and Operation of Volunteer Programmes in Cultural Institutions

This guide provides practical answers to questions of cultural institutions that want to introduce volunteer-based activities. This kind of practice raises many questions but also provides new opportunities in the fields of resource- and knowledge-management. Volunteer-engagement in cultural institutions can take various forms. In day-to-day operation volunteers can help to increase the standard and numbers of services and events, and they can also strengthen the sustainability and stability of the institution concerned.

3.4.6. Quality Control Management of the Project's Mentoring Network - Nationwide Mentor Network

The plan of the priority project Acting Communities – Active Community Involvement outlines the operation of the mentoring network and the tasks of the mentors. It contains safeguards so that mentors (who work in different parts of the country) could follow identical professional principles, values and standards. The cultural community development mentoring network was the key of the project. Mentors operated in 18 counties, promoting the cooperation of citizens and cultural institutions and provide professional help to the community development programmes. The mentoring network started its operation in 18 county offices in February 2017 working until the end of the project (September 2019). In several cases the offices were working in cultural institutions, in museums, libraries and cultural centers. The mentoring network was established to start the support comprehensive community development in tight cooperation with local citizens.

3.4.7. Pilot Projects

Within the project pilot programs were supported, which was realized by the cooperation of museums, libraries and community cultural institutions and civil organisations, in order to introduce community development models which represent local values, strengthen the local identity, social participation and economy. The pilot projects initiated and successfully introduced community development models, which – by using cultural community development methods with new ideas – involved the locals and improved intergenerational dialogues. The pilot projects contributed to the progress of cultural tourism, and with innovative methods – handicrafts, applied and fine arts, digital technology – help the local creative industries. It also initiated collective, community-responsible thinking within the population of the settlement.

The available budget made possible to select 25 pilot projects in 17 counties. The realizers of the pilot projects undertook to use at least one of the methods of the Active Communities Project.

3.5. Changes in outcomes - Knowledge-transfer

3.5.1. Adult education training courses

The free training courses for cultural professionals and employees of local governments were based on the project's innovative professional methodological results and the aims of them were to prepare the participants to be able to support community development. On the „Practice of Culture-Focused Community Development" (a 60 hour accredited vocational training) the participants got acquainted with the goals and results of the Active Communities Project, learned about the models of participatory operation and social inclusion as well as the methods of the assistance of volunteer programs. The training enabled them to launch cooperation, institutional and culture-focused community developments. With the acquired competencies they could collect and apply case examples, good practices in museums, libraries, and community cultural centres. 478 participants finished the courses. „The Interaction Between Community Development and Local Administration" 6 hour course (6 hours accredited vocational training for civil servants) was to introduce the values and methods of community development to the professionals of the public administration, dealing with culutral issues. The participants could get acquainted with good practices in the following topics: the participatory-based management of libraries, museums and cultural community institutions; expansion of their partnerships; the public organizations' role in community development, and the supporting methods of community development. 350 civil servants participated in the course, and other 750 civil servants visited the workshops and forums of community development.

3.5.2. Foreign and Inside Study Trips

Within the framework of the Project professional four-day study trips were organised to different countries of the European Union and three-day study trips within Hungary to visit 18 counties. The program introduced the given area's cultural institutions and good practices; the participants visited some of the institutions and took part in professional discussions in order to improve the exchange the experiences between cultural institutions and non-governmental organizations.

3.5.3. Wiki

A social online encyclopedia – The Active Communities' Wiki – have been built to offer continuous improvement of the methodologies by the feedbacks on the further developments.

3.5.4. Gamification

The generation of community learning and the use of a motivational system based on gamification was an exceptional element of the project. With gamification an experience-based learning method and its tool-set appear in the project. As parts of this effort, gamified online and mobile application softwares, cards and board games were also developed. Conferences, forums, workshops, other professional meetings were organised all along the project period.

3.6. Wider dissemination, outcomes

The nationwide project involved 1013 Hungarian settlements to the innovation, which are one third of the Hungarian settlements. Community development program started in 524 settlements, which are one sixth of the settlements of the country. The social innovation reached directly – with mentoring – 2500 museums, libraries and cultural houses of the country, introducing the community participatory based method, 63 pilot institutions (19 museum, 21

library, 23 cultural houses) changed the institutional documents for incorporating the particpatory method. During the project 5 conferences (3 international with publication books), 36 local conferences, 308 local forum, several workhops were organised, with large numbers of participants. On the final conference 280 people registered. As for publications, 8 guidebooks, 6 research reports, 5 best practice books and 18 other publication were published (the main publications in English as well). Periodicals were also published, including 6 volumes of „Museum Compass" , 6 periodicals for librarians and in the community cultural field 3 periodicals came out for the professionals. More than 75 short films were released on the best practices. The Hungarian media covered some of the events of the project between 2016-2019 on the houndreds of programs, community actions, joint planning and acting especially within the annual Week of Communities held every year in May.

4. CONCLUSION

The top-down and bottom-up method pattern, EU funded 'Acting Communities – Active Community Involvement' priority project has been a social innovation in Hungary.The fresh results of this complex social development project can not be summarized right at the end of the project. The immediate impact researches supported measurable, positive changes, yet the more persistent effects of such a social innovation are yet to be scrutinized.

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THE MAIN DIRECTIONS OF EFFICIENCY IMPROVEMENT OF INTERACTION BETWEEN EMPLOYERS AND EMPLOYMENT SERVICES IN THE REGIONAL LABOR MARKET

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ABSTRACT

The problems of interaction between employers and employment services, despite their key role in the development and regulation of the labor market in the Russian's regions are still insufficiently investigated. Among the main reasons for the lack of attention to these issues - the lack of real interest in the development of a new model of relations based on social partnerships and use of regional marketing methods. The main purpose of the study, carried out by the method of a formalized questionnaire of employment services employees and employers, is to identify the effectiveness and efficiency of their interaction. The scientific search was directed as at discovering the main drivers as at identifying the failed interaction zones. Particular attention is drawn to the presence or absence of a proper social and economic effects of the joint venture, to the development of existing relationships, institutions and mechanisms aimed at the formation of the modern labor market. The study showed that existing approaches of regulation and the labor market often distort the structure of employment and unemployment. The way to the development of cooperation between employers and employment services and improve its effectiveness is seen in a serious reformatting of the goals and tasks of interaction and allocation of new priorities related to its regulation and the search for a new vector and development.

Keywords: *employment services, employers, interaction efficiency, regional labor market, forms and methods of interaction, types of interaction, active employment policy*

1. INTRODUCTION

The problem of interaction efficiency between employment services and employers in the regional labor market is still remains largely in the shadows. Despite a number of recent studies [Lezhneva, Yu. (2012); Maslova, I. (2013); Kostikova O., Korobova, V. (2017; Maloletko, A., Kaurova O., Vinogradova, M., Volkov, D. et al. (2018)] , the considered aspects mainly relate to assessing the purely technical and organizational aspects of interaction , including evaluation of efficiency and effectiveness of forms and methods of interaction regulated by the law. At the same time the institution of cooperation, its principles, mechanisms, objectives pursued generally considered in the paradigm quite archaic ideas about the development of the regional labor market.

This paradigm rather relies on reduction ideology of official unemployment and maintain the social stability at the expense of economic development. Intrinsically it is largely a deterrent in nature. This policy objectively puts barriers in the way of modernization and robotization regional industrial complex, it inhibits the transition to a new technological structure, goes largely against the ideology of the digital economy. [Gimpelson, V., Zudina, A., Kapelyushnikov, R., Lukyanova, A. et al. (2017] The employment policy focuses on the struggle against unemployment with the problems of its localization through retraining and training of workers in accordance with the requirements of the labor market. [Shoidorova, E. (2016)]. Moreover, it was necessary to abandon the unemployment insurance system for localization, the central link was the State Employment Fund. It was necessary to reduce unemployment benefits to a symbolic amount. Many unemployed stopped registering in the employment service. It has led to the concealment of the real scale of the unemployment problem, to the widespread occurrence of informal employment. Distributing to the regional level addressing unemployment localization and the rejection of the two-level system's management policy of employment has led to a decrease in the effectiveness of the strategic vision of the issues of labor market regulation, the search for new interaction mechanisms between main subjects. The result of this reformation was offset control focus from the elaboration and state policy, setting new goals and the ways to achieve them to complements regulatory and supervisory functions in the provision of public services to the population and employers in the labor market. There was further regionalization of state employment service, which led to its increasing dependence on the economic situation of the main employers in the region. This directly affected its activity and choice of priorities [Rudenko, S. (2007)]. Despite a series of reforms of the employment service over the past decade, many important issues have not been resolved yet. There were increasing the role and importance of public employment services in the region by its integration into the concept of social and economic development and in the mechanisms of its regulation [Decree of the Russian Federation from 04.15.2014, № 298 “On Approval of the Russian Federation, the state program" Promotion of employment” (2014)]. As a prospect for the further development of interaction between the employment service and employers in the region, as noted by a number of researchers, it is necessary to carry out an institutional restructuring, and to adapt modern business technologists to the employment service. This will require further development of the institution of public-private partnership of services in the labor market. This will require a transition to results-based management, the implementation of measures for updating of the employment structure and the achievement of clear and transparent results at all stages of the management [Shoidorova, E. (2016)]. These tasks of improving the interaction between employment services and employers goes into the general matrix of the development of the employment and the modernization of the labor market in accordance with the priority goals of socio-economic Russian development. The message from Russian President Vladimir Putin to the Federal Assembly [Address to the Federal Assembly on 03.01.2018, (2018)] formulated the basic task of increasing the efficiency of the employment service in modern social and economic conditions. The main task is to update the ineffective employment structure, to provide high-paying jobs, allowing career and professional development. Now the solution of this problem is on preparation and testing of proposals for updating and the efficiency improvement of employment structure [Public Declaration of the aims and objectives of the Ministry of Labor and Social Protection of the Russian Federation for the year 2018 (2018)]. There is no clear vision how to reverse the situation in the labor market, how to ensure employment and prevent a surge in unemployment. It is not clear how to support employers, to create favorable conditions for the transition to the new technological order. It is unclear what mechanisms and institutions of the employment system need to be created, optimally configured and effectively used in the new conditions of a modern digital economy.

At the same time, labor market researchers recognize the existence of a complex set of problems associated with the limited influence of the state employment service on of the socio-economic situation and on the employment. Many employers prefer to select staff itself with their staff department. It allows speeding up the solution the problems of selecting the necessary personnel with needed professional competencies. The job seekers prefer to communicate with employers without intermediaries and to negotiate conditions of employment with them. The commercial recruitment and recruitment agencies constitute a serious competition to employment services. Often the services provided by public employment services do not meet the requirements of job seekers. Therefore, many applicants prefer to act through commercial agencies to achieve the result. Under these circumstances, the effectiveness of the interaction between employment services and employers is a litmus test that allows us to identify two important aspects of the strategy in the new conditions. Firstly, to identify the main problems of regional labor market in the new social and economic reality. Secondly, to identify development drivers that will solve the tasks. It shall be based on system management reorganization, the formation of new institutions and mechanisms.

2. METHODS

Sociological methods for collecting and analyzing information were widely used in addition to general scientific research methods in the study of the problem. The sociological study was been conducted on a national sample among specialists from employment services and employers in the period September-October 2018. The main method of collecting information was an online survey conducted on a formalized electronic questionnaire. The questionnaire was been developed for each of these groups with its specifics. It was been placed on a special portal focused on these target audiences. The method of conducting the survey through the placement of questionnaires on web sites seemed to be the most effective and reliable in this situation. It considered the wide geography of the study and the low availability of the target audience for face-to-face questioning. The representativeness of the survey was provided by the observance of a number of sampling procedures and techniques, which have shown the real cross-section of the surveyed population. First, it was ensured due to the broad geography of the survey and quite sufficient from a statistical point of view, selection of the most significant and competent representatives of the target audience. The sample was of a multistage stratified character and consisted of several stages, which made it possible to ensure the representativeness and validity of the data. It was made the selection of regions for the survey at the first stage. 20 subjects of the Russian Federation were selected. They were representing all federal regions and types of production and regional economic complexes. The selection of regions was guided by criteria of the main axes of the problems of relations between employment services specialists and employers in the implementation of various aspects of employment policy. These problems had been related to the supply and demand in the regional labor market. The professionals of the employment services in different regions were selected on the second stage. These specialists were responsible for interaction with employers. These employers had a key impact on the labor market and employment in the region, including those implementing investment projects. The survey on the electronic questionnaire was carried out according to the following procedure. Each specialist and employer selected in terms of criteria of their importance and competence. They were sent an e-mail asking them to take part in the survey, their website address, login and password for registration and authorization (access key) and the period of survey. During the period of the questionnaire, reminders were sent to the selected respondent to take part in the survey with justification and motivation for the importance and necessity of taking part in survey. In total, 1013 specialists of employment services and 200 employers representing 20 Russian Federation subject were interviewed on an electronic questionnaire.

In addition to the electronic survey on a standardized questionnaire, 100 in-depth telephone (in some cases face-to-face) interviews were conducted with the heads of regional and city employment services about the effectiveness of existing methods and forms of their interaction with employers implementing investment projects. During the interview, proposals of improvement the labor market management system and improvement the effectiveness of interaction with employers were found out. There were used nominal scales and 7-point scales (7 - the highest value of the attribute, 1 – absolutely low) for collecting formalized information. They assessed the degree of manifestation of the indicators "satisfaction"," reliability", efficiency", "desirability", "demand" and more. The use of ordinal (rank) scales made it possible to measure and evaluate various aspects of the interaction between employment services and employers, to determine their effectiveness, the effectiveness of the forms and types of interaction forms.

3. RESULTS

The conducted research allowed us to identify the most effective forms, methods, mechanisms of interaction between employment services and employers, to determine the level of satisfaction with this interaction, to identify the main problem areas and factors that impede effective interaction.

3.1. The efficiency of forms and methods of interaction between employment services and employers

According to the survey, the most effective forms and methods of interaction between employment services and employers are:

- Organization of wide advertising and informational activities on employment issues in mass media (the efficiency index is 5.68 points out of 7 maximum);
- Visiting to enterprises by employment services specialist and the establishment of personal contacts with the personnel services (5.44 points);
- Target training of employers at the request of employers, the programs of additional professional education of employees (5.39 points).

According to the results of the survey, among the most effective and efficient programs of selecting the necessary workers and reduce tension in the labor market, the following programs are distinguished:

- public works and temporary employment programs (5.26 points);
- programs of career guidance and social adaptation (5.25 points);
- training and retraining programs (5.08 points);
- promotion of small business development programs and self-employment programs (5.00 points).

According to the survey, nowadays the interaction of employment services to employers is inefficient on areas such as work with enterprises to determine their technical and economic parameters, the determination of their capabilities, identify problems of staff assessment the for the personnel needs (4,36 points). The low efficiency is noted:

- providing support to citizens, including moving to another location for job (3.97 points);
- advanced training and retraining of workers at risk of mass dismissal (4.32 points).

3.2. The efficiency of mechanisms of interaction between employment services and employers

The effectiveness of interaction mechanisms is determined by social and economic effects, practical results and benefits of employers from cooperation with employment services.

The greatest effect, according to the survey, is provided due to the regularity (systematicity) of the implementation of assistance to employers in the advancing professional training of citizens by the employment centers.
This is primarily due to the following activities:

- informing laid-off workers in need of vocational training, about the specialties, demand in the labor market, training opportunities and job placements (the efficiency index is 5.40 points);
- advising employees in need of retraining on the choice of profession by types and forms of training, places of study (5.14 points - "above the average level").

Other effective mechanisms of interaction are based on a clear picture of the real situation in the labor market. They define the goals and main objectives of the active employment policy in the region.
The effective and efficient mechanisms of interaction are:

- assessment of the labor market on the basis of all applications from employers, the adequacy of the available supply on the labor market of the required qualifications, the presence of centers and courses for the training and retraining of specialists (5.46 points);
- identification of specific problems related to employment: the required level of training, remuneration, staff turnover, professions, changes in the labor market with the introduction of new technologies (5.32 points).

At the same time, the direction of interaction between employment services and employers, such as the clarification of the technical and economic characteristics of the enterprise, reflecting the production method , the technologies, the importance of the enterprise across the industry, and understanding staffing needs (4.98 points) needs to be improved and more effective and efficient.

3.3. Employer satisfaction with various aspects of interaction with employment services

According to the survey, satisfaction of employers from interaction with employment services is low. In most aspects of cooperation and interaction, these assessments are not satisfactory rather than satisfactory. Most satisfactory aspect are:

- job fairs, presentations of organizations, clubs for business meetings, marketing visits, consultations and other non-traditional forms of interaction (4.31 points);
- partnership interaction (4.31 points);
- business, responsible and debugged at the level of interaction (4, 1 1 points);
- the level of scientific and methodological elaboration of recommendations, manufacturability, validity of actions, rationality and adequacy of the overall assessment of the situation (4, 07 points).

At the same time, according to the survey, low satisfaction with key strategic aspects of interaction includes:

- traditional forms of interaction representing law measures to localize the threat of unemployment (3.76 points)
- the practical orientation of the activity, its focus on solving specific problems and tasks (3, 94 points) ;
- the order of interactions, the regulation of mutual duties and responsibilities (3.94 points);
- planning, control, decision-making, summing up, evaluation of results and other aspects of labor market management and regulation of the labor market (3.94 points);

- the main types of joint activities and relevance (3.96 points);
- information technology, efficiency of notification and information transmission, information and PR-support of interaction (3.98 points) .

The employers' satisfaction with the main aspects of interaction with employment services as a whole on the rating scale is “below average” (3.96 points).

3.4. The main problem areas, factors and conditions that impede the effective interaction of employment services with employers

In the rating of the Top 5 main barriers, respondents identify the following main factors and conditions that negatively affect the situation in the employment market. In the first place is the problem of the imbalance in the supply and demand of labor on the labor market in the region (40% of respondents indicated this problem). In second place is the level of interest and willingness of employers to interact with employment services (29%). In third place is a low productivity of using forms and methods of interaction between employment offices and employees (16%). In fourth place is a low level of overall satisfaction from the interaction of employers and specialists of employment service (15 %). In fifth place are four problems at once: the legal and regulatory framework, insufficient resources for analysis and understanding of the economic situation in the region, low material and technical equipment of employment centers and a low professional qualification level of training for the unemployed (12%). Overcoming these barriers will increase the level of interaction between employment services and employers. Particular importance is the quality of the analysis of the labor market and the reliability of the forecast demand for different specialties (5.95 points).

4. DISCUSSION

The study made it possible to clarify several scientific hypotheses regarding the place of employment in the development of the regional labor market, its maintenance of socio-economic stability and the modernization of the regional production complex. The scientific search was aimed both at discovering the main drivers and identifying the existing failed zones of interaction between employment services and employers. Among the main drivers can be identified, new forms of cooperation, which have found their wide acceptance in various regions (job fairs, business days), the advertising campaigns organization, the systematic visits to companies and the establishment of personal contacts with the leaders. An important driver of the development of the labor market are vocational guidance and social adaptation programs, community service and temporary employment, staff training and retraining, the promotion of small business development and self-employment. However, the extent and strength of their impact on improving the situation on the labor market, their ability to quickly respond to new challenges and risks is clearly limited. Among the serious barriers that hinder the development of interaction between employment services and employers is the lack of a strategic vision for the development of the regional economy and the labor market. The policy of containing serious technological shifts in various sectors of the region’s economy, which may lead to an increase in unemployment, is also a serious obstacle to technological re-equipment of production. In terms of their personnel potential and available resources, the regional employment services are not able to adequately respond to the challenges associated with the new technological structure. Instead, there is a desire and bureaucratic as possible to regulate its work in order to reduce the liability of the general state of affairs and transfer attention on achieving particular results, which essentially does not reflect real labor market needs. At the same time, there are some of attempts to increase the responsibility of the employer to the employment services by giving itself more administrative powers, and the introduction of new sanctions against the employer for violations of legal acts.

Social and economic effects of joint activities are projected on the problems of stabilization of the labor market by controlling the scale of unemployment. At the same time, socio-economic relations, institutions and mechanisms aimed at the formation of a modern labor market that meets new trends in world development are poorly developed. The institutions and mechanisms of interaction hinder the development of the labor market, the modernization of the economy, limit the possibilities of technological breakthrough. Often it happens for the social stability, frozen at a low unemployment rate through low salaries, low unemployment benefits, underemployment, secondary, informal employment, lack of clear compliance with regulations and laws. The prevailing and widely implemented forms of interaction in many ways do not solve the assigned tasks, and do not achieve the planned results. They are often formal and often act as simulacrum of an active employment policy. The main problems associated with the renewal of the employment structure and the transition of the economy to a new technological structure are not resolved. There are even no general contour of the vision of new solutions and approaches that could become the main drivers of the development of the employment market. The development of interaction between employers and employment services and increasing its effectiveness is seen in a serious reformatting of tasks and the allocation of new priorities related to its regulation and the vector of development. First of all, it concerns the increasing role of employment services in strategic planning for the development of the labor market, based on the existing opportunities and resources of the regional complex. This cannot be done without a thorough analysis of the prospects for the development of the labor market and a long-term forecast of demanded specialties based on an understanding of the economic situation in the region, demand and supply of labor, taking into account ongoing migration processes.

5. CONCLUSION

Currently, a change in the role of the employment service in regulating the labor market is still clearly behind the needs of socio-economic development. Despite the reform and further regionalization of the employment services, to the emergence of new forms, methods and principles of relations between employment services and employers is still too early to talk about its readiness to cardinal changes that awaits the employment market in the case of a transition to a new technological way. The advanced training in new professions, taking into account the demand for professions are not yet able to create a safety cushion that will avoid shocks to the labor market. The measures taken and the resources allocated for this resource is still clearly not meet the challenges of the time and are not able to effectively solve the problems that will certainly stand as a result of renewal of the employment structure in a new technological way in the digital economy, and artificial intelligence and robotization of routine operations. Under these conditions, increasing the efficiency and effectiveness of the interaction between employment services and employers is of particular importance. With this approach, employers must act in a new capacity: as consumers of a social order for public services. It requires a change in the principle of interaction with employers. Employers, as consumers of public services, have the right to receive quality, timely, free services. Employers Cooperation with employment service attractive and mutually beneficial only when it is accompanied by a reduction in time and material costs, ease of forms and methods of obtaining services that increases its competitiveness. These areas in need of development and further efficiency improvement.

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POST-SOVIET RUSSIA IN THE CONTEXT OF THE "GLOBAL EPIDEMIC OF NOSTALGIA: BACK OF THE USSR?"

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ABSTRACT
In search of protective mechanisms against the uncertain future, the mood of romanticizing the past, called by Z. Bauman "the global epidemic of nostalgia" is growing. These moods acquire a special shade and depth in post-Soviet Russia due to the specific features of its socio-cultural dynamics, domestic and foreign, as well as economic status in the modern world. How to gain energy of a large purpose for Russia to move forward? How to consolidate society? Is nostalgia for the past a version of the politics of memory?
Keywords: *post-Soviet Russia, Zygmunt Bauman, "epoch of nostalgia", nomenclature, social policy, politics of memory, critical thinking*

1. INTRODUCTION

The expansion of large-scale innovations related to the convergence of science and technology, the spread of the Internet and an increase in information flows led to macroshifts in the basic infrastructures of public life, changing the spatio-temporal characteristics of modern socio-cultural reality, its chronotope (Emelin V.A, Tkhostov A.Sh., 2015). These processes are focused on the discourse of the social sciences and humanities as a subject of scientific reflection. Social development is seen as a kind of construction, where speed has become the main factor of social dominance, forming a "liquid modernity" (Bauman Z., 2008). Thus, in the context of time and space, people's perceptions of the consequences of the results of their activities are distorted, "people find it difficult for them to treat the future with the same level of reality as they relate to the present" (Giddens A., 2009, p.2). In this peculiar kaleidoscope of torn fragments of social development, time associated with speed, as if losing its continuity is no longer a stream, but an eruption. The rapid acceleration of time compresses the distance between the past and the future, they seem to penetrate each other and, merging, "dissolve in the present, which, in turn, quickly becomes obsolete" (Kasamara V., Sorokina A., 2017, p.76). In accelerating the rhythms of life there is a feeling of fragility of the present, it loses the ability to form a vector of development into the future. The dynamics of risks, gaining the scale of a "global risk society" is growing (Beck U., 2007). This creates a state of anxiety and fear in people. Fear is a deeply instinctive beginning in a person, "for millennia, fear has transformed from an involuntary scream that symbolized it before it acquired social features" (Bagdasaryan N., Korol M., 2018), and as a natural indicator of danger, it forces a person to look for protective mechanisms against the future riddled with the uncertainty. Such a kind of protective mechanism can be memories of the past. The effect of the law of the pendulum is triggered: from optimism and striving for a "beautiful tomorrow", human consciousness and public attitudes swayed in the opposite direction, "infected" with nostalgia, "we again began to hope for a vaguely remembered past, attributing to it the values of stability and reliability" (Bauman Z. , 2019, p. 20). Now a credit of trust is issued to the past, and the future has come to "stand by the pillory, since it has already been condemned for infidelity and uncontrollability"

(Bauman Z., 2019, p. 17). The state of modern society is diagnosed with a global epidemic of nostalgia (Boym S., 2001). We will try to identify a very deep, in our opinion, heuristic potential of conceptualizing the phenomenon of the "epoch of nostalgia" for analyzing the state of socio-cultural reality of post-Soviet Russia. Epidemics of nostalgia often happen after revolutions. Events related to the modernization process in Russia in the 90 years of the twentieth century had the character of a radical transformation that embraced the political, economic, social and cultural life of Russians, and in the fundamental nature of its consequences were revolutionary in nature. Not enough time has passed for the full analysis of this process, but it is possible to determine with certainty the general orientation as the dismantling of the socialist system and the return of the country to the orbit of capitalist relations.

2. METHODS

A number of methodological procedures were applied in the work. The last creation in the work of Zygmunt Bauman "Retrotopia" was used as a methodological message (see Bauman Z., 2019, Bagdasaryan N. G., 2019). Conceptualization provided a theoretical organization of knowledge about the phenomenon of the "epoch of nostalgia". Analytical and systemic approaches allowed us to consider the causes of the "global epidemic of nostalgia" in modern society. Understanding and explanation were also special methodological tools, with the help of which the specifics of the "epoch of nostalgia" in post-Soviet Russia were revealed.

3. DISCUSSION

3.1. The social structure of Russian society: new outlines in the post-Soviet space

The transformation of Russia into a new capitalist country of the post-communist bloc was associated with privatization carried out behind closed doors - quickly and purposefully. Whereas in the countries of the former socialist camp, as a result of "velvet revolutions", public control over the course of privatization was effectively operating, in Russia the population was removed from this process from the very beginning. As a result, all the wealth of the country, created by the labor of many generations, fell into the hands of a narrow group of people. With great speed, the bowels of Russia were distributed for nothing: oil, non-ferrous metals, diamonds, coal, production. The activities of the political and economic elite led to "unpredictable effects due to inconsistency and contradiction of their actions, personifying purely corporate and group selfish interests" (19, p.12). Privatization "in Russian" as a result of collateral auctions dramatically changed the landscape of the social structure of Russian society: "a group of the richest businessmen got the opportunity to influence the adoption of not only economic, but also political decisions" (Nisnevich Yu.A., 2018, p. 146). An oligarchy has formed. In a rapidly stratified society, the privileged minority became the openly rich, dominant, and ruling class, and its main goal was to consolidate the nomenclature-bureaucratic state capitalism. However, the social structure is determined not only by property relations, but also by the natural state of generational change. The new generation of Russians, who did not survive the socio-cultural shock of the transition from socialism to capitalist relations, demonstrates different values, different behavioral practices and ways of perceiving and evaluating the environment. And if this is so, then we will pose regular questions: "Who needs a protective belt of the epoch of nostalgia?" And "Are there groups in Russian society that do not need it at all?" If we use biological age and socialization experience as a marker, then we can distinguish four social groups of Russian society:

- 18-35 years old are young people in the broad sense of the term, those Russians who have gained socialization experience since the late 90 years and do not have a personal conscious experience of life during the years of radical transformation;
- 36-45 years old, Russians who personally witnessed the events of the 1990s, although due to their age they basically did not play an active role in them;

- 46-55 years old - the Russians, whose socialization took place in the late Soviet era, and the events of the subsequent period became the realities of their adult life;
- 56 years and older - citizens for whom the history of Russia after the 1990s is a completely new period of their conscious life associated with the breaking of Soviet standards (Latova N.V., 2018, p. 28).

Features of the social structure require a multidimensional analysis, which could identify the causes of vertical and horizontal gaps in Russian society, which is extremely difficult to do in the format of the article. But we can definitely say that the social structure of Russian society cannot be regarded as a stable relationship between the subjects of social life, not only by age characteristics, socialization experience, attitude to property, but also because this structure is determined by the entire socio-cultural state of the post-modern space. The axiological matrix of modern society is deformed by information technology. They unprecedentedly complicate social reality by creating an alternative virtual world, which is affirmed by the order of things as something integral, as life, as a subject, as a substance of a new "third" nature. In this new socio-cultural reality, a different socio-anthropological character is being formed - the frontier person, i.e. a person existing between reality and the world of illusory generated by him. It is characterized by "openness to new things, freedom of thinking, flexibility, easy adaptability to a changing environment, curiosity, the ability to quickly switch from one event to another. A distinctive feature of a frontier person is also the syncretism of thinking, clip perception, the desire for independence" (Shakirova Elena Yu., Listvina Evgenia V. 2018, p.59). All these characteristics are easily linked to a generation that has gained experience of socialization since the late 90 years and did not survive the conscious age of the destruction of the socialist society. The whole complex of their life does not resemble the lifestyle of the generation of their parents, especially the generation of grandparents. This generation is characterized by a deep involvement in digital technologies, other behavioral practices and ways of perceiving the environment. And, nevertheless, for all the deep differences between the social groups of Russians, there is something that unites them into a single whole - an assessment of the past twenty-five years of the history of post-Soviet Russia, which they see not at all in a rainbow color. Institute of Sociology of the Russian Academy of Sciences conducted all-Russian monitoring "Dynamics of the social transformation of modern Russia in the socio-economic, political, socio-cultural and ethno-religious contexts" (October 2017). 4000 Russians aged 18 years and over were surveyed, residents of all types of settlements and territorial-economic regions of the Russian Federation, representing the main socio-professional groups of the population. As the survey showed, "Russians are united in the perception of losses in post-Soviet society: both relative and absolute losses are seen equally regardless of age" (Latova N.V., 2018, p.37). Respondents are critical of achievements in the field of democratic rights and freedoms, as well as the economic situation. These ideas, shared by the majority of the population, form a national experience, significantly affecting people's attitudes to current events.

3.2. "Epoch of nostalgia" VS Politics of memory

Among the various indicators and indicators of the living standards of the population, the Human Development Index (HDI) stands out in a special way - this is an integral indicator that measures the country's achievements in terms of health, education and the actual income of its citizens. The HDI is a standard tool for a general comparison of the living standards of different countries and regions, and the UN General Assembly recognizes it as an independent intellectual tool for raising awareness of human development worldwide. If by the end of the 1980s, during the "perestroika period" difficult for our country, associated with economic difficulties and finding ways to transition to a market economy, Russia was included in the HDI

group of highly developed countries, although being closer to the end of the corresponding list, then during the 90s of reforms, Russia dropped out of this list. Russia shifted from 52nd to 72nd place during the period 1990-1995, “gaining a foothold” on it until 2000. The most dangerous trend of this period was the gradual loss of population groups that were carriers of innovative potential. In the same years, in all developed and most developing countries, there was an increase not only in relative, but also in absolute social costs. Russia ranks 49th in the Human Development Report for 2018 (HDI, 2018 Statistical Update). Against the background of the picture of Russian capitalism, which demonstrates the chronic poverty of wide sections of the population, the issue of social justice is becoming ever more acute. This is largely due to the history of the Soviet state, which, it seemed, was designed to fulfill the dream of finding an ideal society in which Freedom, Equality, and Brotherhood reign. This trend was reflected in studies conducted by the Institute of Sociology of the Russian Academy of Sciences, which are consistent with polls from the POF. Most Russians believe that Russian society is less equitable than Soviet society and that the most popular dream in Russia is “to live in a more just and reasonably organized society” (Gorshkov M.K., (Eds.) 2013, p. 22). The experience of building a socialist society in our country has become a kind of socio-cultural code, "rooted in the hearts." In the new Russian social reality generated by the collapse of socialism, ideas are spreading about the last Soviet decades as a “golden era” of stability, strength and normality. The mood of nostalgia cultivated by the mass media is growing in society. Already in the second half of the 1990s, the project "Old songs about the main" appeared on television. Several releases of the project combined songs stylized for different eras of Soviet society of the 20th century: from the 1930s to the 1990s. These were not just entertaining programs, its creators sensitively grasped the atmosphere prevailing in Russian society, from which, over the years of reform, cohesion, fellowship, and the warmth of human relations began to disappear. According to the authors, the songs created by Soviet composers and performed by modern artists should have united different generations of viewers. Subsequently, until the mid-2000s, the project was repeated by Channel One during the holidays. Tens of thousands of people come to regular concerts of "Disco 80s". On Saturdays, viewers of the first channel are invited to the program “Tonight”, during which the leading, guests, media people of Russian culture manage in an informal conversation, in memories of those who have already passed away, to create a positive model of the Soviet era, which is perceived as quite real. The past is being reborn in everyday life. So, the Soviet Pharmacy network appeared on the Russian drug market, which captivates with the name, logo design, and the loud slogan “At Soviet prices”. On food, you can now meet the abbreviation GOST (state standard). The GOST system developed and launched in the USSR confirmed that the products were tested and meet all safety requirements. Against the background of deterioration in the quality of a number of dairy, meat and other products that do not meet the standard and labeling by smell, taste, and content of ingredients, the GOST abbreviation is designed to arouse a certain share of trust among consumers. On social networks, videos with new songs about a "beautiful childhood" with games in the yards and pioneer camps roam. And one should not think that only those who personally remember that era are exposed to these moods. These completely harmless phenomena are gradually taking on the shape of the "epoch of nostalgia", romantic past. And in many ways this has substantial justification. Already after the collapse of the Soviet Union, an article was published by British economist G. Standing, a follower of the "politics of Paradise" concept (see Standing G., 1996), directed against market relations and capitalism as a system. He is one of the most famous preachers of the idea of an unconditional basic income, a monthly fixed amount that a person can receive from the state without any obligations. This is a model of the welfare state, where it takes responsibility for the health, education and well-being of society.

Analyzing the question of the applicability of the term “Welfare policy” (social policy), G. Standing recalls that the classical welfare state has seven potential functions:

- poverty alleviation;
- prevention of impoverishment of the population;
- ensuring social protection of citizens;
- redistribution of income;
- obstructing the growth of “social solidarity”;
- ensuring equal opportunities for labor mobility;
- creation of conditions for economic growth, structural reorganization of the economy and labor market flexibility.

According to G. Standing, the Soviet system performed quite well the first four of the above functions, with the oblivion of the last two being practically forgotten. Can we agree with him? Was Soviet society a welfare society, as is sometimes seen from such a problematic present? Nostalgia for socialism is fraught with the danger of abandoning critical thinking for the sake of the temptation to return to feelings of unity and solidarity. Soviet social policy, which declared the protection of the interests of workers, in reality nurtured the nomenclature (see, for example, Korotaev O., Shkaratan E., Gasiukova E., 2017, p.111). The ruin of the peasantry, the slave labor of prisoners of the Gulag, ideological censorship that impedes the work of the intelligentsia, the complete absence of civil society - these are the real features of this policy. But the mood of nostalgia is not accidental. This is the reaction of society to dissatisfaction with the position of Russia in the modern world political system, to egregious social stratification within society, to unconvincing arguments in carrying out popular reforms in healthcare, education, the pension system, etc. Nostalgia is a symptom: if there is no “bright future”, then a "bright past" is being constructed.

4. CONCLUSION

Modern Russia is a fairly young state, but having completed the twenty-five-year circle of its history, it “is, in many ways, gradually approaching the next bifurcation point, where a new socio-political trajectory appears” (Latova N.V., 2018, p.37). Where will the vector of this trajectory go? The chapters in Zygmunt Bauman's book “Retrotopia” are called “Back to Hobbes,” “Back to Tribes,” “Back to Inequality,” and “Back to the Womb” (see Bauman Z., 2019). Our talk is about “Back to the USSR”. Russia needs to gain the energy of a large purpose to move forward. This suggests that it is not nostalgia about the past that should consolidate society, but the politics of memory. Historical memory is the ground under your feet that gives a feeling of rooting, continuity, understanding of your place in the socio-cultural chronotope. By and large, the event rating does not matter for this. But if during the life of one generation such “an assessment of a long-happened historical event repeatedly changes depending on the current interests of the ruling elites, then this is fraught with the loss of stable identification models” (Bagdasaryan N., 2017, p.5). Russia has a great history, filled with brilliant achievements and tragic pages. It is unlikely that there will ever be a point in evaluating the complex, ambiguous in nature and consequences of facts and processes. This does not, however, remove the task of critical reflection on both the historical past and current events. The politics of memory is not addressed to the past it is for the living, so that they feel responsible heirs of previous generations. Until recently, we believed that the ruling elite is able to actualize the ideas of civil justice, in particular, through institutional transformations and concessions, based on the public interest in maintaining the unity, integrity and independence of the country. Although this would require extraordinary political and organizational efforts from her (see Bagdasaryan N., Korol M., 2016). However, the recent, neglectful, disrespectful line of behavior of the authorities in relation to the population, a series of scandalous phrases

from the lips of its representatives, and a violent reaction to civil protests indicate the inability of the current power elites to dialogue. Its clan-network nature, penetration by family relationships, the absence of a system of natural competitive selection led to the replacement of the elite (this concept now requires quotes) with the nomenclature (practically, "back to the USSR"). And she, by definition, as a loyal component of power structures, is not capable of independent analysis of crisis situations, nor, moreover, of making effective decisions. We can only state that the Russian political elite as an institution no longer exists. And here the weighty word remains only with civil society.

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EXAMPLE OF INTERFACING SOCIOLOGICAL AND PSYCHOLOGICAL DATA IN THE SOCIOLOGY OF PROFESSIONS (DISTRIBUTION OF PSYCHOLOGICAL PARAMETERS IN THE GROUPS OF THE NOMINAL ANSWERS)

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ABSTRACT
The article deals with an example of interfacing sociological and psychological data set in the research of professional self-determination of students. Represented a description (within the framework of the multiple comparison algorithm) of the respondent groups baed on the responses to questions of sociological questionnaire with nominal responses for 14 types (interval data) of J.Oldham and L.Morris personality typology. The results of application of multiple comparison (author's method) with a representation of the distribution of psychological parameters (types) within the groups of the nominal answers are considered.
Keywords: *Data, Distribution, Profession, Psychological, Sociological*

1. INTRODUCTION

"Quality grade" of method is a most likely its "subjectivity" which can be studied by quantitative methods for various typological "subject-subject" interactions realizing quantitatively the content of so-called "qualitative research", when the study is a part of a single "subject-subject" interaction, and the subjects did not specify, except one - the researcher, and another - the respondent. Let's consider the first problem (we will not consider researchers as subjects), as a traditional scientific approach to the use of our statistical methods reveals the psychological characteristics of respondents groups answered one way or another on the question of sociological profiles with nominal issues. In total, the task considered four questions with nominal responses of sociological questionnaires, which were used to build the groups being compared for psychological parameters of personality test (in the problem, the results of which we present, used other interval data - the results of the responses to the questionnaires and surveys). To illustrate the proposed method, we used data obtained in research of the process of students professional self-determination. In the research at same time was used a sociological inquiry form and answered one way or another, to the questions with nominal responses from sociological surveys psychological tests. We elaborate on the description of groups of students as a part of the procedure of personality typology J. Oldham and L. Morris.

2. METHODS

The problems of multiple comparison [1,2] in sociological research first of all arise on a joint of two types of variables of the sociological questionnaire allocated above when nominal variables, considered as external criteria in relation to the multiple comparison, are used for formation of groups for the multiple comparison. And interval variables as internal characteristics of the generated groups become the subject of multiple comparison of these groups. The method of the multiple comparison [4.5], that we offer for the decision of such problems, is a structural component of our statistical approach developed for construction of typologies with external criteria. The psychological portrait of respondents was determined by the method of J.Oldham and L.Morris definition of "personality type" and "probabilistic disorders" of this type. In the proposed method are 14 categories of personality types. The test determines the "norm" and "accentuation" of a certain type of personality. Personal type - an unique blend of 14 types.

All fourteen styles are normal and universal, and although every person has strengths and weaknesses, there is nothing abnormal in the dominance of one type or another deficiency. "Personal Self" - an illustration of the richness and diversity of differences between all of us. The following are 14 types and corresponding disorders (in brackets):

Table 1: Personal type - an unique blend of 14 types

Number	Types of personality (appropriate disorders)	Abbreviation
1	Type (A) Alert (Paranoid)	TL-A
2	Type (B) Hermit (Schizoid)	TL-B
3	Type (C) Idiosyncratic (Shizopatiya)	TL-C
4	Type (D) Adventurous (Asocial)	TL-D
5	Type (E) Active (Activity on the verge of collapse)	TL-E
6	Type (F) Dramatic (Unnatural acting)	TL-F
7	Type (G) Opinionated (Narcissism)	TL-G
8	Type (H) Sensitive (Dodge)	TL-H
9	Type (I) Devotee (Dependent)	TL-I
10	Type (J) Diligent (Obsessive-forced)	TL-J
11	Type (K) Idle (Passive-Aggressive)	TL-K
12	Type (L) Aggressive (Sadist)	TL-L
13	Type (M) Altruistic (Self-deprecation)	TL-M
14	Type (N) Serious (Depressed)	TL-N

Orthogonal representation of multiple comparison - this is the distribution of the levels of psychological parameters (in this case, the component of personality type) for each group, with a particular nominal response.

3. RESULTS

Let’s show four questions with nominal responses from sociological questionnaires, which were used to build the groups being compared for psychological parameters of personality test (in the task, the results we present, used different interval data: the results of the responses to the questionnaires and surveys) [15-17].

Question 2: You go up to university:
1. By competition for free education at a university (G02-01)
2. By means of a targeted referral (G02-02)
3. Out of competition
4. According to the interview for chargeable education (G02-04)
5. Other

Question 3: What were your main motives for entrance to the university? (You can select up to 4 variants):
1. Implementation of abilities, inclinations (G03-01)
2. A way to temporarily "escape" from military service (G03-02)
3. The wish to learn a profession (G03-03)
4. Easy or no competition for free education at a university (G03-04)
5. The prestige of studying at this institution (G03-05)
6. Increasing employment opportunities after training (G03-06)
7. There was a free education entrance to university (G03-07)
8. The uniqueness of the specialty which offers the institution (G03-08)

9. A way to temporarily "rescue" of unemployment
10. Opportunity to engage in intellectual work in future (G03-10)
11. The educational institution was close to home (G03-11)
12. Continuation of a family tradition
13. Low cost of education at this institution (G03-13)
14. There were personal arrangement with the administration (teachers) of university
15. No place to go up after graduating a school (G03-15)
16. Do not know (G03-16)
17. Another reason

Question 4: What were the motives of choice for your future profession? (You can select up to 4 variants):
1. Interest in future work (G04-01)
2. The prestige of the profession (G04-02)
3. It is easier to learn this profession because of free education (G04-03)
4. The demand in the future, the availability of professional work (G04-04)
5. Low cost of education (G04-05)
6. I wanted to have some specialization, what kind of - did not matter (G04-06)
7. This is a well-paid profession (G04-07)
8. Parents demand (G04-08)
9. Coincidence (G04-09)
10. The wish for self-actualization, to prove (G04-10)
11. It is a profession of my parents (G04-11)
12. Do not know (G04-12)
13. Other

Question 8: How did you know about the profession, you are studying now?
1. From promotional leaflets of Kurgan State University (G08-01)
2. From friends, relatives, acquaintances (G08-02)
3. Thanks to the work of career guidance at school (G08-03)
4. When applying for admission to selecting committee (G08-04)
5. Other

Four considered question contain 40 questions (40 possible ones to compare groups of respondents). There were selected 32 (out of 40) non-degenerate groups for the multiple comparison procedure. In the remaining 8 groups, the number of respondents is very low or even non-existent, they (the responses are in bold). Consider the description of the groups at nominal responses (comparison psychogram within 14 types of personality typology), presuming a relatively strong noteworthy modulo >200 (for comparative weightiness).

3.1. Bases for university entrance (question 2)

But first we give an example that does not meet these conditions (other similar results are given in the appendix). Entered the University by means of competition for free education at a university (response 1) under the method "type of personality" are no different prevalence of a particular type in the study of typology.

Table following on the next page

Table 2: Comparative psychogram group (G02-01)

Component of personality type	Comparative weightiness
TL-N	68
TL-B	46
TL-J	41
TL-E	37
TL-I	20
TL-G	5
TL-C	4
TL-A	3
TL-F	-4
TL-D	-11
TL-K	-22
TL-L	-24
TL-M	-30
TL-H	-33

Entered the University by means of a targeted referral (response 2) are characterized as a part of the method "type of personality" dominated types: (A) Alert (+415); (M) Altruistic (+397) and (H) Sensitive (+248).

Table 3: Comparative psychogram group (G02-02)

Component of personality type	Comparative weightiness
TL-A	415
TL-M	397
TL-H	248
TL-C	119
TL-B	73
TL-G	43
TL-E TL-L	34
TL-N	32
TL-K	9
TL-I	5
TL-D TL-F	-2
TL-J	-23

According to the interview for chargeable education (response 4) are dominated by types with a sign «-»: (N) Serious (-798); (E) Active (-603); (A) Alert (-490); (I) Devotee (-451); (C) Idiosyncratic (-334); (M) Altruistic (-229); (J) Diligent (-220). In other words, for extra places are trained serious, inactive, etc. non-alert student representatives.

Table following on the next page

Table 4: Comparative psychogram group (G02-04)

Component of personality type	Comparative weightiness
TL-K	-21
TL-G	-25
TL-L	-63
TL-F	-73
TL-D	-77
TL-H	-97
TL-B	-129
TL-J	-220
TL-M	-229
TL-C	-334
TL-I	-451
TL-A	-490
TL-E	-603
TL-N	-798

3.2. The main theme of the educational institutions (question 3)

The following motives admission to an educational institution in the framework of the method "type of personality" are no different prevalence of a particular type in the typology of the study: "The implementation of abilities, inclinations" (response 1), "The wish to learn a profession" (response 3), "Easy or no competition for free education at a university" (response 4), "Increasing employment opportunities after training" (response 6), "There was a free education entrance to university"(response 7), "Opportunity to engage in intellectual work in future" (response 10), "Low cost of education at this institution" (response 13). Comparative psychogram these groups are rich manifestation of the studied parameters (comparative weightiness parameters are modulo <200) and they will not be given. Other additions to the school determine the specific features of the respondents, which describe the methods in the "type of personality". The motive of "A way to temporarily "escape" from military service" (response 2) the psychological level reveals first of all (K) type Idle (+660), in part (L) Aggressive type (+282).

Table 5: Comparative psychogram group (G03-02)

Component of personality type	Comparative weightiness
TL-K	660
TL-L	282
TL-J	131
TL-M	119
TL-D	62
TL-N	46
TL-C	44
TL-H	38
TL-E	33
TL-F	31
TL-B	18
TL-G	1
TL-A	-6
TL-I	-9

The motive of " The prestige of studying at this institution" (response 5) psychologically identifies primarily (L) Aggressive type (+310) and to a lesser extent (D) The Adventurous type (+200).

Table 6: Comparative psychogram group (G03-05)

Component of personality type	Comparative weightiness
TL-L	310
TL-D	200
TL-M	140
TL-G	64
TL-E	41
TL-H	40
TL-K	28
TL-F	17
TL-J	-6
TL-B	-11
TL-C	-17
TL-I	-42
TL-A	-121
TL-N	-169

The motive of "The uniqueness of the specialty which offers the institution" (response 8) reveals a psychological standpoint (F) Dramatic style (+312), but at the same time it is not “Idiosyncratic type” (-238).

Table 7: Comparative psychogram group (G03-08)

Component of personality type	Comparative weightiness
TL-F	312
TL-J	150
TL-M	125
TL-N	73
TL-E	72
TL-L	23
TL-G	22
TL-H	9
TL-K	6
TL-A TL-D	5
TL-B	-34
TL-I	-170
TL-C	-238

The motive of "The educational institution was close to home" (response 11) psychologically identifies with the sign "-" in the first place (C) Idiosyncratic type (-569) and (E) The Active type (-565) and to a lesser degree (G) Opinionated (-244), and (M) Altruistic type (-214). Thus, it non-idiosyncratic, inactive, and non self-confident non-altruistic type.

Table following on the next page

Table 8: Comparative psychogram group (G03-11)

Component of personality type	Comparative weightiness
TL-D	-7
TL-K	-10
TL-H TL-I	-12
TL-J	-19
TL-B	-63
TL-L	-67
TL-N	-96
TL-F	-122
TL-A	-161
TL-M	-214
TL-G	-244
TL-E	-565
TL-C	-569

The motive of "No place to go up after graduating a school" (response 15) psychologically identify with the sign «-» (J) Conscientious type (-477), i.e., the holders of the inherent dishonesty of motive.

Table 9: Comparative psychogram group (G03-15)

Component of personality type	Comparative weightiness
TL-D	138
TL-L	32
TL-F	14
TL-M	10
TL-H TL-K	-6
TL-E	-15
TL-B	-17
TL-C TL-I	-38
TL-N	-68
TL-G	-72
TL-A	-108
TL-J	-477

Separately, you can mark those who found it difficult to answer this question (response 16), which in the framework of this typology of personality can be described as (K) type Idle (+983), and to a lesser extent, (I) Constant type (+220).

Table following on the next page

Table 10: Comparative psychogram group (G03-16)

Component of personality type	Comparative weightiness
TL-K	983
TL-I	220
TL-C	163
TL-M	117
TL-H	116
TL-N	102
TL-E TL-F	48
TL-D	40
TL-L	33
TL-A	19
TL-B	10
TL-G	3
TL-J	-4

3.3. Motives for choosing a future profession (question 4)

The following motives admission to an educational institution in the framework of the method "type of personality" are no different prevalence of a particular type in the typology of the study: "The prestige of the profession" (response 2), "The demand in the future, the availability of professional work" (response 4); "I wanted to have some specialization, what kind of - did not matter" (response 6), "The wish for self-actualization, to prove" (response 10). Comparative psychogram these groups are rich manifestation of the studied parameters (comparative weightiness parameters are modulo <200) and they will not be given. Other choice of future profession determine the specific features of the respondents, which describe the methods in the "type of personality". The motive of "The interest in future work" (response 1) psychologically identifies primarily (K) Idle type (-244), i.e., the owners of this motive to a small extent characterized by the absence of idleness.

Table 11: Comparative psychogram group (G04-01)

Component of personality type	Comparative weightiness
TL-A	64
TL-G	56
TL-C	30
TL-J	19
TL-I	12
TL-D	-3
TL-M	-5
TL-F	-15
TL-L	-20
TL-E	-36
TL-N	-40
TL-B	-42
TL-H	-96
TL-K	-244

Motive "It is easier to learn this profession because of free education" (response 3) psychologically identifies primarily (I) Constant type (+715), and to a lesser degree (K) type Idle (+205).

Table 12: Comparative psychogram group (G04-03)

Component of personality type	Comparative weightiness
TL-I	715
TL-K	205
TL-L	148
TL-E	111
TL-D	105
TL-N	97
TL-H	53
TL-F	50
TL-C	49
TL-G	44
TL-B	24
TL-A	2
TL-J	-33
TL-M	-55

The motif of "Low cost of education" (response 5) psychologically identify with the sign «-» (G) Opinionated (-503), i.e., the owners of this ground are characterized by a lack of self-confidence.

Table 13: Comparative psychogram group (G04-05)

Component of personality type	Comparative weightiness
TL-H	-5
TL-I	-9
TL-B	-13
TL-K	-16
TL-A TL-C	-18
TL-D	-22
TL-M	-23
TL-L	-26
TL-F	-34
TL-E	-49
TL-J	-63
TL-N	-155
TL-G	-503

Motive "This is a well-paid profession" (response 7) psychologically identifies with the sign «-» (I) Constant type (-256), i.e., the owners of this motive to a small extent characterized by a lack of loyalty.

Table following on the next page

Table 14: Comparative psychogram group (G04-07)

Component of personality type	Comparative weightiness
TL-M	23
TL-K	6
TL-G	3
TL-H	2
TL-J	-14
TL-C	-21
TL-N	-27
TL-A	-29
TL-L	-42
TL-B	-43
TL-F	-69
TL-E	-82
TL-D	-89
TL-I	-256

The motive of "Parents demand" (response 8) psychologically identifies primarily (H) Sensitive Type (+880), to a lesser extent (A) Alert type (+590).

Table 15: Comparative psychogram group (G04-08)

Component of personality type	Comparative weightiness
TL-H	880
TL-A	590
TL-K	163
TL-C	46
TL-F	45
TL-B	31
TL-E TL-N	18
TL-L	12
TL-D	3
TL-I TL-M	2
TL-J	-1
TL-G	-19

The motive of "Coincidence" (response 9) psychologically identify with the sign «-» (H) Sensitive type (-302) and (G) Opinionated (-206), i.e., the owners of this ground are characterized by a low degree of sensitivity and lack of self-confidence.

Table following on the next page

Table 16: Comparative psychogram group (G04-09)

Component of personality type	Comparative weightiness
TL-E	114
TL-D	56
TL-K TL-N	39
TL-C	16
TL-M	13
TL-L	5
TL-I	2
TL-F	1
TL-A	-57
TL-B	-86
TL-J	-176
TL-G	-206
TL-H	-302

Tune of "It is a profession of my parents" (response 11) psychologically identifies with the sign" - "in the first place (F) Dramatic type (-1063); (J) Diligent type (-1042); (A) Alert type (-453); (N) Serious type (-287); (H) Sensitive type (-204). Hence, this motive is characterized in the extreme not dramatic and unscrupulous type, to a lesser extent non-alert, frivolous and insensitive type.

Table 17: Comparative psychogram group (G04-11)

Component of personality type	Comparative weightiness
TL-G	8
TL-L	5
TL-I	-5
TL-B TL-C	-8
TL-D	-28
TL-K	-56
TL-E	-67
TL-M	-103
TL-H	-204
TL-N	-287
TL-A	-453
TL-J	-1042
TL-F	-1063

Also special mention of those who found it difficult to answer this question (response 12), which in the framework of this typology of personality can be described as (K) type Idle (+1044), and (N) Serious type (+785), to a lesser extent as (B) the type of Hermit (+580), and (C) Idiosyncratic type (+288).

Table following on the next page

Table 18: Comparative psychogram group (G04-12)

Component of personality type	Comparative weightiness
TL-K	1044
TL-N	785
TL-B	580
TL-C	288
TL-H	20
TL-A TL-M	18
TL-I	15
TL-D TL-E	6
TL-G	5
TL-F	-2
TL-J	-8
TL-L	-12

3.4. Source of information about the specialty training (question 8)

The following representatives who reported sources of information about the specialty training "From friends, relatives, acquaintances," (response 2) and "When applying for admission to selecting committee" (response 4) under the method "type of personality" are no different prevalence of a particular type of personality in part of the study of typology. Comparative psychogram these groups are rich manifestation of the studied parameters (comparative weightiness parameters are modulo <200) and they will not be given. Other sources of information about the specialty of training determine the specific features of the respondents, which describe the methods in the "type of personality". Source "From promotional leaflets of Kurgan State University" (response 1) in psychological terms reveals, though only slightly, with the sign «-» (G) Opinionated (-215) and (K) Idle type (-211), i.e., selection of this source of information characterizes the students who tend to a small degree of idleness and lack of self-confidence.

Table 19: Comparative psychogram group (G08-01)

Component of personality type	Comparative weightiness
TL-F	5
TL-J	-10
TL-N	-19
TL-B	-20
TL-A	-45
TL-C	-46
TL-I	-48
TL-M	-88
TL-H	-108
TL-E	-134
TL-L	-152
TL-D	-161
TL-K	-211
TL-G	-215

Source "Thanks to the work of career guidance in schools" (response 3) the psychological level reveals, albeit slightly, with the sign «-» (F) Dramatic type (-317), i.e., selection of this source of information characterizes the students who tend to a small extent without acting behavior.

Table 20: Comparative psychogram group (G08-03)

Component of personality type	Comparative weightiness
TL-N	51
TL-M	29
TL-L	13
TL-C	8
TL-H	3
TL-G	1
TL-J	-4
TL-A TL-B TL-I	-14
TL-E	-15
TL-D	-21
TL-K	-37
TL-F	-317

Thus, most nominal questionnaire responses (18 of 32) are selected by members of some distinct personality types. Hence, psychological type determines (generates) a particular motive of student's professional self-identification, regardless of specialty. And the responses from a sociological questionnaire become significant and understandable when they are additionally displayed psychologically. The percentage of certain responses (plain purpose of sociological research) is not just the result, as determined by the psychological personality types among the respondents, their accentuation of temperament and character. Weber believed that the key to the interpretive sociology imprisoned in a German word Verstehen, which means "understanding" because the task of the followers is not only to observe people, but also to enter their understanding of the meaning of the world, to assess why they are doing so, and not otherwise. And that understanding can be "measured" it is necessary to examine the psychological nature of the respondents and as a consequence - the probability of a response to the questions of sociological survey. On the basis of the author's method of multiple comparison we develop the new approach of studying in one problem of statistical dependences of the various form, in which is used a method of multiple comparison for quintile splittings (a triads, a quarters, a quinters) of the data on each parameter. Nonlinear properties of the psychological (sociological) phenomena basically dominate in a difficult psychological (sociological) reality. It is demonstrated by our researches in the various areas of the psychology [6, 7, 12-14, 18-20] and sociology [3, 8-11].

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ECONOMY OF THE RUSSIAN AGRICULTURAL SECTOR: CHALLENGES AND TRENDS

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ABSTRACT
The agro-industrial complex is assigned one of the priority places in the socio-economic policy not only in Russia, but in other states. This issue is particularly relevant in the context of ensuring food security of the state. The article discusses the current state of Russian agriculture, its features, as well as improving the efficiency of domestic agriculture.
Keywords: *agro-industrial, agricultural support, ensuring food security*

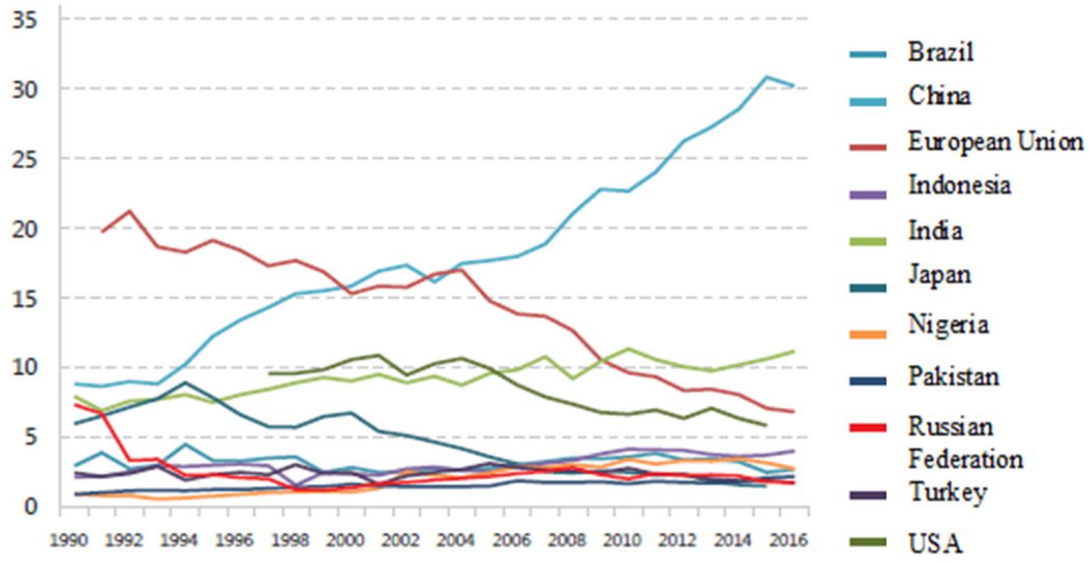
1. INTRODUCTION

The Head of State Vladimir Putin set the following task for the agricultural sector: to increase the export of agricultural products by more than 2 times to $45 billion in 2024[1]. Without systemic support from the state, it is impossible to achieve such indicators. Over the past 6 years, a total of 1.2 trillion rubles has been allocated from the budget to Finance the agricultural sector[2]. Today, the state program for the development of agriculture operates. Since 2018, the state program has been transferred to project management, it provides funding from the Federal budget for 2018 in the amount of 242 billion rubles, for 2019 and 2020 - 242.4 billion rubles.

In 2019, it is planned to adjust the existing measures to support agriculture. Since the state Program includes new Federal projects, the amount of funding for the program's activities will be increased by 47.8 billion rubles or 19% compared to 2018 and will amount to 303.6 billion rubles this year. According to the Food and agriculture organization of the United Nations (FAO), the Russian agricultural market has a huge potential - 220 million hectares and can feed two billion people[3]. However, this potential is not fully exploited, as only 38% of Russian land is fertile and 13% is cultivated. Four regions (Central, North Caucasus, Ural and Volga region) produce 73% of agricultural products in Russia. In recent years, high growth rates of the agricultural industry have been shown by countries with low agricultural land per capita (China, India, Pakistan, Indonesia, Nigeria). China's share in the global gross value added (GVA) of agriculture increased to 30.1% in 2016. Russia's share decreased by 2016 and amounted to 1.7% (Figure 1). By the way, during the analyzed period, the shares of developed countries in the global GVA (the USA, EU, Japan) also sharply decreased.

[1] Decree of the President of the Russian Federation of 05.05.2018, No. 204 «On the national goals and strategic objectives of the development of the Russian Federation for the period until 2024». Source: http://www.kremlin.ru/acts/bank/43027
[2] Magazine «Agroinvestor». Source: https://www.agroinvestor.ru/investments/news/29644-za-shest-let-apk-poluchil-1-2-trln-rubley/
[3] Russia - Agricultural Equipment. Source: https://www.export.gov/article?id=Russia-Agricultural-Equipment

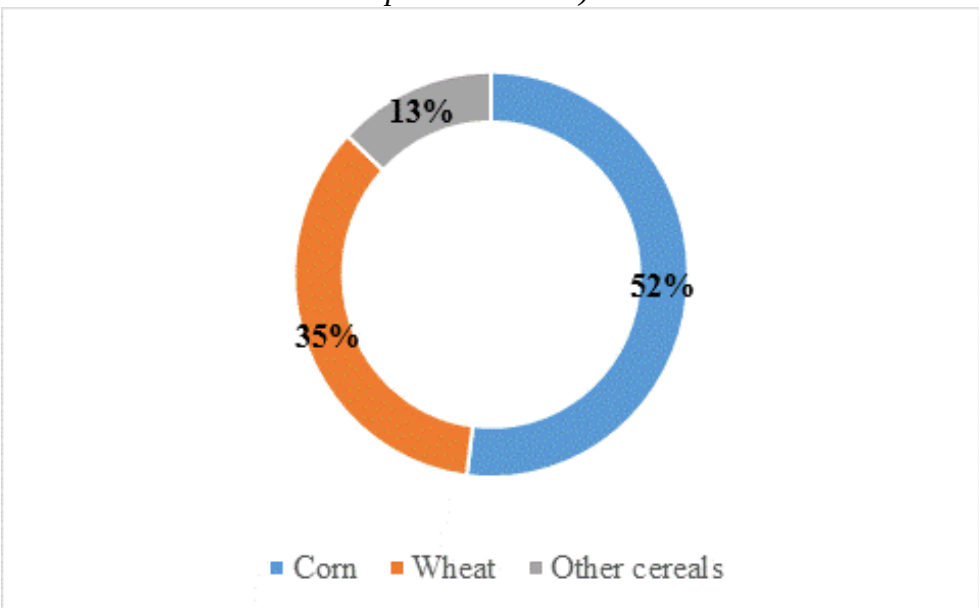
Figure 1: Shares of the largest agrarian countries in the global gross value added agriculture, %



Source: «Development trends and basic challenges of the Agricultural sector of Russia». Source: https://www.csr.ru/wp-content/uploads/2017/11/Doklad_selskoe_hozyai-stvo_veb.pdf

According to the forecast of the International Grains Council (IGC), the total harvest of grain crops in the world (without pulses or rice) will be 2 billion 81 million tons according to the results (2018/2019) of the agricultural year. The structure of the future harvest is presented to IGC experts as follows:

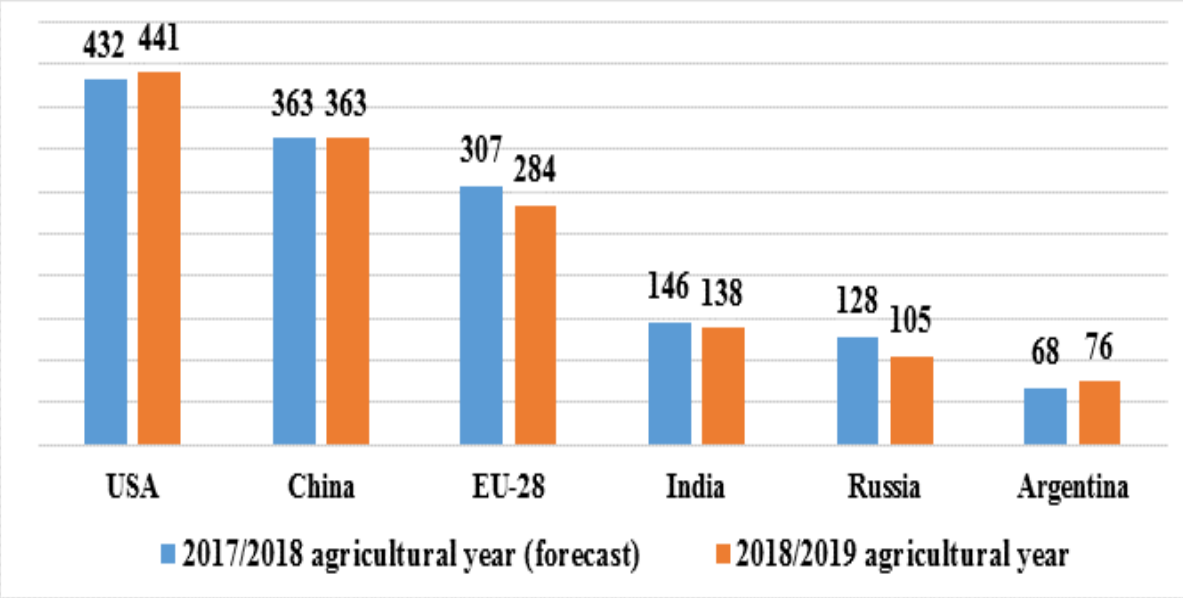
Figure 2: Grain harvest in the world (forecast for 2018/2019 agricultural year; without pulses and rice)



Source: International Grains Council (IGC). Source: https://www.igc.int/ru/default.aspx

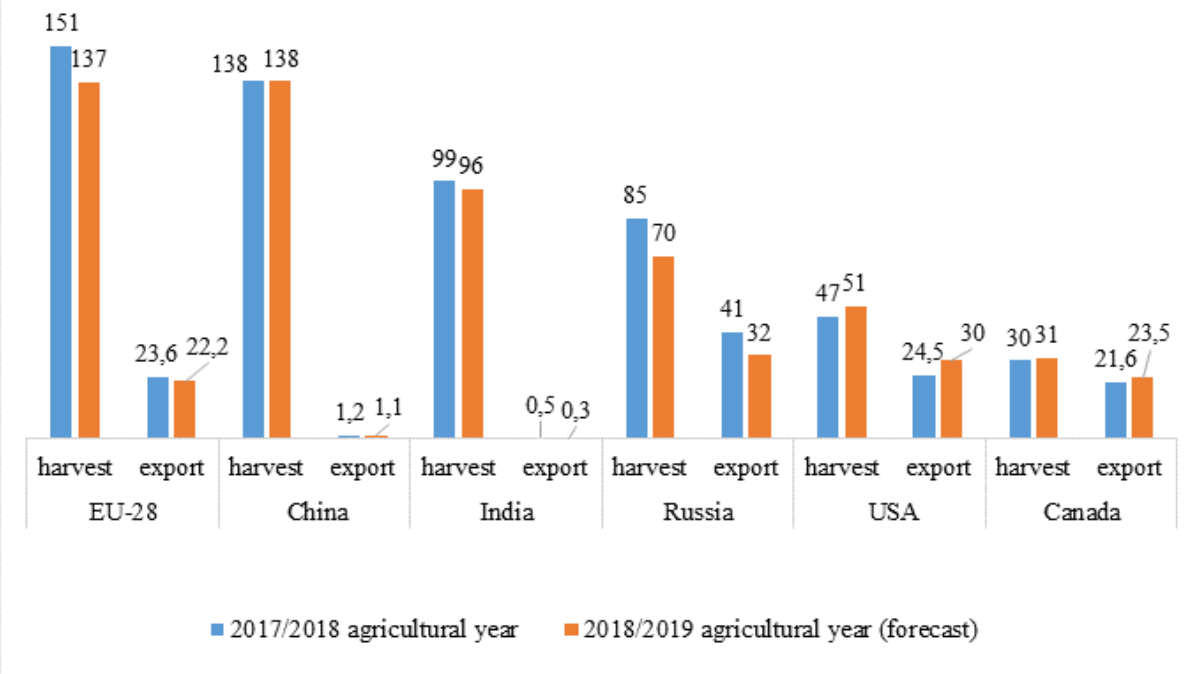
Russia ranks fifth in the total crop yield among the countries - the main producers. In this case, it is less than 4.2 times from the leader of the United States (Figure 3). But Russia will retain the leadership in wheat exports (Figure 4).

Figure 3: The largest grain producers in the world (only grain crops, million tons)



Source: International Grains Council (IGC). Source: https://www.igc.int/ru/default.aspx

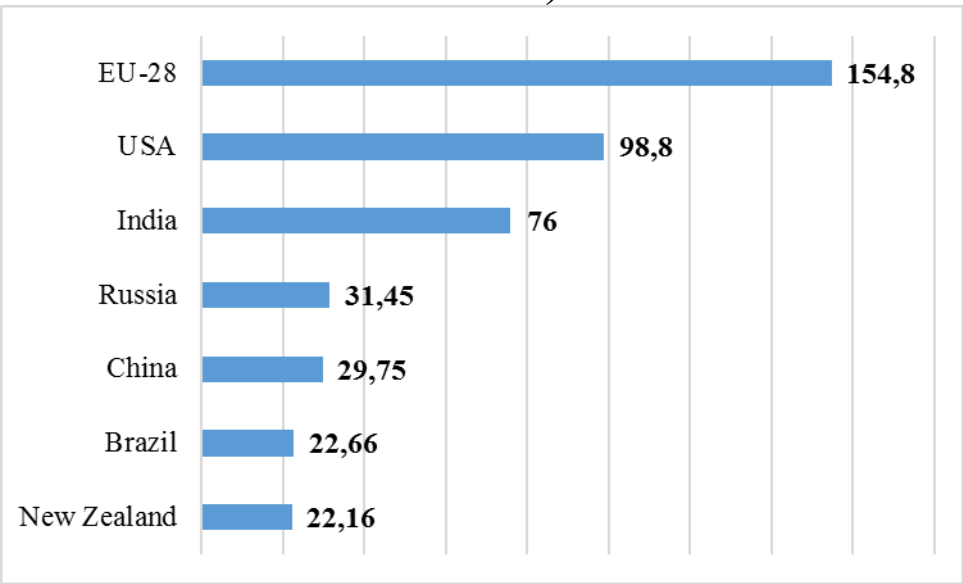
Figure 4: The main producers and exporters of wheat in the world, million tons



Source: International Grains Council (IGC). Source: https://www.igc.int/ru/default.aspx

As can be seen from Figure 4, the EU exports 15-16% of the expected wheat yield. China and India practically do not export wheat. It is projected to export 46% of the expected wheat harvest from Russia, 58% from the USA, 76% from Canada. Recently, the most significant growth in agricultural production in Russia occurred in animal husbandry. Traditionally, most animals were produced on small farms or in farms in the backyard. Today the industry is shifting in the direction of large agricultural holdings. The total meat production in 2018 exceeded ten million tons, an increase compared with last year by more than 4%. Russia is among the top five leading meat and milk producers in the world (Figure 5).

Figure 5: The main producers of cow's milk in the world in 2018 by country (in millions of metric tons)



Source: Compiled by the authors according to https://www.statista.com/statistics/268191/cow-milk-production-worldwide-top-producers/

Over the past 3 years, the production of meat of all kinds in live weight has increased by 1.7 million tons, milk in the industrial sector - by 1.3 million tons, eggs - by 2.9 billion pieces. The US Department of Agriculture predicts that world pork production in 2019 will be 1.4% higher than this year, which, in turn, is expected to be 3.8% higher than five years ago. The world's population is growing at about 1% per year, so the growth in world pork production is roughly equivalent to population growth. China's pork production in 2018 is estimated at 1.4% lower than in 2013. It is predicted that next year pork production in China will grow by 1.2%, but it will still be less than in 2014, which was the peak year for pork production in China. The European Union, which consists of 28 countries, accounts for 21% of world pork production, while the United States produces just under 11% of world production. Brazil is the fourth largest producer of pork, followed by Russia and Vietnam. Pig production, as an independent animal husbandry sector in Russia, has been growing steadily since 2008, the growth in the industry's output has exceeded 9%. In addition, this industry accounts for up to 90% of market consumption. At the end of 2018, 3.7 million tons of slaughter pigs were produced, which is 220 thousand tons more than last year. At the end of 2018, there was some decline in the poultry industry, but it remained positive (more than 5.5 million tons of products were produced).

2. METHODOLOGY

In this article, we used mainly analytical and empirical research methods. The article presents the results of an analysis of official Russian statistics on the agricultural sector, trends in the regulations of agricultural regulation in the Russian Federation, and has studied both domestic and foreign experience in the agricultural sector. The main research method was benchmarking, which allowed, based on the principles of comparison, to identify the strengths and weaknesses in the economy of various sectors of the Russian agriculture in comparison with the EU, the US and China. The results of the analysis are presented in the form of graphs and diagrams that allow you to visualize the composition and structure of the analyzed indicator in the context of grain and livestock. When drawing conclusions, the authors rely on expert opinions of community institutions, for example, the International Grains Council (UN Grain Council), the

Food and Agriculture Organization of the United Nations (FAO). Associative rules were also used in research to solve analytical problems and interpret analysis results.

3. RESULTS

The main factors that significantly influenced the growth of domestic food production in recent years were favorable weather conditions, food embargo and orientation to import substitution, technological breakthrough and achievements in the field of agriculture. During the period of the implementation of the National Project "Development of the AIC", investments in the fixed capital of agricultural organizations increased by 96%. Using the world achievements of scientific and technical progress, the Russian business carried out a significant technical and technological modernization of agricultural production. According to the Ministry of Agriculture, the share of imported seeds used is from 20% to 80%, equipment for greenhouses is almost 80% imported, for pig-breeding complexes by 75%, for dairy complexes by 70%. According to the Eurasian Economic Commission (EEC), the share of herbicide imports from the European Union in 2016 was 42.5%. In 2018, the ECE decided to introduce anti-dumping duties on herbicides imported from the European Union. Thus, we can conclude that in previous years in Russia there was a significant increase in agricultural production. The development of agricultural production is aimed at meeting the food needs of citizens, to support the country's food independence by replacing imported products with similar domestic ones.

4. CONCLUSIONS

Today, the development perspective of the industry largely depends on the export of agricultural products. Achieving this is impossible without major structural changes in the industry (Lukina V., Kukharenko O., 2016). Production of high-quality competitive and inexpensive products is possible only with the active assistance to the creation of agro-industrial complexes and large-scale commercial farms with perfect technological parameters, their integration through cooperatives, and integrator firms into food chains. Two major problems of the coexistence of lands suitable for the provision of ecosystem services and humans arose. The first is the problem of conservation and rehabilitation of land resources. The second is sustainable agricultural development, which ensures the country's food security. The solution of this task determines the harmony in the coexistence of modern society and the nature of land resources. The unity of issues of environmental conservation and sustainable development of agricultural production is underlined by the current state of the agricultural sector and the protection of land resources. Agricultural production causes serious damage to the environment, which is reflected in the reduction of land resources that can be used for food production. This is due to water pollution and soil degradation. Studying the processes of soil degradation, experts from the Institute of Soil Science of the Russian Academy of Sciences. Dokuchaeva found that 70 million hectares are subject to erosion and deflation, 73 million have high acidity, 40 million are saline to varying degrees, 26 million are over-humidified and swamped, 56 million are low in humus, 28 million are phosphate, 12 million - potassium. Human activities are constantly affecting the environment. (Shinkareva, O., Orekhov V., Solodukha P., Prichina O., Gizyatova A., 2018). Mankind constantly takes something from natural resources, but does not always return, which is subsequently reflected in the deterioration of the ecological situation of the human habitat.

In this regard, a very important issue is the proper exploitation of land resources. Land resources throughout the world are recognized as one of the most environmentally significant and at the same time vulnerable natural ecosystems. For many decades, the anthropogenic impact on soil ecosystems has been destructive. Through agricultural production, producers use ecosystem services. As examples of ecosystem services in the field of food production, one can mention water purification, soil formation and preservation, pest and disease control, biodiversity conservation for the benefit of agriculture, and UV protection.

Assessment of ecosystem services is related to the assessment of land degradation. Soil ecosystem services include three types of services - soil formation, soil erosion control, soil conservation. Monetary valuation of ecosystem services can mean possible losses from environmental degradation and disruption of the processes of the biosphere. The establishment of evaluation criteria can contribute to the development of resource-saving technologies. Estimates of ecosystem services can be calculated for different types of land. Ecosystem services are natural capital. Through this influence, they form the value of different types of land. Over time, the cost of ecosystem services increases. Capital includes its individual elements of fixed capital, working capital, human capital. (Prichina O., Orekhov V., Evdokimova Yu., Kukharenko O., Kovshova M., 2019). In addition to these elements, there is natural capital. Ecosystem services represent the contribution of natural capital to human well-being. Considering ecosystems as one of the forms of capital has received practical interpretation in the development of the World Bank's Environmental Department. For example, forests are wealth not only in terms of wood and non-wood products, but also the services they provide, including in food production. Natural capital is subject to depletion, which reduces future production capabilities. However, with proper management, natural capital is able to recover. The use of natural capital is associated with services that provide part or all of the elements of the natural environment — direct resource provision services and protection services. In order to rationally use ecosystem services in agricultural production, it is necessary to develop a mechanism for their assessment and to determine the relationship with the principles of sustainable development. To create an information base for management decisions in agricultural enterprises, it is necessary to take into account and evaluate, including the effectiveness of the use of ecosystem services. This implies an assessment of changes in land resources, primarily related to their degradation and deterioration, as well as restoration and improvement. Currently, the world is working on a wide range of issues related to ecosystem services, including their assessment, mechanisms for establishing payments for ecosystem services, reflected in the accounting of economic entities.

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NEW CHALLENGES TO EUROPEAN UNION MIGRATION POLICY IN CONTEXT OF GLOBALIZATION

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ABSTRACT

The problem of regulation of migration policy excites the minds of politicians and researchers for decades, however, over the past five years, the migration issue has not left aside almost any country. The political situation in Asia and Africa has significantly changed the life of Europe. Donor countries, like recipient countries, have found themselves in the cycle of modern migration flows. International migration continues to cover the country with new waves. The inability to limit migration pressures exacerbates international relations among member states and creates differences among leaders who block quick and effective solutions for the return of illegal migrants to their homeland. According to the authors, in order to overcome the migration crisis effectively, it is necessary first of all to take collective actions that will contribute to overcoming contradictions. The relevance of the presented study is not in doubt, due to the fact that the problem of finding effective tools for regulating migration processes does not cease to concern leading politicians and does not leave indifferent the world scientific community.

Keywords: *crisis, European Union, European solidarity, migration, migration policy, migration pressure*

1. INTRODUCTION

The main purpose of this article is to provide a stepwise introduction to the EU migration policy, starting with the adoption of the Geneva Convention on refugees in 1951, changes in migration policy and ending with a description of the current migration crisis experienced by all EU countries. The subject of this analysis is the migration crisis in the EU. The main tasks that are expressed in this analysis are related to the description of the processes of the migration crisis; coordination of actions of the EU countries with other countries and international organizations in the field of settlement of the migration crisis; the need to take a number of measures to resolve the crisis; the adoption of new strategic documents to overcome migration pressure. Problems with international migration affect almost all countries. According to the UN, the EU ranks third in the world in terms of the number of migrants. [(7 ,2016, p. 1)]. Currently the population of Africa reached 1.247 billion people and, according to the American government Agency USAID, every year they increase by 24 million [(9, 2015, p. 1)] If this rate is maintained, then by 2050 the population of Africa will double. Over the next 40 years, 97% of the world's population growth will be concentrated mainly in Asia, Africa, Latin America and the Caribbean. It is expected that by 2050 the population of Asia will increase by 1.5 billion people, and India will surpass China. [(9, 2015, p. 1)]. Today more than 7.5 billion people live in the world, and only 9.8% of them live in Europe. [(9, 2015, p. 1)].

The population of Europe is experiencing a demographic imbalance, and in order to maintain a high level of competitiveness, the EU must tackle to resolve this problem. There are many reasons why the EU is not able to reach the required birth rate in the near future. Of course, the flow of migrants can help Europe to cope with the internal demographic imbalance. Besides this, migrants are used as labor force and contribute to increasing productivity in host countries. The Migration Policy Centre, whose main task is to conduct global studies in the field of migration to meet the needs in the field of migration management at the European level, notes that the formation of a unified policy on migration and integration of migrants will remain a priority in the overall policy of the EU for decades. Experts cite the following main causes of mass migration and increased refugee flows: wars, socio-economic crises and persecution of the individual, violations of political freedom and other human rights. These reasons are global in nature, so all regional structures and actors struggling with the migration crisis should coordinate their actions with the UN and other international organizations. Increasing instability in the Middle East is leading to an increase in the number of people trying to reach and find a more peaceful and comfortable place to live. It is the countries of the European Union that have all the necessary conditions for the protection of human rights. Every year thousands of illegal immigrants, mostly from Central Africa and South Asia, reach the coast of North Africa in an attempt to move to Europe. The most frequent countries in the focus of illegal immigrants are Italy, Spain, Portugal, Greece and Bulgaria.

2. METHODS

At writing this article there were used empirical methods; methods of theoretical knowledge; general logical methods and techniques of research. Mainly strategic documents related to the settlement of the migration crisis in the European Union have been considered. As well as expert opinions, analyses and assessments that underlie the writing of this work have been considered. Scientific articles and literature on political science, in particular, migration policy of the European Union have been studied. The search for the information from the European Commission websites and online journals has been used as supporting resources that served as the basis of the given study.

3. MECHANISMS AND TOOLS OF MIGRATION CRISIS SETTLEMENT IN EUROPEAN UNION

The European Union is intensifying its efforts to establish an effective, humane and safe European migration policy. The EU Council plays an important role in this effort by setting strategic priorities. On the basis of these priorities, the EU Council establishes certain guidelines for action and mandates for negotiations with third countries. In addition to this, the Council adopts legislation and sets out specific programmes. In recent months, the EU Council has been working at decision-making in several areas. The chronology of migration pressure provides an overview of the key points in the work of the Council to identify the EU's integrated response to migration pressure. Besides this, the Presidency of the Council has initiated a comprehensive response at the political level in crisis situations (IPCR). [(21, p. 1)] These mechanisms provide tools to strengthen the Council's response in the event of a crisis, both at the political and working levels, together with the EC. The EU migration policy includes the following directions:

- the work with countries of origin and transit;
- strengthening the external borders of the EU;
- the management of migration flows and restriction of illegal smuggling;
- the reform of the Common European asylum system;
- providing opportunities for legal migration;
- promoting the integration of third-country nationals.

According to the senior researcher of the European Carnegie center Pierre Vimont, "the migration problem faced by the EU in early 2015 was unexpected. The flows coming mainly from African countries can be compared with the wave of migrants from West Africa to Spain in 2000. This wave was formed mainly due to economic reasons" [(Vimont, 2017, p. 7)]. In his article "Migration in Europe: overcoming the crisis through solidarity" Pierre Vimont notes that refugees are mainly people who escaped from the civil war in the Middle East and Afghanistan, Syrians and Iraqis who escaped from the ongoing military conflicts and growing violence." [(Vimont, 2017, p. 6)]. What consequences and threats are expected from uncontrolled migration to the EU? Rapid population growth in the context of low economic indicators, political and social unrest has a constant migration pressure on Europe.

4. INITIATIVES TO CHANGE AND STRENGTHEN MIGRATION POLICIES

Researchers from the Migration Policy Centre note that migrants bring both hope and concern in the context of serious social and societal issues such as progress, social security, security and human rights. It is believed that migration brings net profit to the world economy. Through remittances, migrants improve their standard of living and their inclusion in the labor force in their countries of residence increases productivity. Although sometimes there are fears that migrants contribute to the decline of wealth in countries. Most European leaders believe that the world is becoming dangerous. Uncontrolled and unmanaged migration processes lead to many critical threats. For example, in Libya, illegal traffic of people has become commonplace. The criminal organizations that are involved in this earn billions. International terrorist organizations are suspected of using this network. Many facts claim that radical Islamists use migration channels to infiltrate militants in migrant receiving countries. Cases of violation of the rule of law in public places by refugees cause aggravation of relations of citizens, which leads to protests of the local population. Criminal offences form the phobia and use radical populist movements. Crisis situations caused by uncontrolled migration also affect the internal political situation in Europe – the number of opponents of migrants increases sharply, and the authority and power of current governments falls. This is skillfully used by national populist movements in a number of EU countries to strengthen their positions, which threatens European cooperation. A former assistant to the United Nations High Commissioner for refugees, an expert on migration and, in particular, illegal migration and human smuggling, Morten Lisborg believes that at this stage, as a result of migration pressure, the development of events is one of the most important and real threats to security in Europe. In his assessment, he points out: "Migration issues are primarily related to humanitarian issues that need to be addressed from a more global perspective. There are challenges and problems that cannot be solved at the national level." [(8, 2017, p. 1)].

4.1. What differences are being observed between the EU countries and what supposed solidarity policy are they pursuing?

The main causes of mass migration and the increase in refugee flows remain relevant. Civil wars in the Middle East do not stop. In Africa and some Asian countries socio-economic crises continue. As a result of increasing authoritarianism in post-Soviet space, cases of persecution accompanied by the violations of political freedoms and other human rights have become more frequent. Therefore, we should not rely on the fact that the problem of international migration will be solved in the foreseeable future. It should be emphasized that in accordance with the 1951 Geneva Convention relating to the status of refugees, everyone may seek asylum for the purpose of protection against persecution or the risk of war. This gives a legal right to every refugee in international protection and obliges EU countries to grant asylum to refugees and migrants. [(16, p. 4)]. In accordance with the Geneva Convention, the European Commission insists on the implementation of a quota-based refugee reception plan.

Poland, the Czech Republic, Slovakia and Hungary strongly oppose the EU proposal. They offer a formula of "effective solidarity" in which each EU member state makes its own decision. However, many other EU countries, especially Italy and Greece, disagree. Analysis of the published statements of experts shows that the EU migration policy and the current crisis does not meet the current challenges of mass international migration and the increase in refugee flows. According to the statements of the former assistant office of the UN High Commissioner Morten Lisborg, published in an article on 30 March 2017 on the Danish website "Politiken", the current asylum system is expensive, insignificant and inefficient. [(8, p. 1)] It is simply not adapted to address future refugee and migrant crises. He gives indisputable facts and figures about unjustified economic costs. In addition to this, Lisborg demonstrates the administrative and practical inefficiency of the current asylum system. The problems of refugees who have been rejected to obtain a refugee status and have been forced to return to their homeland are highlighted. Morten Lisborg suggests that the EU should look for the solutions, in accordance with which, EU countries, regardless of migratory pressure, can themselves determine how much and what kind of migrants they are able to accept. This requires the final rejection of the current migration paradigm for any migrant entering the territory of the EU states. Migrants could obtain legally guaranteed rights of residence until a decision is taken on their case. There is a need for collective and unified decision-making. In case of disagreement, the EU cannot cope with the ongoing migration wave. A senior researcher at the European Carnegie Centre – Pierre Vimont, suggests that the differences between European countries "have intensified due to growing internal political tensions and concerns of the population, that believes that migration will jeopardize the security and social cohesion of their country of residence." [(Vimont, 2017, p. 8)]. In order to overcome the migration crisis effectively, it is necessary to take collective actions that will help to overcome two contradictions: to convince all parties to act together in this area, where each of them sought to defend their own interests; faith in the EU, despite the "political fashion" of skepticism about everything that is taking place in Brussels. Solidarity is the key to success in overcoming contradictions. But solidarity must be flexible. Flexibility allows European policy moves to be aligned with the views, interests and characteristics of each country. Flexible solidarity is the most realistic way for the much-needed unification of many areas of European migration policy. For EU countries that need to fill labor shortages and regulate demographic imbalances through a "flexible solidarity" policy, one of the following three forms of participation in a common migration policy or a migration resource allocation policy is appropriate:

- equal contribution, equal receipt;
- equal contribution, the benefit in accordance with the needs;
- contribution in accordance with the possibilities, obtaining, in accordance with the needs.

EU states that do not wish to accept migrants because of the absence of the abovementioned demographic problems or for other reasons should be given the right to compensate for their refusal with appropriate monetary contributions.

4.2. What initiatives are being taken to change and strengthen migration policy today?

Pierre Vimont believes that in 2015 there was a unique migration situation in Europe. The acute problem of the scale of the crisis, for the first time in the history of the EU, forced member states to join forces to find a way out of the situation. The EU has struggled to halt the development of the migration crisis, regain control over external borders and achieve a sharp reduction in the flow of migration. However, the EU must solve this problem by developing a comprehensive long-term migration policy. The" European migration agenda", proposed in April 2015 by the experts of the European Commission, is assessed as the basis for a universal

migration policy. [(17, p. 1)]. It contained proposals made for all major components of EU immigration policy: the border control, asylum proceedings, the attitude towards legal and illegal migrants (including returning and transfer to the relevant country). Former German interior Minister Thomas de Maiziere proposed the establishment of a reception centre in North Africa. In his opinion, in these camps, the only option for asylum and residence in the EU will be a participation in resettlement programs. This will quickly change the motives of migrants in their quest for Europe, which could lead to the destruction of the channels of illegal smuggling of people. The control over the number of incoming migrants seeking asylum will be restored, it will be taken as many migrants as a real possibility and political will can take [(14, p. 1)]. At this point, the EU should focus on the so-called "circular migration" approach. Under this option, migrants with long-term visas are free to travel home and return to countries where they have obtained temporary residence. This migration is also characterized by the triangular cooperation, in which migrants, with financial support from European funds, receive training in African countries and then return to their homeland. In June 2016, the European Commission, together with the European external action service, released a new partnership program with third countries, which is similar to the model of the EU agreement with Turkey. [(11, 2018, p. 1)].

4.3. Main current challenges EU faces

A large influx of migrants and refugees creates a need for a social world order and a large police control that goes beyond the powers of border control bodies not trained to cope with the large flow of migrants. In some cases, there is a need to use special police units for the implementation of law and order, in order to resolve conflict situations. Many children and women live among migrants and refugees in the EU. This leads to the need for special measures to protect these vulnerable groups from a gender perspective, in order to avoid violence and various types of crime. They should be provided with separate medical and psychological assistance, protection and shelter. The turmoil and ongoing fighting between groups of migrants and refugees in "hotbeds" leads to uncertainty about their future. Such incidents are mainly caused by the frustration over poor conditions, lengthy registration and asylum provision. Facilitators and police officers are often at risk. Another reason for clashes between migrants is connected with the mix of different ethnic groups and cultures (for example, Afghan migrants are often involved in incidents in reception centres). Reception conditions that do not meet minimum living standards (e.g. poor sanitation, hygiene, heating, food and overcrowding) are the most common causes of unrest. These factors exacerbate tension and insult in violent acts, material damage and serious harm. The material benefits provided attract the attention of people, smugglers, traffickers and terrorist recruiters. As this has serious consequences for public order, the authorities must remain vigilant in order to prevent and suppress crime and terrorist radicalization. One of the such registered cases is an asylum seeker from Tunisia Anise Amri, who performed a terrorist act in Berlin on December 19, 2016 [(12, 2016, p. 1)] This demonstrates how problems that affect internal security of the EU can occur.

5. CONCLUSION

The current situation in reception centres, combined with concerns about increasing migration flows, may affect the perception and attitude of the General public towards migrants and refugees. Improving the security of the EU's local population and security in reception centres can significantly improve relations with local communities and prevent any xenophobic reactions and infringements based on hatred. The current situation in advanced "hotbeds" and other asylum facilities needs to be improved, as it affects the security of migrants and refugees, as well as the internal security of EU countries. Overall, the best management of reception centres requires common complex integrated EU action.

These proposals are only the part of the proposed measures to combat the migration crisis. All experts agree that it is necessary to strengthen collective activity: to solve the problems with the unregulated migration flow. Europeans are obliged to act in cooperation with international partners. In conclusion, I would like to add that after Brexit, discussions about the need for various reforms to strengthen the Union and accelerate the integration process intensified. According to some experts, the topic of migration can become a place where the European authorities can satisfy the wishes of people and offer them a plan for national revival.

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FEATURES OF CREATION OF UNIVERSAL SYSTEM OF COUNTERACTION MEASURES TO THE INTERNATIONAL TERRORISM

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ABSTRACT
The aim of the research work is the analysis of the current situation developed in the field of counteraction to the international terrorism. The object of the research is the rules of the international law and the national legislation, and also the practice of their realization in the sphere of the counteraction to the international terrorism. In the article it is substantiated the problem aspects of creating the uniform effective system of the counteraction to terrorism and extremism at the present stage of the world community development. The author of the article allocates the reasons for the developed negative situation demonstrating the lack of the uniform complex system of the terrorism counteraction. In the subject-matter of this problem it is considered the three main aspects: legal regulating, legal applicable, and ideological.
Keywords: *terrorism, extremism, counteraction to extremism and terrorism, system of fighting against terrorism*

1. INTRODUCTION

In the modern realities the terrorist activity represents one of the main sources of threats to the international security. A high degree of the public danger of the threat investigated by us is caused by various circumstances among which there is a scale of consequences of terrorist crimes; a considerable number of the persons injured with their commission; tendencies of increasing the level of organization, formation of the large terrorist organizations and groups with the developed infrastructure; strengthening of interrelation of the terrorist and organized crime; increasing the attempts of using the terrorist activity as a leverage over internal public affairs. Thereby, the terrorism continues to remain one of the main problems of the present representing the real and serious threat to the national security as they are directed to the violation of the basic common to all mankind, civil and political values which ensuring is a priority in the conditions of creating the legal state.

2. METHOD

The methodological basis of the work was made with the general-theoretical and special scientific methods of knowledge providing the comprehensiveness and objectivity of the analyzed phenomena: dialectic, logical, analyzed comparative, system and structural, and etc. which application allowed to investigate the chosen subject in the sufficient volume. In particular, the system and structural method and the method of the analysis allowed to reveal the lack of the uniform complex system of the counteraction to the international terrorism.

3. RESULTS

During the research it is revealed that the problem of the counteraction to crimes of the terrorist direction is complex including because of a multifacetedness of the unacceptable phenomenon being the most considered socially. The solution of this problem in the modern conditions of a distribution of the terrorism and extremism has to act as one of their main functions of the modern states. As it is represented, in the subject-matter of the considered problem it is necessary to mark out the three main aspects: legal regulating, legal applicable, and ideological. Within the first aspect it is necessary to speak, first of all, about the lack of a uniform standard regulation of the basic definitions such as "terrorism", "international terrorism", "extremism", "terrorism financing", and etc., first of all, at the international level that generates numerous disputes, contradictions, and the lack of the uniform law-enforcement practice of the states. The terrorism represents the multifaceted phenomenon existing in various versions. It should be noted that the criminal actions of the terrorist direction committed in the territory of various states have many similar lines and features, but it does not mean at all that they do not differ from each other. Having insignificant distinctions, these acts have the similar nature of origin that, finally, influences in forming the scientific knowledge and views about the nature and essence of this socially inadmissible phenomenon. In the context of the stated displaying of the terrorism in Russia you should not delimit from the international terrorism because of their close connection in the nature of origin and the mechanism of commission. The important factor is also the existence of the international terrorist organizations which are engaged in a recruitment of criminals, carry out the preparation of crimes of the terrorist direction and their financing (Kryazhev V.S. 2016, P. 35-39). Monitoring of provisions of the conventions directed to preventing crimes of the terrorist direction shows that in practice of the interstate communication the universal concept of the terrorism has not been formulated yet. In particular, item 2 of Art. 1 of the Convention of the Islamic Conference Organization determines the terrorism as "any violent act or threat of that, regardless of its motives or intentions, made for implementation of the personal or collective criminal plan for intimidation of people or to create the threat of causing harm by it, or to create the danger to their life, dignity, freedoms, safety, rights, or to create the risk for the environment, objects, public or private property, or to occupy or taking of those, or to create the danger to the national resources, international objects, or to create the threat for the stability, territorial integrity, political unity, and sovereignty of the independent states". Art. 2 of the Arab Convention on the fight against terrorism interpretes the terrorism as "any act or threat of violence, despite of motives or purposes which are made to please one person or a criminal group, to inspire horror among the population, to do harm to this population, to endanger life, freedom and safety of people, to direct to harming the environment, public and private buildings or property". In the Convention of SCO the terrorism is defined as the ideology of violence and the practice of "impacts on decision-making by the authorities or international organizations by the commission or threat of commission of the violent and (or) other criminal acts connected with intimidation of the population and directed to causing the damage to a personality, society, and state". However, the problem is not so much in the lack of a uniform concept as in the presence of a political situation. Systematizing the available doctrinal and legal approaches to the questions of the terrorism, it is possible to mark out, nevertheless, the most characteristic signs of the terrorism to which, according to N.A. Chernyadyeva, are concerned the violence (power behavior), direction of a criminal action against individuals, existence of a political goal, and causing a damage (Chernyadyeva N.A. 2015). However, the problem is not so much in the lack of a uniform concept as in the presence of a political situation. Systematizing the available doctrinal and legal approaches to the questions of the terrorism, it is possible to mark out, nevertheless, the most characteristic signs of the terrorism to which, according to N.A. Chernyadyeva, are concerned the violence (power behavior), direction of a criminal action against individuals, existence of a political goal, and causing a damage (Chernyadyeva N.A. 2015).

In the modern realities the terrorism has gone beyond the frontiers of the certain countries for a long time and turned into the world threat to security. For the elaboration of the uniform approach in the field of fighting against terrorism the specified signs have to be considered by the subjects of law-making in the process of development of legal regulators in the considered sphere. On December 17, 1996 the Resolution of the United Nations General Assembly 51/210 was adopted and became a basis of the formation of Special committee for developing at an initial stage the drafts of the international conventions on the fight against bombing terrorism and also with acts of nuclear terrorism. Since 2000, this Special committee began the development of the draft of the Comprehensive convention about the international terrorism. Art. 2 of the Project contains the definition of a concept of the international terrorism: "Any person commits a crime according to the present Convention if he/she using any means, illegally and deliberately causes: a) a death or heavy injury to any person; or b) a serious damage to the state or private property including the places of public use, the state or government objects, the system of public transport, the infrastructure facilities, or the environment; or c) a damage to the property, places, objects or systems mentioned in paragraph 1 (b) of the present article which causes or can cause severe economic losses when the purpose of such an act owing to its character or a context is to intimidate the population or force the government or the international organization to make any action or refrain from its commission". Despite the progressive character of the offered Project, it was not deprived of separate shortcomings about which A.G. Volevodz writes very precisely. The first serious shortcoming it is necessary to call a vagueness of interpretation of the term "international terrorism". According to a fair remark of A.G. Volevodz, it does not exclude: a) a possibility of implementation of a political speculation; b) the errors of qualification of these crimes as in practice there are problems at the differentiation of the international terrorism and other crimes having close signs. The second shortcoming consists that the developers of the Project refused the realization of the approach offered by the doctrine according to which the international terrorism is represented the crime which is admited according to the international common law now and infringes on the interests of the world community in general. In this regard the persons who made it are subject to the international criminal prosecution. Among the essential shortcomings it is necessary to mention also the fact that the Project actually proceeds from a refusal to recognize legally the international terrorism as the international crime (Volevodz A. G. 2014, P. 5). The similar situation confirms the existence of need of a completion of the legal regulators concerning the counteraction to the terrorism and extremism, and it is necessary to begin this work with the separate rules of the international law. The legal realizable aspect of the considered problem is connected with the construction and functioning of the effective system of the counteraction to the terrorism and extremism, with the realization of the concrete measures of the counteraction, and etc., i.e. with a practical side of fighting against these negative phenomena. Prevention and counteraction to the terrorism and extremism and also the increase of efficiency of fighting against them are not only a paramount internal, but also external function of the modern states. The counteraction to the terrorism and extremism represents the complex system of measures of social and economic, political and legal character directed to the prevention of emergence and functioning of the terrorist (extremist) organizations (groups), commission of acts of the terrorism and their consequences; which purpose is to ensure public safety of the population and protect the political, economic and international interests of the state. V.N. Antonov fairly notes that "in the modern conditions the terrorism has been transformed to a very large-scale and difficult socio-political phenomenon which is carried out on a systematic basis and caused by the most various contradictions existing in society and relating to the main spheres of life" (Antonov V.N. 2002).

Also it is necessary to pay attention to some features of the considered phenomena which have to be considered at the development of the practical measures of the counteraction to the terrorism and extremism:

1. the fight against crime of the terrorist and extremist direction is conducted generally during the response to already committed crimes;
2. the lack of joint work in the prevention of criminal encroachments, to the destruction of the international and interregional relations of criminal groups, and as a result the liquidation of the terrorist organizations;
3. now it has not been created yet the joint and full-fledged information databank on all the crimes which are earlier committed by the terrorist groups and the participants of these groups;
4. it is negatively affected the departmental dissociation in the questions of account, registration of the crimes connected with the terrorism. As a result the trustworthiness of the statistical information is distorted, serial registration of criminal cases is broken that leads to duplication of the investigative and operational actions and deprives of a possibility of expeditious exchange of information;
5. many persons earlier served sentence for commission of the crimes of a terrorist character remain out of sight. A number of these citizens continue to be engaged in antisocial activity, keep firearms, and cover the persons being wanted;
6. the numerous searches being carried out by the initiative of law-enforcement bodies at the place of residence of alleged members of the terrorist groups are ineffectual. On some criminal cases it was noticed the information leakage about the preparing investigative and operational actions.

At last, the third aspect of the problem of creating a universal system of the counteraction to the extremism and terrorism is ideological. As it is represented, less vulnerable society for a distribution of the terrorist ideology is that which keeps and honors the national and cultural and historical traditions and is not subject to the distribution of various pseudo-cultural values not peculiar to this or that society. Therefore a state has to not only form the effective standard system of the counteraction to the terrorism and extremism (Bogmatsera E.V. 2016), but also to be engaged in spiritual and moral education of the society, first of all, the youth as it is a priority object of influence from the terrorist and extremist recruiters, propagandists, and etc.
For the achievement of these purposes it is necessary to develop the system of cooperation between the state and institutions of civil society based on unity of the purposes, close interaction and cooperation, and on the achievement of interethnic concord as well. A wide range of statesmen, scientists and leading experts has recognized that one of the most effective methods of fighting against the ideology of the terrorism is a creation of conditions for large-scale and complex interaction of international and interfaith institutions in Russia (Vorontsov S.A. 2013).

4. DISCUSSION

By the present moment there have been formed several approaches to the definition of the system of measures in the field of the counterterrorist activity of the states. In the domestic literature the system of measures is often differentiated depending on the concrete act of displaying the terrorism that is possibly a result of the lack of the universal definition of the concept "international terrorism" and "terrorism" (Bogmatsera et al., 2018). The researchers refer the terrorism to the most ambiguous and multifaceted concepts noting the great difficulties connected with the elaboration of its adequate theoretical definition and explaining it with a complexity of the phenomenon of the terrorism, its multifacetedness and historical variability.

Nevertheless, it is possible to allocate the most characteristic often meeting group of signs of the terrorism which are: violence (power behavior), direction of the criminal action against individuals, existence of a political goal, and causing a damage (Chernyadyeva N.A. 2015). The problem, however, is not so much in the lack of a uniform concept as in an availability of a political situation. For example, the American system of the counteraction to the terrorism is customized, including, and on the fight against so-called state terrorism which in the USA is understood as a policy of a number of the countries of the world rendering financial (or other material), organizational, information, and any other support to world terrorist structures. In this aspect the US typical politicy in the interpretation of the studied phenomenon is shown again. The recognition of a possibility of the state version of a terrorist behavior involves a mixture of mechanisms of criminal and legal and humanitarian legal complexes for the settlement of a conflict situation, creation of a legal basis for using the armed forces against other state out of a situation of official military operations, and a possibility of motivated intervention in the internal affairs of other state. All this allows to make a conclusion that at this stage the USA brakes rather, than promotes the process of developing the uniform universal concept of "terrorism" (Chernyadyeva N.A. 2016, S. 29). In the foreign literature it is presented the multidirectional approaches in the definition of the system of measures which consist in: the determination of a geographical location of a participant of the relations of the counterterrorist direction; the reference of law and order of the state to one of legal branches; or in the differentiation of a certain level of economic development where the crimes of a terrorist direction are most often committed. Despite this, it is obviously possible to allocate a number of general characteristics in determining the system of measures for the counteraction to the terrorism being universal for all the states interfering a distribution of the terrorist threat. Within this system we can allocate: the counteraction in the economic sphere; counteraction in the military sphere; counteraction in the social sphere; counteraction in the political sphere. The main factors defining the lack of mutual understanding in given matter are the national interests of the certain states, various understanding of national security, crisis of the international legal regulation in a question of the legitimate use of force, crossing of the concept "terrorism" in the certain moments with the concept of "fight for self-determination of the nations" (Ramraj V. 2015).

5. CONCLUSION

Thus, the world community has already a long-term experiment on the fight against the terrorism and extremism that allows to create the universal system of the counteraction to these threats to the present. But at the same time, there are factors of both objective, and subjective character interfering this process. Nevertheless, in the Russian Federation, as well as in many European states the work on unification of a legal regulation of fighting against terrorism and extremism is conducted. But, as it is represented, this process will only be the most effective after the rules of the international law are unified and the conceptual framework in the field of the fight against the terrorism and extremism will be formulated and standardly enshrined in the universal international acts. The similar measures are necessary for elimination of contradictions and gaps in the law as well that will positively affect the process of creating the effective system of the counteraction to these threats to the present.

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INNOVATIONS OF LEGAL REGULATION OF MEDIATION IN THE RUSSIAN FEDERATION

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ABSTRACT
The analysis of changes in the legislation of the Russian Federation on conciliation procedures, including the mediation procedure, in connection with the adoption of Federal Law of 26.07.2019 N 197-ФЗ "On Amending Certain Legislative Acts of the Russian Federation" is carried out. The authors positively assess the expansion of the scope of the use of conciliation procedures in administrative cases and cases arising from administrative and other public legal relations. The authors predict an increase in the interest of subjects of legal relations in dispute in the use of mediation procedures in connection with giving notarized mediation agreements or their notarized copies the force of executive documents. Despite the general positive assessment of changes in the legislation on conciliation procedures, the authors note its individual shortcomings. In particular, there is an incorrect use of legal terminology in determining the procedural status of judicial mediators, who, participating in arbitration and civil proceedings, nevertheless, are not "participants in the trial". It seems that the changes that took place in the legislation of the Russian Federation should give a new impulse to the development of conciliation procedures in general, and mediation in particular, on the territory of the Russian Federation.
Keywords: *conciliation procedures, mediation, mediator, mediation agreement, judicial mediator, amicable agreement*

1. INTRODUCTION

The mediation procedure, present in the legal systems of many states, has a complex nature, being at the junction of two sciences - law and conflict resolution. In the Russian Federation, the aforementioned legal institution appeared in 2010 after the adoption and entry into legal force of Federal Law of 27 July 2010 No. 193-ФЗ "On an Alternative Procedure for the Settlement of Disputes with the Participation of a Mediator (Mediation Procedure)" (Federal Law of 27 July 2010 No. 193-ФЗ "On an Alternative Procedure for the Settlement of Disputes with the Participation of a Mediator (Mediation Procedure)" // Collected Legislation of the Russian Federation, 02.08.2010, No. 31, Art. 4162.). Law scholars have actively explored mediation procedures in their work. Particular attention is paid to the development of mediation in the Russian Federation in the works of Abolonin V. O. (Abolonin V. O., 2014), Kobleva M.M. (Kobleva M. M., 2016). Leskina E. I. (Leskina E. I., 2019), Sitdikova L.B. (Sitdikova L.B., 2015, 2017), Shilovskaya A.L. (Shilovskaya A.L., 2017), Shamlikashvili

(Shamshikashvili Ts., 2017) and other authors. Despite the great scientific interest in mediation and other conciliation procedures, their practical application was extremely limited. A small number of legal conflicts resolved using conciliation procedures are due to a number of circumstances. Firstly, the lack of awareness of the parties to disputes about the possibility of using this legal mechanism and persons who can act as mediators. Often, not only citizens, but courts too are not well informed about mediators who practice in a particular region of the Russian Federation. As noted by the Federal Institute of Mediation (Bulletin of the Federal Institute of Mediation. 2015), "the country does not yet have a single register of practicing mediators." This problem is partially solved by creating self-regulatory organizations of mediators and other professional communities, however, their huge number does not allow an ordinary citizen to understand the professionalism of participants and, accordingly, reduces the chances of receiving qualified help. Secondly, the fragmentation of regulation of the mediation procedure by the Federal Law of 27 July 2010 No. 193-ФЗ "On an Alternative Procedure for the Settlement of Disputes with the Participation of a Mediator (Mediation Procedure)", which reflects only the general provisions of this procedure. Although, in the literature one can find the opinion that the fragmentation of regulation cannot be considered a drawback, because excessive regulation would interfere with mediator's activity (Dugaron E, 2015). Among scholars, the issue of the admissibility of the use of conciliation procedures in the consideration of administrative cases, and cases arising from administrative and other public legal relations, and even for the introduction of mediation practice in the criminal law sphere (Arutyunyan A.A., 2013, Kobets, Krasnova, 2014, Popadenko E.V., 2010) is also actively discussed, which indicates the growing concern of criminologists caused by the ineffectiveness of traditional methods of combating crime (Y.I. Gilinsky, 2012). Taking into account the discussion that developed on the pages of scientific and practical literature, the Supreme Court of the Russian Federation decided to modernize the conciliation procedures. In this regard, on 21 March 2018, a draft of federal law No. 421600-7 "On amendments to certain legislative acts of the Russian Federation in connection with the improvement of conciliation procedures" was introduced to the State Duma of the Russian Federation. After a short discussion, on 26.07.2019 Federal Law of 26 July 2019 N 197-ФЗ was adopted, which amended the laws "On an Alternative Procedure for the Settlement of Disputes with the Participation of a Mediator (Mediation Procedure)", "On Enforcement Proceedings", as well as in the procedural codes of the Russian Federation. The authors generally positively assess the changes that have occurred in the legislation of the Russian Federation, aimed at enhancing the use of conciliation procedures in the resolution of legal conflicts. Meanwhile, according to the authors, the legislator did not eliminate all the problems and contradictions in the regulatory regulation of this area of public relations.

2. METHODS OF RESEARCH

The authors of the article rely on the general scientific systemic and axiological approaches to the study of social processes that give rise to the need to use conciliation procedures in resolving legal conflicts. The research methodology includes a review of scientific literature, open sources of information, materials of judicial and arbitration practice, an analytical approach to solving the problems of legal regulation of mediation in the resolution of legal disputes.

3. RESULTS

Based on the results of the study, a number of conclusions was made. The authors give a positive assessment of the expansion of the types of conciliation procedures in civil, arbitration and administrative proceedings, due to the introduction of a new legal institution - judicial mediators, which capacity can be assumed by retired judges. Meanwhile, the authors note an incorrect wording of Part 5 of Art. 138.5 APC of the Russian Federation and Part 5 of Art. 153.6 of the APC of the Russian Federation, and they propose to exclude from the text of the

above articles the mention that judicial mediators are not participants in the trial, referring them to the number of persons contributing to the administration of justice. The authors consider it necessary to create a single federal resource containing reliable and relevant information about mediators, organizations providing mediation services, and educational organizations that provide training services for mediators. While positively evaluating the changes in Russian legislation regulating conciliation procedures, the authors consider the changes in the legal status of mediators to be insufficient. In our opinion, the exclusion of non-professional mediators from potential participants in the mediation relations will make these relations more eligible. In the future, this will make it possible to use the institution of mediation without fail to resolve legal conflicts at the initiative of third parties (for example, a lawyer). In addition, the authors consider it necessary to amend the procedural legislation, setting out a list of procedural rights and obligations that mediators are vested with in the trial, while assisting in the administration of justice in civil, administrative cases and economic disputes.

4. DISCUSSION

The distrust of citizens towards mediation, as a procedure for resolving disputes, is due to several factors. A number of these factors are subjective, being outside the sphere of legal regulation (insufficient level of development of legal consciousness and legal culture of the population of our country, inability to resolve disputes amicably, mentality, high level of conflict in society). However, there are objective factors that determine the distrust of citizens and organizations towards the use of mediation procedures, which, in particular, include gaps and contradictions in the legal regulation of the studied area of public relations. As rightly pointed out by Shamlikashvili Ts., Tulkanov S., “the quality of the legal framework on which mediation practice is based is one of the most significant factors in its development” (Shamlikashvili Ts., 2017, p. 162). Taking into account the position of scientists, as well as practicing mediators, taking into account the accumulated practice of applying the norms of the Russian legislation on conciliation procedures, on 26 July 2019 at the initiative of the Supreme Court of the Russian Federation, the Federal Law of 26 July 2019 N 197-ФЗ "On Amending Certain Legislative Acts of the Russian Federation" was adopted (Official Internet Portal of Legal Information http://www.pravo.gov.ru, 26 July 2019). Analyzing the adopted normative act, first of all, we would like to dwell on the following innovations. The implementation of conciliation procedures will become possible not only with the participation of mediators, but also judicial mediators. The judicial mediator is a retired judge. The list of judicial mediators is compiled and approved by the Plenum of the Supreme Court of the Russian Federation on the basis of proposals of arbitration courts on the candidatures of judicial mediators from among retired judges who have expressed a desire to act as judicial mediator. Thus, judicial reconciliation under this law is considered as an alternative to mediation and involves its implementation by highly professional specialists with a high level of legal knowledge and experience in the legal field, the list of which is determined by the Plenum of the Supreme Court of the Russian Federation. Meanwhile, in relation to mediators, such a list (or register) is missing. The absence of the above registry is a problem faced by any entity who wants to resort to the services of a mediator. According to the representatives of the Federal Institute of Mediation (Bulletin of the Federal Institute of Mediation. 2014. In 2 volumes. V. 1 edited by Ts. Shamlikashvili., p. 163), a single federal resource should be created containing reliable and relevant information about mediators, organizations providing mediation services, and educational organizations that provide training services for mediators. In addition, the Federal Institute of Mediation proposed the development of a normative legal act obliging mediators and organizations to report about themselves to the said institution so that courts, state bodies and other entities could use the information posted in the public domain. However, it seems to us more appropriate to streamline activities in the field of mediation, suggesting that the

legislator take as a basis the principle of mandatory membership in self-regulatory organizations. Considering that mediation techniques are specific depending on the sphere of conflicts being resolved, it is proposed to create self-regulatory organizations specializing in specific types of conflicts (for example, economic, family, social). Maintaining a unified federal register of mediators is necessary. This function can be assigned to the Supreme Court of the Russian Federation by integrating the relevant data into the « State Automated System Justice» and «My arbitrator». Content explaining the procedure for training (hereinafter, in the case of introduction - certification) to become a professional mediator could be accumulated by the Ministry of Justice of the Russian Federation. This approach will achieve several goals: it systematizes the market of professional mediator services, ensures the implementation of Article 17 of the Law on Mediation (providing for the mediator's responsibility for harm caused by mediation), and ensures the quality of mediation by establishing professional standards and requirements for members of self-regulatory organizations. Another actively discussed issue is the qualification of mediators. The law on mediation provides only general requirements for a mediator, namely, reaching the age of 18, having full legal capacity and absence of criminal record. In addition, the Law divides intermediaries of the mediation process into professional mediators (those engaged in this type of activity on a professional basis) and non-professional ones. And while in relation to professional mediators some clarifying requirements are specified: reaching the age of twenty-five, having a higher education and additional professional education in the field of applying the mediation procedure, no requirements, except for general ones, are imposed on non-professional mediators. Therefore, we can conclude that a citizen who does not have higher education and special knowledge can deal with disputes on a non-professional basis. It seems that it would be correct to include in the general requirements for a mediator having a higher legal education, regardless of whether he is engaged in mediation activities of applying the mediation procedure professionally or non-professionally. Such an addition to the Law will increase the credibility of the mediator, since assistance to citizens in resolving disputes will be provided by a qualified specialist. In our opinion, the activities of non-professional mediators should generally be strictly limited, excluding the mention of them from the Law on Mediation. The implementation of mediation on a non-professional basis can lead to the general concept of "mediation" being applied to procedures that do not constitute mediation. This conclusion is based on the following. The provisions of Chapter 39 of the Civil Code of the Russian Federation governing the provision of paid services can be applied to paid mediation services. For professional mediators (acting solely on a compensated basis), effective mechanisms can be developed to guarantee compliance with the quality of the services provided and ability of holding them accountable for the provision of services of inadequate quality. Perhaps the penalty should be the suspension or termination of certification or accreditation, or the exclusion from the register of mediators. Gratuitous services are excluded from the scope of legal regulation of civil law. Thus, if a party to the conflict turns to an unprofessional mediator acting for free, then it practically does not have the opportunity to protect its interests in the case of the provision of services of inadequate quality. A slightly different situation arises if an non-professional mediator acts for a consideration, but in this case the likelihood of holding him accountable for improper performance of the contract is much lower: they are not bound by the requirements of the Code of Professional Ethics, do not meet the increased requirements of the level of education, not being members of a self-regulatory organization of mediators and are solely liable with their own property. In leading European countries (Great Britain, Germany, France, Sweden), up to now, there has been a positive experience in applying a variety of mediation practices for resolving commercial disputes (P. Zhesterov, 2018), sports disputes (Sitdikova L. B., Shilovskaya A. L., 2017), disputes ragarding the protection of consumer rights (Sitdikova L. B., 2015), disputes in the field of lending (including mortgage) (Sitdikova L. B., Shilovskaya A. L., 2015).

As you can see, we are talking mainly about mediation as a democratic method of resolving a conflict of private law (Sitdikova L. B., Shilovskaya A. L., Nadin I. N., 2016), which can be used to resolve disputes between citizens or between legal entities (or with their mixed participation) (Shilovskaya et al., 2016). Returning to the analysis of the changes in the legislation on conciliation procedures, the authors note an incorrect wording of Part 5 of Art. 138.5 of APC of the Russian Federation and Part 5 of Art. 153.6 of the APC of the Russian Federation, and they propose to exclude from the text of the above articles the mention that judicial mediators are not participants in the trial, referring to them as persons contributing to the administration of justice. Such a proposal is supported as follows. The traditional classification of subjects of the civil process, involves their division into two large groups: courts and participants in the process. In turn, the latter are divided into persons participating in the case and persons contributing to the administration of justice. Since judicial mediators have no legal interest in the outcome of the trial, since the court decision does not affect their rights and obligations, they cannot be attributed to the persons participating in the case. At the same time, their important role as facilitators of justice cannot be denied. Moreover, the above articles indicate the powers of the judicial mediator to negotiate with the parties and other persons involved in the case, to study the documents submitted by the parties, to get acquainted with the case materials with the consent of the court and to take other actions necessary for the effective settlement of the dispute and stipulated by the Rules of conducting judicial reconciliation, including giving recommendations to the parties in order to resolve the dispute as soon as possible and to maintain business relations between the parties. It is noteworthy that the procedural law, mentioning mediators as subjects of a civil process, does not assign them any rights and obligations. The Law “On an Alternative Dispute Resolution Procedure with the Participation of a Mediator (Mediation Procedure)” also does not contain such regulation. The authors consider it necessary to reflect in the procedural legislation a list of the rights and obligations that mediators are vested with while participating in the proceedings in a court case. The authors positively assess the changes regarding the extension of the conciliation proceedings to disputes arising from administrative and other public legal relations, as well as to administrative cases, with the exception of cases in which federal laws directly prohibit the use of mediation procedures. We would also like to highlight a legislative innovation, which allows concluding an amicable agreement not only in respect of claims, but also on issues related to stated claims that were not the subject of legal proceedings, based on the results of conciliation procedures in the course of a trial. It seems that this short story fully complies with the general goal of reconciliation aimed at the parties to achieve a comprehensive and complete settlement of disagreements through the parties reaching a mutually acceptable solution. The increase in the demand for mediation procedures among citizens and organizations is also facilitated by the appearance in the Law “On Enforcement Proceedings” of a norm on recognition of a notarized mediation agreement or its notarized copy with the force of an executive document.

5. CONCLUSION

The authors generally positively assess the changes in the legislation of the Russian Federation that took place in July 2019, aimed at improving mediation and other conciliation procedures.

The authors support the idea of extending the rules on mediation to disputes arising from administrative and other public legal relations, as well as to administrative cases, with the exception of cases in which federal laws directly prohibit the use of mediation procedures. It seems that giving the notarized mediation agreements or their notarized copies of the force of executive documents will also increase the parties' interest in using mediation procedures to resolve legal conflicts. Meanwhile, the authors consider the changes in the legislation in the field of the legal status of mediators insufficient.

We believe that the exclusion of non-professional mediators from the list of possible participants in the mediation relations will improve the quality of the services rendered and make them more attractive to citizens and business entities. In addition, the procedural legislation requires the correct determination of the procedural position of mediators as persons facilitating the administration of justice in civil, administrative and arbitration proceedings, as well as securing them the procedural rights and obligations that enable mediators to faithfully fulfill their role in resolving a legal conflict during the trial.

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EDUCATIONAL MOBILITY IN THE MEMBER-COUNTRIES OF EURASIAN ECONOMIC UNION: DYNAMICS OF INDICATORS

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ABSTRACT
The article gives a review on educational mobility as one of the significant drivers for the integration development of the Eurasian Economic Union, substantiates the significance for the integration development of the participant countries in the field of education as one of the most important conditions and the moving forces for economic integration. There are also given recommendations on the deepening and development of scientific and educational cooperation in the EAEU.
Keywords: *Educational mobility, EAEU, cooperation, social development, socio-political dimension, social space, socio-economic potential, scientific integration, scientific cooperation, post-Soviet space*

1. INTRODUCTION

The Eurasian Economic Union (EAEU) is a relatively young, but dynamically developing integration association of the following countries — the Republic of Armenia, the Republic of Belarus, the Republic of Kazakhstan, the Kyrgyz Republic, and the Russian Federation. Each of the union member countries has its own history, tradition and culture. Obviously, they are significantly different in scale, economic and resource potential, industry, development, but they have a common goal - improving the effectiveness of socio-economic policies in order to ensure the growth of life quality and population's well-being. It is difficult to overestimate the importance of scientific development and comprehensive practical application of the foundations and principles of socio-political realism in solving the most important problems of strengthening and developing the state and society in modern Russia, as well as the implementation of the processes of Eurasian integration. One of the significant drivers for the integration development of the Eurasian Economic Union is the sphere of education and science. The common language and scientific-educational space contribute to the process of union integration most effectively. The relevance of the systemic interaction between educational organizations was confirmed at a meeting of state heads executive authorities of the EAEU member states in the field of higher education and science, which took place on the Moscow International Education Salon (IMSO) on April 13, 2016. [7]

2. METHODS

Table 1 provides statistics on the number of students in educational institutions of vocational education of state and non-state forms of ownership. The number of students includes citizens of the EAEU member states and foreign states, as well as stateless persons who entered both under general admission conditions and in accordance with international treaties and established quotas.

Table 1: The number of students in educational institutions of primary vocational, secondary vocational and higher professional education (at the beginning of the school year; person)

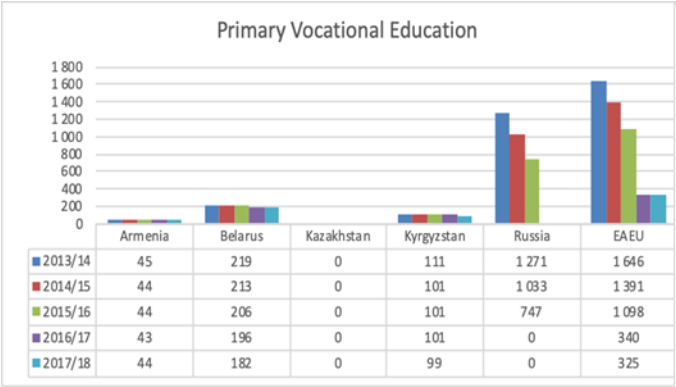
	2013/14	**2014/15**	**2015/16**	**2016/17**	**2017/18**
Primary vocational education					
Armenia	7 448	7 295	6 874	6 251	6 500
Belarus	74 559	72 823	72 242	70 268	66 892
Kazakhstan	x	x	x	x	x
Kyrgyzstan	29 393	28 515	28 845	30 492	31 738
Russia	774 195	727 289	686 120	562 974	557 006
EAEU	885 595	835 922	794 081	669 985	662 136
Secondary vocational education					
Armenia	30 534	28 911	24 734	23 584	23 444
Belarus	138 382	128 975	121 314	117 818	114 051
Kazakhstan	561 184	532 910	498 965	488 926	489 337
Kyrgyzstan	91 623	92 550	89 605	90 585	91 877
Russia	1 987 781	2 109 432	2 186 015	2 306 469	2 388 093
EAEU	2 809 504	2 892 778	2 920 633	3 027 382	3 106 802
Higher Professional Education					
Armenia	104 774	98 028	100 614	96 634	94 709
Belarus	402 820	371 762	346 600	325 022	299 295
Kazakhstan	559 176	509 914	489 251	509 967	530 818
Kyrgyzstan	223 241	214 410	199 505	175 430	162 165
Russia	5 683 375	5 243 359	4 798 822	4 431 653	4 277 034
EAEU	6 973 386	6 437 473	5 934 792	5 538 706	5 364 021

** (information is provided from the statistics portal of the Eurasian Economic Commission)*

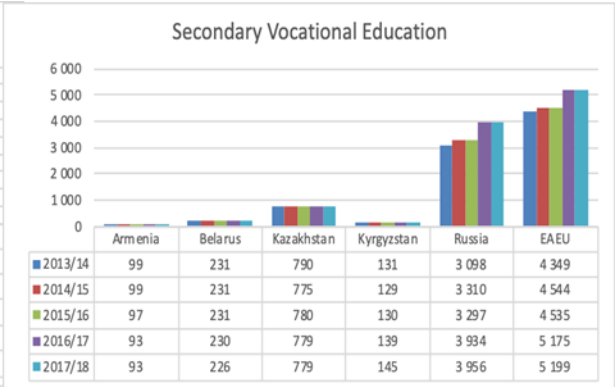
In comparison with EAEU, data are presented for undergraduate, specialty and master's programs. In Armenia, Belarus, Kyrgyzstan and Russia, these programs are related to higher professional education programs. Undergraduate programs relate to higher professional education programs, and master's programs corespond to postgraduate education programs in Kazakhstan. There has been an increase in the number of students in primary vocational education from 2013/14 to 2015/16, and then there is a sharp decline in all the member countries of the union. As for the number of secondary vocational education, there is a decline, with the exception of Kyrgyzstan and Russia, where the dynamics are floating. According to the dynamics of the students number in higher vocational education programs, there is a steady decline in all countries participating in the union.

Figure following on the next page

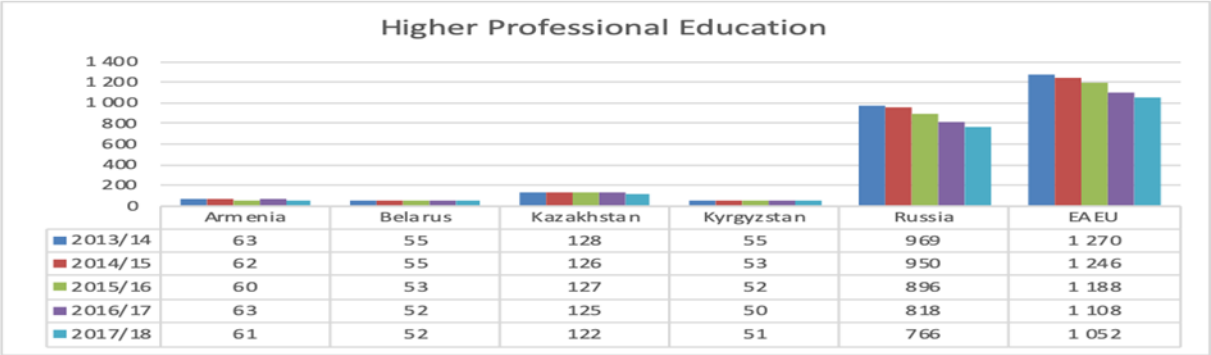
Figure 1: The number of educational organizations of primary vocational, secondary vocational and higher professional education (at the beginning of the school year; units)



	Armenia	Belarus	Kazakhstan	Kyrgyzstan	Russia	EAEU
2013/14	45	219	0	111	1 271	1 646
2014/15	44	213	0	101	1 033	1 391
2015/16	44	206	0	101	747	1 098
2016/17	43	196	0	101	0	340
2017/18	44	182	0	99	0	325



	Armenia	Belarus	Kazakhstan	Kyrgyzstan	Russia	EAEU
2013/14	99	231	790	131	3 098	4 349
2014/15	99	231	775	129	3 310	4 544
2015/16	97	231	780	130	3 297	4 535
2016/17	93	230	779	139	3 934	5 175
2017/18	93	226	779	145	3 956	5 199



	Armenia	Belarus	Kazakhstan	Kyrgyzstan	Russia	EAEU
2013/14	63	55	128	55	969	1 270
2014/15	62	55	126	53	950	1 246
2015/16	60	53	127	52	896	1 188
2016/17	63	52	125	50	818	1 108
2017/18	61	52	122	51	766	1 052

** (information is provided from the statistics portal of the Eurasian Economic Commission)*

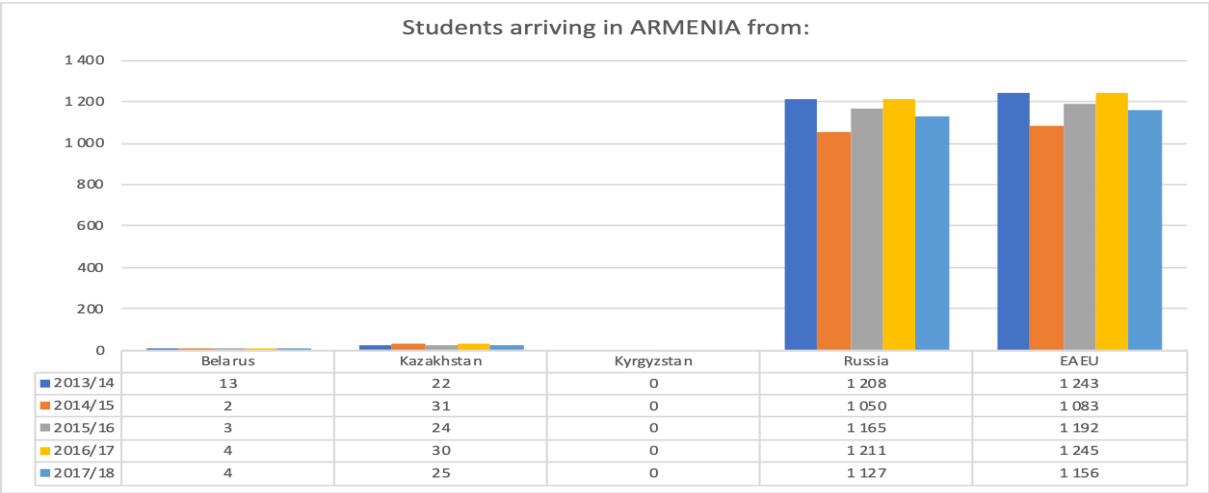
Figures 1 show statistics on the number of educational organizations of primary vocational, secondary vocational and higher professional education, according to which the dynamics are manifested not in intensive growth, but in stable moderate development in all EAEU member states. For the successful development and implementation of effective and integrated social projects, the scientific study of methodology and the practical improvement of social design technology are of particular importance. Eurasian integration project and aims to embody in itself as fundamental changes research methodologies and the development of new technologies. We would like to highlight the particularly significant role of education and culture in the modern development model. From social point of view, education is not a special segment of the market that creates a certain product, but a public good (like air or solar energy) that ensures the reproduction of society and the formation of a socially and morally responsible person as the main foundations of social development. In addition, accessible, free and high-quality education is the main resource (in an economy based on knowledge) of building a post-industrial society, since forms the creative qualities of the employee [8 p.102]. The development of academic mobility is reflected in the EAEU joint agreements and in the regulatory frameworks of the countries themselves. For example, in the "Concept for the export of educational services of the Russian Federation for the period 2011–2020", the priorities included "improving the competitiveness of the Russian education system in the world", "increasing the income from the export of educational services", "attracting qualified personnel to the country" etc. [2, p. 100]. In the Concept of Long-Term Socio-Economic Development of the Russian Federation for the period until 2020, one of the target areas is called "increasing the share of foreign students in Russian educational institutions to 5% of the total number of students" [3, p. 33]. The joint "Agreement on cooperation between the Member States of the Eurasian Economic Community in the field of education" presents the tasks of "expanding cooperation in the field of education", "supporting the development of relations between

educational institutions", "developing academic mobility", etc. The number of students of educational institutions of higher professional education, who arrived from the EAEU member countries, from the 2011/12 to the 2015/16 academic year increased by 1.4 times. Moreover, the dynamics across countries is different. Thus, in Kazakhstan this indicator increased by 2.4 times, and in Belarus decreased by 2.1 times/ The dynamics are unstable in Armenia and Russia. The high level of academic migration of students between the EAEU countries is due to the same conditions for admission to universities for their own citizens and citizens of the countries members of the integration association. On January 18, 2018, president of the Russian Federation V.V. Putin noted in his speech the advisability of cooperation in the social and humanitarian sphere, in particular, the importance of assisting higher education institutions of the EAEU countries in establishing inter-university relations, implementing joint projects and programs, expanding student exchanges and increasing academic mobility. The inclusion of new directions in the Eurasian integration, including in the humanitarian and social fields, is one of the priorities of the Government of the Russian Federation in the field of international integration and economic cooperation. The development of educational cooperation in the EAEU space is designed to help achieve the key goals of the National Education Project, including increasing competitiveness and export development of Russian education, introducing new teaching practices and methods, supporting talented youth, developing vocational education and life-learn education.

3. RESULTS

The great number of the EAEU citizens in national universities and the annual increase in the number of students from EAEU countries are due to the influence of the following key factors: agreements on mutual recognition and equivalence of educational documents, academic degrees and academic ranks in the Eurasian Economic Community, ensuring equal rights to education and its accessibility for all persons residing in the territory of the EAEU countries, common language space, visa-free travel for citizens of the partner countrie, joint universities, such as the Russian-Armenian (Slavic) University (Yerevan) was opened in 1999, the Belarusian-Russian University (Mogilev), founded in 2003, opening and functioning of branches of Russian state and non-state universities in the EAEU countries; higher rates of Russian universities in the top 100 world rankings compared to national universities of the EAEU (with the exception of the L.N.Gumilyov Eurasian National University and the Al-Farabi Kazakh National University).

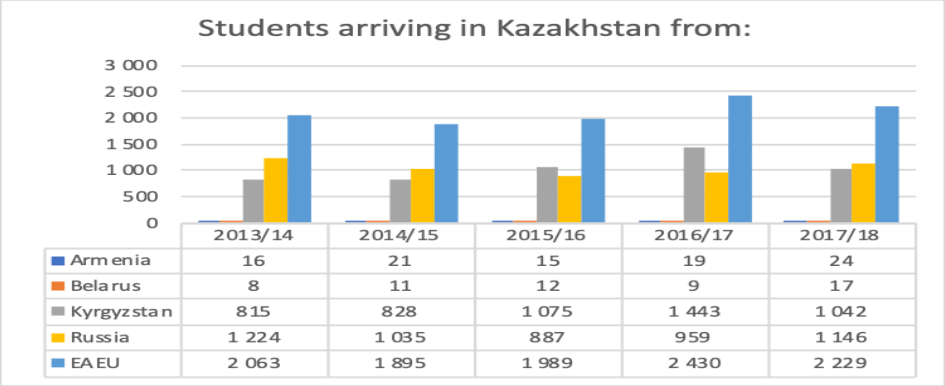
Figure 2: The number of students in educational institutions of higher professional education of the EAEU member states who arrived from other EAEU member states (at the beginning of the school year; in person)



	Belarus	Kazakhstan	Kyrgyzstan	Russia	EAEU
2013/14	13	22	0	1 208	1 243
2014/15	2	31	0	1 050	1 083
2015/16	3	24	0	1 165	1 192
2016/17	4	30	0	1 211	1 245
2017/18	4	25	0	1 127	1 156

This figure shows the dynamics of educational migration to Armenia, where Russia is the leader in the number of students, which leaves more than a thousand students annually (1,165 Russian students studied in Armenia in the academic year 2015-2016, 1211 students were enrolled in the academic year 2016/2017. We observe a recession in 2017/2018, when 1127 Russian students arrived, which is 0.5% less than last year, but students from Kyrgyzstan over the past 5 years have not been enrolled in Armenian universities.

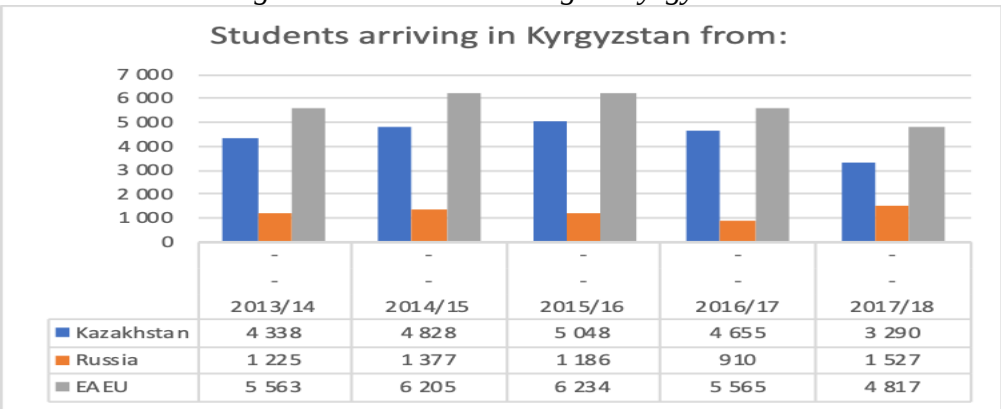
Figure 3: Students arriving in Kazakhstan



	2013/14	2014/15	2015/16	2016/17	2017/18
Armenia	16	21	15	19	24
Belarus	8	11	12	9	17
Kyrgyzstan	815	828	1 075	1 443	1 042
Russia	1 224	1 035	887	959	1 146
EAEU	2 063	1 895	1 989	2 430	2 229

The number of foreigners in Kazakh universities was actively increasing in 2013-2017, reaching its peak in the 2016/2017 academic year. The liberalization of the labor market within the EAEU has had a noticeable impact on the socio-economic situation in Kazakhstan. The number of citizens of the republic employed in other countries of the Union grew 2.5 times in 2012–2017. Almost 90% of them work in Russia, which led to an increase in remittances from $ 443 million in 2011 to 709 million in 2017 in the Russian Federation.

Figure 4: Students arriving in Kyrgyzstan



	2013/14	2014/15	2015/16	2016/17	2017/18
Kazakhstan	4 338	4 828	5 048	4 655	3 290
Russia	1 225	1 377	1 186	910	1 527
EAEU	5 563	6 205	6 234	5 565	4 817

This figure shows the dynamics of the foreign students movement in Kyrgyzstan from the EAEU member countries. Students from Armenia and Belarus are not recorded in the country, which indicates the lack of demand for friendly diploma from that partner countries.

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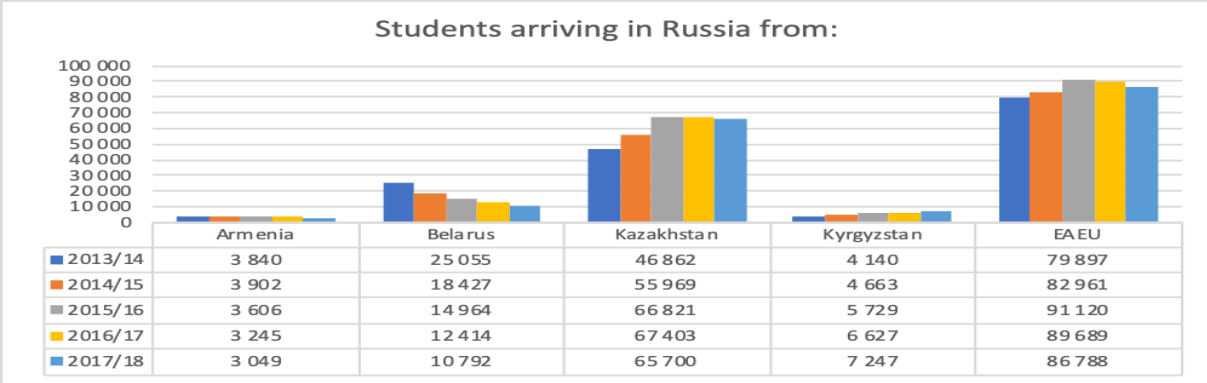
Figure 5: Students arriving in Russia



	Armenia	Belarus	Kazakhstan	Kyrgyzstan	EAEU
2013/14	3 840	25 055	46 862	4 140	79 897
2014/15	3 902	18 427	55 969	4 663	82 961
2015/16	3 606	14 964	66 821	5 729	91 120
2016/17	3 245	12 414	67 403	6 627	89 689
2017/18	3 049	10 792	65 700	7 247	86 788

** information is provided from the statistics portal of the Eurasian Economic Commission*

Kazakhstan has been the undisputed leader in the number of students studying in Russian universities for many years. In Russia there were 66,821 students from Kazakhstan in the 2015-2016 academic year. 67,403 students were enrolled in the 2016/2017 academic year. We can trace the growth trend in the number of Kazakh students, but 65,700 students came in 2017/2018, which is 2% less than last year's statistics. In second place is Belarus (where 10,792 students were trained in the 2017/2018 academic year), and students from Kyrgyzstan, who sent 7,247 students to study at Russian universities over the past year.

4. CONCLUSION

In order to emphasize the significance of the integration development of the Eurasian Economic Union (EAEU) countries as one of the most important conditions and the moving forces of economic integration in the field of education, it is necessary to take into account the external factors and the reasons for refusing to include education as a subject of the EAEU Treaty of 2014. Education, training, scientific research, expert and analytical support, regular information exchange are key factors in the development of all EAEU member countries. But educational cooperation in the EAEU space is not yet a sphere of supranational regulation and it remains in the sphere of national competence of member countries. The idea of a common Eurasian educational space, which Russia has repeatedly advocated, does not yet find support among all countries of the Union. At the same time, cooperation in the educational sphere in the EAEU space is gradually evolving and becoming more diverse in formats, including the formation of international associations and consortia of universities, international bilateral educational cooperation, online educational formats, educational programs on Eurasian integration and its individual areas at the undergraduate, graduate, postgraduate level; the development of educational and teaching materials, the publication of specialized periodicals on Eurasian topics; short-term scientific and educational activities, including educational schools and models of the EAEU, as well as joint research activities. Cooperation in the field of education in the EAEU space goes beyond the formal political framework of integration. Thus, the Eurasian Association of Universities, which unites more than 100 universities of the CIS countries, seeks to maintain a unified educational space and ensure equivalence of university degrees, as well as the development of university cooperation. The possibility of implementing educational programs in a network form has several advantages: improving the quality of education, accumulating the best practices of international experience, updating educational programs, as well as developing personal and professional competencies and motivation of students. The most active educational cooperation in the Eurasian space is developing bilaterally. Most Russian universities consider universities from neighboring countries, including those from the EAEU countries, as priority international partners, and students from these countries dominate the total proportion of foreign students.

Such bilateral cooperation includes joint educational programs, double diploma programs, the organization of joint centers on the universities base. A good example of bilateral cooperation, which also crosses across the political borders of the EAEU, can be considered joint (Slavic) universities, which are created on the basis of bilateral agreements in Armenia, Belarus, Kyrgyzstan and Tajikistan. In total, about 20 thousand students study in Russian educational programs and in Russian. Network forms of educational cooperation are the most optimal organizational way of implementing integration in the educational sphere. The EAEU is not a source of exceptions: the Eurasian Network University is an association of member state universities led by Tomsk State University and Moscow State University and St. Petersburg State University of Economics. The Eurasian Network Financial Institute is an association of six educational institutions of the EAEU member states, was created to organize cooperation in the field of education and science in the field of finance in order to provide human and scientific support for the effective interfacing of national financial systems in the EAEU. This consortium undoubtedly enhances the competitiveness of the Union countries and provides an opportunity for a wide range of citizens to use mass open courses. Moreover, it establish educational and cultural exchanges not only between participating countries, but also with foreign countries, and makes it possible to invite highly motivated students and scientific and pedagogical personnel. The inclusion of the "Eurasian dimension" (by analogy with the "European dimension" within the framework of the Bologna process) in higher education curricula is also a clear manifestation of the evolution of educational cooperation in the EAEU. Specialized undergraduate and graduate programs on Eurasian integration have been developed. Currently, the format of continuing professional education has not yet gained sufficient popularity with the projected high demand for such programs, since there is an objective need to raise awareness of Eurasian integration among officials and representatives of business, the academic community and the general public of the EAEU member countries. Many educational and scientific organizations conduct research on processes in the EAEU, thereby forming centers of competence for Eurasian integration, fulfilling the tasks of training and popularizing Eurasian subjects, informing professional communities, authorities and the public about the integration processes taking place in the EAEU. At the same time, despite the growing variety of formats for cooperation in the field of education, one of the solutions in the framework of integration in the field of education could be the creation of a single Eurasian educational space (EAP). It was Russia that repeatedly put forward this idea and justified the feasibility of creating a Eurasian educational space, considering it one of the key tasks of Eurasian integration. Most often, these ideas were aimed primarily at integration in the field of higher education (the most sensitive from the point of view of national interests and the most difficult to integrate due to differences in educational standards, approaches to assessing quality, etc.), and also associated with the objectives of the promotion of Russian interests, the spread of the Russian language. In addition, the four EAEU countries are included in the wider framework of international educational integration, while remaining participants in the Bologna process, which is also a deterrent to the formation of a single Eurasian higher education space. As a result, the need for unique educational space is relevant today, because the existing requirements for specialists of the 21st century are fully integrated into the global economy. The internationalization of education in the EAEU member countries involves the unification of efforts to develop and implement certain measures to create common scientific bases. In addition, among all EAEU countries, Russia objectively remains the most attractive for citizens of neighboring countries to receive education, which inevitably determines the asymmetry of education integration. Insufficient harmonization of national legislation and regulatory practices in the field of education, including in the field of assessment and mutual recognition of learning outcomes, teacher training requirements, as well as cross-country inequalities in financing education, the development of educational infrastructure, and educational levels.

The digitization of education and language difficulties remain for educational integration in the strict sense of the word. In addition, when discussing Eurasian cooperation in the field of education, less attention is paid to school education, as well as postgraduate education and adult education. At the same time, it is at these educational levels that the cooperation of the EAEU countries can be significantly strengthened and important integration effects can be achieved, since the future of the integration association directly depends on its human resources, citizens of the EAEU countries. participation in the Eurasian idea, their participation in the development of specific Eurasian projects. Recommendations for deepening and developing cooperation in the EAEU sphere are following:

- Establishment of close contacts between educational institutions of the Union countries, including between pedagogical universities, including the expansion of student exchanges, the creation of specialized networked educational structures.
- The formation of common approaches to assessing the quality of school and adult education, as well as the implementation of joint projects and initiatives to ensure the quality of education based on the best practices of cross-country comparative studies of learning outcomes.
- The formation of a single space in the field of vocational education and training in order to ensure continuing education.
- The introduction of a system of Eurasian grants to support the most talented students and faculty.
- Expanding the range of continuing education programs in the field of Eurasian integration processes, aimed at representatives of government, business, academia, and the population as well.
- Development of research and information infrastructure and the formation of a comfortable environment.
- Assistance in providing scientific, educational, methodological, reference, spiritual, moral and fiction literature, including audio and video materials.
- Formation specialized structures in the authorities of the Union countries which are responsible for humanitarian and technological cooperation, scientific and educational integration, cultural and scientific and technical activities within the framework of the Eurasian project.

A consistent increase in efforts to harmonize cooperation in the field of education can provide impetus to the development of integration processes in the post-Soviet space. Thus, one of the main factors in the realization of the economic, social and political potential of the EAEU is the development of international educational cooperation and academic mobility.

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SOCIAL STATE: THE GENESIS OF THE CONCEPT AND ITS POLITICAL AND LEGAL CONCEPTUALIZATION IN THE CONTEXT OF MODERN SOCIAL PROCESSES

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ABSTRACT
The article is devoted to the analysis of the problem of formation of the social state and its political and legal conceptualization. The article presents analytical material on the history of the formation of the social state in Russia and abroad. As the objectives of this study, the authors identified the consideration of the process of political and legal conceptualization of the concept of "social state", its organizational forms, features of the formation of the Russian national model. The authors of the study analyze the main stages of the process of forming a social state in Russia and abroad. In the study, the authors came to the conclusion that in the context of what is happening currently in Russia the evolution of the national state, the necessity of selecting the appropriate ideological paradigm as most important circumstances for state-building is the examination of existing views on state and law and, accordingly, opinions on the legal model for the creation of the welfare state, which can be successfully implemented only on the basis of national peculiarities of building social state in Russia, interests of political elites, socio-economic and legal situation in the country.
Keywords: *problems, formation, social state, political and legal conceptualization, process, features of the Russian national model, evolution of national statehood, ideological paradigm state, law, legal model, national features of the formation of a social state in Russia, the interests of political elites, socio-economic and legal situation*

1. INTRODUCTION

According to the Constitution of the Russian Federation, modern Russia is proclaimed a "social state" whose policy is aimed at creating conditions that ensure a decent life and free human development [1]. In this regard, the following questions seem logical:

- what is the meaning of this characteristic;
- how this characteristic is implemented in practice.

It is generally accepted that a social state is a state whose policy is to redistribute wealth on the basis of social justice in order to achieve a decent standard of living for all citizens. It is also assumed that the state pursues a policy aimed at smoothing social differences, takes measures to provide assistance to those in need. The concept of "social state" was first used by a German researcher L. von Stein in 1850. In his opinion, in such a state citizens are expecting "maintain absolute equality in rights for all different social classes, for some private self-governing of the individual through his power". He adds that the state has the duty "to promote the economic and social progress for all its citizens, for in the final analysis the development of the one is a condition for the development of the other"[14]. According to Russian researchers, including A. A. Klishas , the welfare state, acting as a derivative, and the next stage in the promotion of a legal state becomes a mechanism to reduce social tensions in a particular society and, simultaneously, assumes the traits of the guiding principles as normative activities and law

enforcement practices aimed at the regulation of social relations and contributes to the development, considering the socio-economic situation in the country-specific set of measures relevant for companies[7]. The basic law of the state (the Constitution), which is the Supreme legislative act, creates the basis for normative activity, filling all subsequently adopted normative legal acts with the appropriate legal meaning. The idea of a social state in Russian social science has undergone a serious evolution. Its beginning should be attributed to the emergence in the mid-twentieth century of the concept of "new liberalism". This concept postulates the expansion of the competence of the state through the extension of the functions of the state to the sphere of ensuring the rights of citizens to exist at a decent material level.

2. METHOD OF RESEARCH

Both theoretical methods (analysis, synthesis, equalization) and applied methods (content analysis) were used for the research. Understanding of the problems posed in the study is based on the methodological principles of scientific and objectivity. Modern scientific methodological approaches are used, fully taking into account the specifics of the phenomenon under consideration. They are based on objective scientific analysis of a wide range of sources and research literature, including legal orientation, in the field of theoretical developments on the studied problem,.

3. RESULTS

The analysis of works of domestic and foreign researchers, scientific researches of authors allow to allocate the following characteristic features (signs) of the social state:

- high level of economic development of the country, allowing to redistribute the income of citizens in favour of the poor, without harming the interests of wealthy citizens;
- socially oriented structure of the economy;
- well-developed civil society;
- legislative approval of the goals of the state aimed at providing all citizens with a decent standard of living and quality of life, social security, equal initial conditions for personal self-realization;
- social responsibility of the state to its citizens.

Among the functions of the social state we would like to highlight the following:

- providing support to the unemployed, pensioners, the disabled and other socially vulnerable segments of the population;
- measures to combat unemployment;
- assistance to young professionals and entrepreneurs.

Currently, the so-called "formal-legal approach" to understanding the content of the social state is relatively accepted in legal science, according to which the social state is considered only as a principle of organization of public power established by the Constitution. However, among experts there is a view that we can speak of a certain confusion of concepts such as constitutional-legal characteristic of the state, on the one hand, and a legal mechanism of realization of state functions on the other. The most adequate, in our opinion, is the positon by E. V. Chirkin, who believes that "the welfare state is primarily active interventionist, "to help" the regulatory state to interfere in the sphere of socio-economic relations and relations in the field of culture, spiritual life, and consequently the policy ultimately in the common (public) order, although not always in fact, still observe (and in his position are not able to comply with the same) the interests of all segments of society and individuals[7]. In the study, the authors came to the conclusion that in the context of what is happening currently in Russia(the evolution of the national state, the necessity of selecting the appropriate ideological paradigm

as most important circumstances for state-building) the examination of existing views on state and law and, accordingly, opinions on the legal model for the creation of the welfare state is very important.This model can be successfully implemented only taking into account national peculiarities of forming social state in Russia, interests of political elites, socio-economic and legal situation in the country.

4. DISCUSSION

Speaking about the Genesis of the concept of the social state, it should be mentioned that in the XIX century, the growing trade Union and labor movement, growing fears of the ruling classes of the possible growth of the political influence of socialists forced the governments of developed countries to make social concessions. Thus, in Germany, the advisers of Chancellor O. Bismarck initiated the development of draft laws on compulsory social insurance of professional groups of wage workers. That design was named "Bismarck model". Social protection measures taken in the United States in the early 1930s by the Roosevelt government as part of the" new deal " also received a serious response. In the UK, a significant event in 1942 was a report in Parliament by Minister W. Beveridge in which the category of "welfare state" was first mentioned, which then began to be mentioned in parallel with the term "social state". The model of W. Beveridge assumed the distribution of social responsibility between the state (basic guarantees of social protection for the entire population with a focus on the subsistence minimum), the employer (insurance of employees with their partial participation) and the employee (additional personal insurance). After World War II, there was a surge of sympathy in Europe for the ideal of a social state, which was understood as moderate democratic socialism. The European social state of those years is characterized by the coming of social Democrats to power and the nationalization of health, transport, energy, heavy and extractive industries. Keynesianism dominated the economy. The crisis of social state ideas occurred in the late 1970s and early 1980s, when Thatcherism and Reaganomics prevailed. However, at that time it was only in relation to the UK and the US, as well as (for a while) Holland. Europe's youngest monarch, King Willem Alexander of the Netherlands, announced the end of the welfare state in September 2013. Instead, there will be a "society of participation", involving the reduction of social spending of the state and the transfer of social spending to the population [10]. Science knows different types of understanding of the concept of the social state. Traditionally, it was made to believe that the vital welfare of the citizens of the state is achieved on the not tracks of royalty-free redistribution of social wealth from the more affluent to the less affluent, and due to the formation on the basis of the current legislation of conditions for self-creation of each of the social groups of their own material base, guarantee the necessities of life. On the other hand, the positivist approach of our time partly extends the old-school concept above and assumes the existence of the duty of the state to ensure the common good. However, proponents of the positivist approach, pointing to the corresponding duty of the state, at the same time, do not deny the possibility of providing social support to the less affluent segments of the population by other participants in public relations. So, So Hobbes said: "...it would be cruel of anyone to deny support to a helpless person" [4]. Modern positivism is inextricably linked to the concept of liberal utilitarianism, an important key element of which is the principle of "maximizing utility". Such maximization should ideally concern the interests of all members and segments of society. It presupposes the maximum possible satisfaction of public and personal needs and is thus transformed into a public interest. In this case, the public authorities focus their activities on lawmaking, i.e. on the publication of normative legal acts, which become a kind of" rules of utility" [2]. A more complete definition of the content of the social state is given in the concept of neo-positivism proposed By G. Kelsen and G. Hart. The authors of this concept conclude that the manifestation of specific, including normative characteristics of the state is not mandatory when making various kinds of decisions, including

decisions of a social nature. Neo-positivism, in the interpretation of G. Kelsen, does not exclude the parallel existence of the state power and the rights and duties (as well as the possibility of absence) in the implementation of measures characterizing a state as a social state [6]. G. Hart, allowing the simultaneous existence of laws as "fair" and "unfair", believes that the assessment of normative acts give subjects of public relations [8]. G. Hart believes that the social features of the state derive from the "minimum content of natural law". At the same time, such a characteristic is undeniably inherent in law because of the purpose of the existence of law — the survival of a social group. All legal theories concerning the social state inevitably deal with the question of the social nature of the state. The classical Western (primarily Western European) model assumes that the social state is the result of attempts (more or less successful) to solve one of the most important problems of modern political theory — the problem of harmonization of relations between the state, on the one hand, and society, on the other. Many researchers, including Russian scientists, believe that the European experience in the implementation of social policy is a good role model, because its use, according to them, causes a favourable development of political relations in the country, the positive nature and effectiveness of processes in the economic field, contributes to the stabilization of social development. Is this model suitable for Russia? Is it really a universal method of solving social problems? In this context, we believe it is appropriate to refer to the theoretical studies of the famous Russian lawyer A.I. Ekimov, who emphasizes that first of all the relations within certain classes, i.e. between different intra-class social layers, is the problem that is extremely important in deciding whether a particular legal idea will receive legislative consolidation in the form of a normative legal act [15]. Class, group, personal relationships, even in spite of their characteristics, can not be called different in nature. The relationship between them is a relationship of penetration. A. Ekimov points out that social existence, qualitatively different from the existence of an individual, is nevertheless created and manifested exclusively on the basis of a large number of individual actions, individual interests. However, the researcher emphasizes that no group or individual is able to neglect the interests of his class, not taking himself out of this class. According to A. I. Ekimov, social interests are the basis of the idea of the rule of law put forward by classes or social groups. Such an idea must necessarily include an end, since the rule of law is always a unity of purpose and means. The social essence of the state is manifested not only in the social nature of the origin of such a state, but also in the fact that the basis of the system of social regulation (as the subject of such a system is the state) is the balance of interests of a social nature, between which both antagonistic and solidarity relations are noted. As noted above, the legal principles of the organization of public power, enshrined in the Constitution, regulations and other sources of law, are the result of legal regulation by the state. Accordingly, the legal structure that defines a state as a social one is a direct result of state public-legal regulation. Statehood, any kind of rule of law is absolutely necessary ideological foundations, which must be owned by representatives of at least the most active part of society. The concept of ideological foundations is closely related to another concept - justice. In Russian reality, the sense of justice has deep historical roots and dates back to the era of autocracy. According to many historians and jurists in the days of Ancient Russia were laid the foundations of national consciousness, which was subsequently reflected in the scientific interpretation. The Russian social and legal tradition is characterized by a distinction between the concepts of Supreme power and governing power (government). The Supreme power is one, constant, continuous, autocratic, sacred, indestructible, omnipresent. The administrative power by virtue of the need for specialization involves the division of departments by competence (ministries). An important milestone in the development of Russian national consciousness was the movement of Slavophiles, who saw in the historical and spiritual and moral differences between Russia and Western Europe, the incompatibility of Russian culture with the Western ideals of law and law.

In the opinion of the Slavophiles, the cult of reason, the rule of law has led to some unacceptable for Russia characteristic of Western culture, including the preponderance of law over justice, the priority of the letter of the law before the spirit, morality. It should be noted that the idea of identity of the Russian social community was the subject of understanding not only such conservative ideologists as the Slavophiles. Recognition of Russian identity was present in the approaches of liberal thinkers. Thus, one of the main ideologists of Russian liberalism of the XIX century B. N. Chicherin wrote that Russian liberalism is a natural and irreversible reaction of the public to the dominance of Patriarchal foundations. B. N. Chicherin saw the basis of the liberal model of society in an autonomous, free personality[13]. In his opinion, the main factor that determined the entire socio-political structure of society is the historical development of freedom. At the same time, B. N. Chicherin recognized that the people's spirit is wider than all political and civil norms. It is impossible to assert, he wrote, that every nation embarking on the path of historical development, there is only one moment in the development of mankind [13]. The social essence of the state consists not only in the social nature of its origin, but also in the fact that the basis of the system of social regulation is the balance of public interests, which have both antagonistic and solidarity character. Consider the corresponding conservative and, on the other hand, liberal views on the social state, which can be described as two kind of "political and legal ideological poles" [7, p. 221.]. It is important to clarify that general scientific (beyond the theory of law) terms such as" conservative", closely coexist with the concepts of" protective"," traditionalist","traditional". Conservative views throughout almost the entire history of Russian statehood have had a significant impact on various sources of legal regulation, are deeply reflected in scientific research. Supporters of the liberal model, which criticized conservative-protective approaches, emphasized the distortion of reality by adherents of conservative views, which resulted in the inability of the state to ensure in such approaches the real protection of the rights and freedoms of citizens, the proper balance of interests. For example, N. Varlamova claims that"...the declared ideological (value) neutrality turns out to be imaginary " [3]. Liberal views on the social state in Russia for a long time were as if outside the brackets of social and political processes in our country throughout the whole of the twentieth century. This approach was criticised in respect of his supporters there were not always reasonable charges-democratism. Liberalism itself is often indiscriminately referred to the radical political currents. Liberal state-legal views, unlike conservative ones, do not have a reactionary character (and indeed, the reactionary nature of conservative approaches lies in the fact that they have become a kind of response to the crisis of liberalism that later appeared in a number of countries). In pre-revolutionary Russia, the social base of liberalism was made up of representatives of the large and middle bourgeoisie, as well as part of the intelligentsia associated with it[5]. The Russian ideologists of liberalism in the majority were members of the privileged aristocratic intelligentsia. However it is impossible to agree with the statements of some modern representatives of the liberal trend, with statements that are largely populist in nature, contrasting social development with the sovereignty of the state, the protection of the rights and freedoms of citizens. At the same time, it cannot be denied that liberalism as a fundamental basis for the development of statehood establishes the principles of equality and protection of the rights and freedoms of citizens, which implies that the role of the state as their (rights and freedoms) regulator and guarantor. A key element of liberal ideas about the state structure is the idea of a reasonably minimal interference of the state in the life of society.

5. CONCLUSION

Summing up the consideration of the essence of the social state, interpreted by various concepts, it should be noted that the concept of "social state" in fact, all modern researchers put forward as an antithesis to the concept of socialist or paternalistic state, proposed in the constitutions of socialist States.

In this regard, it is worth quoting the words of the American researcher L.Henkin, who argued that “ in all Western States, legal and state institutions, laws and traditions are based on the idea of original autonomy, dignity and value of the human person. All these States are now more or less "social", recognizing the value and necessity of the socio-economic rights of the individual and the social role of the state..."[9]. It cannot be said that the very idea of a social state is universally accepted. Many researchers, politicians, economic experts believe that the application of measures specific to this phenomenon leads to social dependency, in which many citizens have a tendency to become and remain for life only recipients of social benefits, without working. There are views according to which income redistribution from the wealthy to the poor is a hidden form of expropriation, and legislation that produce citizens with a certain socio-economic status, there is discrimination [11]. The proponents of monetarism (among the Russian leaders of this plan you can mention Gaidar, etc.) and the ensuing political views, and liberals of all stripes and shades also believe that the welfare state leads only to the downfall of the economy and risk the loss of freedom citizens in a political sense. According to researchers who adhere to Communist and socialist views, the transition from capitalism to socialism is the necessary and only condition for ensuring the socio-economic rights of the population. According to socialists and social Democrats, the social state is socialism. The Communists believe that the social state can only be seen as a concession to the workers by state capitalism. All this range of opinions and positions should be taken into account in the formation of the legal and economic model of the social state in Russia.

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POSTMODERN TRENDS IN CONTEMPORARY SOCIO-CULTURAL PRACTICES

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ABSTRACT
The proposed article is devoted to the problem of forming the postmodern paradigm in socio-cultural practices as opening up new prospects in solving topical life problems and mastering cultural heritage. The author of the article considers the possibility of post-postmodern study of interaction processes as the main research accent, developing and creatively rethinking postmodern achievements of cultural processes and phenomena. The proposed new paradigm bases significantly expand the perceptions of researchers studying the sociodynamics of culture in the field of forecasting of cultural processes and socio-cultural projecting in a variety of fields of human practice. The paradigm discussed may be of particular interest for developing ethics problems and solving contemporary environmental problems that remain among the least studied in cultural studies and cannot be comprehensively addressed within posmodern approaches.
Keywords: *postmodernism, post-postmodernism, interaction, communication, culture, society, socio-cultural practices*

1. INTRODUCTION

In modern cultural studies there is a continuing debate about the forming new cultural paradigm, which replaces postmodernism, which is common in cultural research and in various sociocultural practices. This new paradigm is most often defined as post-postmodernism, which has no unambiguous interpretation but has some essential features needing further reflection and study. As is known, postmodernism, which replaced modernism in cultural research, insisted on some fundamentally new grounds in culture. Among them is the maximization of the principle of human freedom, which is not a break with the established many cultural traditions, which has no corresponding philosophical justification, as is common in modernism, but has secondary reflection of the achievements of human culture, which is not connected with any ideological dogma and political engagement. But in this declared postmodernism freedom, both in research and in creative practice, the emergence of serious environmental risks appeared as a manifestation of unlimited forms of self-expression, threatening the very existence of man [16]. Thus postmodernism, as initially opposed to the suppression of freedom and the physical destruction of man by totalitarian regimes, itself fell into its own trap of surrender to arbitrariness totalitarianism in all its manifestations as one of the consequences of globalization. It was necessary to create a new cultural paradigm, overcoming the extremes of rationalized revolutionary activity of modernism and socio-ecological irresponsible postmodernism.

2. METHODS

This paradigm, called "post-postmodernism," is an attempt to find a synthesis between postmodernism and modernism based on the identification of their common features, among which researchers highlight: predominant interest in sociocultural dynamics, but not in the statics of cultural events and phenomena; rejection of attempts to study and build historical and cultural universals and the emphasis on contemporary social and cultural processes; correlation of global and local changes in culture and society; diagnosis of modern sociocultural reality as lacking determination and predictability [1; 2; 3; 17]. However, there is an increasing need to establish causal connections in the study of emerging tensions and conflicts in modern society,

the main symptom of which is the gap between different levels of social interaction, especially between the micro-level represented by the world of daily existence and the macro-level in the form of institutional structures. The gap between these levels in the context of globalization is steadily widening, leading to increased opposition between groups, communities representing the vital interests of people, and institutional-governmental structures operating according to their own logic, often far from the interests of "ordinary people". In the research aspect, this gap is fixed as the absence of a relationship between ordinary and theoretical cognition. The latter is mainly focused on the institutional level (macro-level) of social reality unrelated to its off-institutional level (micro-level). Attempts by postmodernism to bridge this gap through the total denial in modern society of the importance of institutionality threatening the well-being of people (it is enough to recall the brilliant analysis in the works of M. Fuko, devoted to the repressive social institutions, of the state towards people who do not fit into the dominant ideas of mental normality), did not solve this problem [13; 14; 15]. In fact, postmodernism proclaimed right to be "wrong" in solving the own life problems of every individual as a universal human right and as a universal human each person capable of being an independent creator of his own being, free from callous regulation and strict rationality. It is the right of every person to his or her own "marginality," which for many creative subjects becomes the only ecological niche in conditions of machinized and impersonated individuals of society with its total control and unambiguous hierarchy. This turn in culture research has led to a fundamental change by postmodernists of many methodological bases of cultural studies and socio-cultural practices. These changes are well known: the study of decentralized and determinational socio-cultural space, the deontologization of history, the replacement of historical time with the study of its cultural context, the rejection of the very concept of progress, development, historical and cultural cycles in explaining the dynamics of cultural processes [5].

3. RESULTS

Such grounds have been found when the phenomenon of "other" is taken into account in cultural research, the interaction with which is an integral attribute of human existence as a subject of culture. "Other" in this case should be understood not only as the existence of a real subject with whom a member of society is constantly dealing (it may be a boss, parent, friend, co-worker, family member, etc.), but also as a "mental" subject present even in zones of physical loneliness in the form of self-reflection, conscience, ideal, etc., which is generated by all cultural and spiritual experience of mankind. It is the ability for meaningful interaction with the "other" in this broad interpretation that constitutes the main condition for the preservation and development of social and cultural norms in modern society. The rejection of such interaction with the "other" leads to self-isolation and insecurity of the individual before unpredictable life circumstances, as only this "other" is the presenter of the necessary socio-cultural experience for removing uncertainty dangerous to individual existence [4; 6; 8]. In addition to the category of "other" in the post-postmodern paradigm, the concept of "life environment," which is understood as necessary conditions for the physical, social and mental well-being of the individual, which correcponding to the general understanding of human health, is becoming central (World Health Organization). Taking into account that many diseases have a mental nature, psychological well-being is the basis for the provision of medical care for a variety of diseases. Accordingly, the favorable "life environment" in this case is, first of all, the acquisition of the possibility of mental health, where the most significant is the emotional background of the existence of the individual, which is formed during process of interaction with others. It is characteristic that appealing to psychological problems of personality in postmodernism was mainly related to mental, but not emotional disorders (it is enough to recall the work on the issues of madness of M. Foucault).

The next key category for the forming paradigm of "post-postmodernism" is "interaction," without which both orientation towards "the other" and a full-realized "life environment" as a sphere of mental ("soul") are impossible. It should be noted that in sociological and scientific cultural literature devoted to interaction problems, the interaction is most often reduced to communication processes and most often considered in the subject matter of symbolic interactive, which is currently insufficient to study interaction processes. The growing gap between communication and real social action at both the global and local levels can be considered as sustainable trend. Typical examples include the widespread policy of "double standards" and "fake information stuffing," which conceal the true intentions of the authors of these and those reports in international politics (global level) and the huge number of divorces, which shows that the promises of mutual love and loyalty originally declared by young spouses for various reasons are then unrealized in their real daily interaction (local level). To this can be added the common situation of total mutual social insanity in various discussions, "talk show," where opponents, observing the appearance of dialogue, do not "hear" each other, defending their own "truth" and in reality seek to impose their own point of view, etc. In this regard, the current crisis of international diplomacy and the crisis of the word, which no longer has such significance in modern society, as in the past, and is replaced by real behavioural pragmatism, are not accidental. Emerging post-postmodernist perceptions in socio-culture practices suggest not only fixing differences between social interaction and communication, but also identifying relationships between them. The result of this relationship is proposed to be an interaction containing both communicative and behavioral components [9; 12; 20]. It is also important to note that the concept of interaction means not just the mutual exchange of actions and communicative acts, but the change of the state of all participants in the interaction (internal and external), where everyone is equal, which excludes the reduction of interaction and communication to a unilateral behavioural and communicative effect, where one of the participants of this process is assigned the role of "inanimate" or close to it "object." The subject is only one who must be "listened to" under all circumstances and who must be obeyed under all circumstances. This unilateral interaction is particularly evident in pedagogy and in the international behaviour of countries claiming world domination. Thus, in the post-postmodern paradigm, it is proposed to consider interaction as the original "molecule" of all social and cultural processes, because, as noted above, a person, if he has not become definitively schizophrenia (as the postmodern proposes, opposing the harmless "schizophrenia" with dangerous "paranoia" of modernism), is never "one." And in this manifests its inevitable sociality and ability to reflect with a look "at the other." Over-saturated with "simulators", macro-world also generates phantom objects of research, artificial entities, up to the complete levelling of the "human factor." A kind of curved mirror effect is being created, and researchers increasingly take this effect as reality itself, but it has long been replaced by designed virtuality through a variety of information technologies. It would be extremely interesting, for example, opinion of one of outstanding researchers of "big systems" with regard to the modern United States T. Parsons, torn apart by endless contradictions threatening the very cultural identity of the American people (for example, what the emerging "black racism" worth, about which no one could think recently) [15]. As a prospect of such research, examples of literary dystopias of the 20th century can be cited, where the display of "defeat in rights" of heroes of these dystopies on personal happiness reveals the main problems and trends of the corresponding society. Classical literature also provides great material for research.

4. DISCUSSION

The change of human position in relations with the world from individual activism in favor of interaction is considered in the new cultural paradigm as overcoming internal loneliness fixed by postmodern.

It is this condition that has the main hero of "Game of Beads" Knecht going to the world to feel his real need to anyone not as a professional of the game, but as an educator which is ready to take responsibility for "another." The sophisticated intellectuals and isolation from the problems of real society achieved by postmodernists led many of them to a widespread sense of "existential abandonment" and their own lack of demand by real society. The main problems of our time: ecological, economic, military, etc., began to unfold outside the research field of postmodernists, who were not ready to study these problems in depth in the direction of their solution. Introduced by the postmodernists themselves, the concept of "discourse" never gained its further development and semantic content, limiting researchers to virtual gaming spaces. Turning to the situation of interaction creates the prerequisites for reaching consensus in solving problems relevant to human existence. The socio-cultural environment of individuals is also changing, it is no longer perceived as some integrity (Modern) and as a heterogeneous sociocultural space and an indeterminate intertext created by it, but the significance of the equally available current and virtual reality that are necessary for processes of social interaction is recognized with the recognition of a heterogeneous sociocultural space (for examples, fantasy, imagination, mental characteristics) where virtuality is combined with real behavioral characteristics in a variety of ways. In this case, it is obviously that any individual belonging to the human genus is a "centaur object," combining in himself the world of "visible," bodily" and "invisible" (spiritual-spiritual). The choice of means of solving pressing problems in social and cultural reality is also changing. Modernism in the process of its entire history has evolved as a desire to rely on nature itself in order to achieve the desired results. Postmodern has fixed the unreliable of these means due to the increasing unpredictability of both nature itself, an ugly man, and man himself, using nature with damage both to him and to the natural environment surrounding him. Recognition of the significance of both current and virtual reality is a fixation within the new paradigm of reality of the "invisible world" created and produced by man as an irreplaceable fact, in the form of mental characteristics of the person, the world of creative fantasy, worldview and value attitudes, etc., not always expressed in the appropriate behavioural manifestations or, if expressed, very indirectly. An individual's right to his or her own inner world is affirmed as recognition of the same right in another interacting entity. In this way, there are formed phenomenon of mutual exchange and mutual integration of cultural potential of interactors, necessary for updating stable and unambiguously interpreted cultural meanings and meanings, important for all sides of the interaction process. The study of the possibilities of such a relationship within the framework of the new paradigm shows that it is possible through the study of intermediate social levels connecting global and local sociocultural phenomena [7]. It's a meso-level. And the global level itself in turn should in this case relate to the mega-level. By having the relevant social subjects functioning at each of these levels, we get the following theoretical possibilities of "climbing" and "coming down" from one level to the other. Micro-level is the presence of an "existential subject" entering into interaction with others in an off-institutional and informal interpersonal space (as a relative, family member, friend, lover, believer, etc.). Meso-level is the presence of a "social or civil subject" whose interaction with others implies a relative balance of informal and socio-role interactions. In socio-cultural practice, this level is often referred to kind of "third sector," which is the basis for the formation of civil society. Cultural identity is acquired at this level through the sense of "We" as opposed to "others," with which it is also important to realize a fruitful variety of interactions [11; 17; 18]. At the macro-level (society-wide), legal personality is gained in the process of interaction, in which informal, extralegal relationships are minimized and partnerships come into force, involving reasonable compromise and consensus to achieve common goals. The ability to sacrifice private interests in the name of the public is evident at this social level. The extent of this sacrifice is determined by the prevailing morality and the prevailing spiritual and moral values in society.

The mega-level (general civilization, "universal human") social level of interaction means the translation of the latter mainly into a value-world plane and imply readiness for spiritual mobility and sacrifice in the name of general humanistic ideals. The interactors in this case are open to "the whole world" as opportunities to serve each of its representatives, to pay attention, sympathy, compassion towards each individual regardless of his social status, cultural level, beliefs. It should be noted that it is difficult to achieve this level of interaction in a real society. Therefore, it is not accidental to move away from the active interactions of many interactors into "ecological niches," where such service is possible. Each of the interactors may exist at this or that level of social reality depending on given situations of social interaction that are of social and anthropological significance and have been studied in cultural studies. It is important to note that processes of socio-cultural interaction will be effective if they are included in the relevant cultural contexts that are mastered by the interactors (spiritual and cultural experience).

5. CONCLUSION

Developing the post-modern statement that "nothing is new under the moon," the attitude towards the cultural and spiritual heritage of mankind in this case is formed as a "leading knowledge" of desirable models, strategies, forms, etc. of socio-cultural interaction, which becomes cultural and simultaneously innovative [10; 19]. The latter is determined by the social and anthropological importance (at least, the task of self-preservation) for the interactors themselves, each of whom experiences its own "life drama," often requiring non-standard solutions. The analysis of the possibilities of the forming new cultural paradigm was based on the statement of the urgent need to confront modern challenges and threats to the very existence of mankind, the essence of which is the statement of the "right of the strong" at all social levels as a cultural norm of human existence. It is becoming increasingly difficult to "negotiate" for reasonable solution to vital problems in view of the breakdown of social and cultural ties between parties pursuing their own interests and objectives. While not detracting from the importance of such research, it should be noted that communication processes, as noted above, do not always reflect the real social behaviour of communicants and often only increase existing tensions and social disadvantage in the modern world. The proposed post-postmodern paradigm also opens up new possibilities for studying cultural processes at all levels of social interaction and opportunity to study the mechanisms of dynamics of transition from one level to another, which has not only theoretical but also undeniable practical significance [11; 17; 18].

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SOCIAL AND CULTURAL ASPECTS OF DEVELOPMENT OF EDUCATION

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ABSTRACT

The research is aimed at describing the theoretical and methodological foundation of prospects of development of the modern educational system, based on humanitarian senses and values. The object of the research has become timeless functioning and developing of Russian system of education. The guiding idea of the research implies that the educational institution was initially and still represents the basis of development of the Russian community; it determines directivity and prospects of the future of the country that assumes functioning and developing of it on the basis of senses and the values of the Russian culture, corresponding to the true entity of the intelligent and moral person. The research has used the theoretical and methodological foundation, describing social and educational theory, concerning development of the human community, the person, as well as institutes and society groups. The received results of the research have proved necessity of the essential "soft" modernization of the Russian education system and taking into account the following: the huge historical Russian educational experience; social and cultural bases of historical development of the Russian people; challenges of the epoch of information technologies. The research takes both the scientific theoretical significance, as it can be used in other similar researches, and the practical significance, in cases of building the state educational policy, creating different educational projects and programs.

Keywords: *social and cultural aspects, Russian education, spiritual and moral senses and values, tendencies of development of society, spiritual life of society*

1. INTRODUCTION

The denoted purpose of the research has determined the certain tasks: a) analyzing the modern scientists' views on problems of development of the national system of education (the goals, the content, methodical and technological support, perspective directions, others); b) revealing those tendencies and processes of the world community which determine the direction of development of the national educational system and the content of it; c) developing conceptual points of development of the modern system of Russian education. The given results represent a part of the scientific project (from 2002 till the present), organized and held by a group of the Russian scientists with their authors' researches, concerning different aspects of functioning and developing of the Russian educational system.

According to the concept idea of the scientific Project, the educational institution has been the basis of the personal development and the whole Russian world since times of the tribal communities. Nowadays, when the mankind has entered the era of technological progress and when senses and values of human life has become to be in connection with only material welfare and personal success, but life dynamics requires a constant "struggle for the most convenient place," we can notice risks and global threats of sustainable development of the world civilization, in particular it concerns to the Russian state and the society. This situation demands a necessary acknowledgment of the education system as the base social institution in development of both the whole world community, and the Russian state, capable to confirm the direction and the prospect of development of the future world civilization, a certain country. The given point of view refers to functioning and developing the education system on the basis of: a) the meanings and the values, identical to the true nature of the reasonable and spiritual person; b) the fundamental moral values, according to the historical development of a certain national culture, the purposes and the problems solved by a certain state; c) the principles corresponding to processes of integration of the people (civilizations) of the Earth into the united world community, responsible for people's destiny. The known Russian scientist, academician V.P. Kaznacheev wrote: "Integration of civilizations can be considered as a necessary step of globalization, changing the isolated national communities for their unification in civilized standards (as it took place in Western Europe) at first and then – in planetary scales" [3, p. 30]. It is quite obvious that such the global activity, directed to positive integration of peoples and civilizations with their unique national cultures, demands creation of corresponding conditions and, first of all, influence on the corresponding public consciousness (humanistic).
Public consciousness is considered as the main component of functioning and development of any national community, as the social mechanism, which makes it possible to fulfill the state social policy in the effective way. At the same time it shows the spiritual and moral form of living. The spiritual life of a society means process of application and circulation of knowledge, feelings, spiritual and moral traditions, the norms of social interaction, peculiar to a certain time and the epoch in practical everyday life of people.

2. METHODS

The present research has got the analytical features. The complex of methods has been used to get the necessary information: general logical methods of the scientific research: analysis, comparison of the scientific materials on the problem of the research, their generalization and systematization; abstracting, that is, distraction from those properties and relations of the researched object (national system of education) which don't make a significant impact within the system of co-ordinates of the present research, as well as definition of the most essential properties and relations; methods of theoretical research: analysis of the corresponding documentation; modeling and creating of futurological prospects of development of the national system of education; empirical methods: studying, analysis and comparison of the existing practical experience of functioning of different systems of the national and foreign education; method of expert assessment: an estimation of the conditions and prospects of development of the national educational system.

3. RESULTS

The held research has contributed to achieving the set purpose and the objectives, coming to the following conclusions:

1. The problem of functioning and developing of the modern system of Russian education is extremely urgent and being discussed widely – not only in the Russian scientific and educational community but also in politics, economy, ecology, other fields.

The researchers, who represent the Russian scientific educational community (Ya.V. Shimanovskaya, 2010; V.I. Kolesov, 2014; L.V. Repina, E.G. Reutov, 2015; A.M. Egorychev, 2015, 2016; A.A. Kvitkovskaya, N.I. Shevchenko, 2016; L.V. Mardakhaev, A.M. Egorychev, 2016; L.V. Mardakhaev, E.Yu. Varlamova, E.A. Kostina, I.A. Fedoseeva, 2016, 2017; 2016; V.I. Slobodchikov, A.A. Ostapenko, E.V. Shestun, 2018, others) are both discussing the problems of development of the national education, and offering authors' solving ways to promote the effective functioning and development of it. The analysis of the modern scientific and pedagogical resources has made it possible to point out that despite the difficulties and the problems, the positive changes, concerning development of education, are taking place in the country. We are coming to the universal understanding that Russian educational system is not only or just "sphere of services" – it is the fundamental institution of the country and plays a significant role in the state policy of Russia and the Russian society. It organically includes all levels of the national system of education (preschool, schooling, professional, supplementary stages) and unites powerful intellectual, spiritual and moral potential into the intellectual system of the country. At present this fundamental institution acts as the basic (epochal) social mechanism and the resource of the Russian Federation as:

- it is responsible for preparation of the rising generation (children, teenagers, the youth) for living in the Russian society; it forms the basis and develops the world view, forms the national and civil consciousness, brings up patriotism, the civic duty, love to Motherland;
- it carries out the vocational training of the staff in all directions and profiles; it develops the future experts' personal and professional culture, their moral attitude to fair and faithful service in relation to people and the country;
- it develops the spiritual and moral component of the public consciousness, concerning Russian national safety, the absence of which makes it impossible to say about both stability of social development, and national unity (harmony) in the polycultural Russian Federation;
- it connects the past, the present, the future of the country and doesn't lead to interruption of historical socio-cultural succession of development of it or to destroying of the Russian national socio-genetic code, which determines survival and successful development of the country;
- it creates prospects of development of the country and creates models of the future Russian state and a society; it determines challenges and requirements, accounting the nearest, middle and distant prospects;
- it creates the ideal of the Russian person, the citizen of the great country; it fills a person with living social and cultural, spiritual and moral content, which contributes to realizing in timeless educational space.

2. We have found out tendencies and processes in the world community, as well as the external factors, which influence and determine the direction of development of the system of Russian education.

The external influence on conditions and development of the national system of education has become powerful in the 90s years when strict reformation of social and political, social and economic spheres of the state and social system of the country was taking place. There was purposeful reforming of the state national system, all the institutions and structures of it, including the education system which is responsible for development of the personality, personal consciousness and world view. Systemic work on changing the world view of the population of Russia was under the external influence; the ideology, which was strange to the Russian mentality, was forced on. Powerful impact on base traditional values of the Russian people took place. The strong state educational system, considered by numerous experts and admitted as the best one in the world, was destroyed.

The system of up-bringing, based on the system of values, was also destroyed. This system of values was developing the harmonious personality for seventy years, but nothing similar to it has been created by the present. Risks and threats to existence and development of the Russian society are being set up (by S.A. Kravchenko, 2018; O.N. Chetverikova, 2019). In consideration of destiny of the national education in the period after an infinite number of reforms since 1991, O.N. Chetverikova points out, that "… in globalization our education looses the sovereign character and actually passes to the condition of external management" (O.N. Chetverikova, 2015). It means the direct and veiled influence on the system of Russian education by the western and American social institutions and services, which are engaged in advancement of their ideology in the national systems of the countries of the world community; it also refers to cultivation of the pedagogical staff. The greatest disadvantage for the higher Russian education is loss the academic level of it that generates formalization which is similar to rust in destroying bases of institution of education, all levels of it. In consideration of this theme Ya.I. Kuzminov notices that "formalization, degeneration of teachers' work leads to formalization of training, in relation to pupils – schoolchildren and students. Education, aimed at personal development, turns to getting of a set of formal signs, socially established" (Kusjminov, 2004). The process of making "person-function", with initially set parameters, is taking place. Nevertheless in a hard way, the national educational system, influenced by tendencies and the world community processes, starts gradually to form the systemacy and the "individual specificity" of it.

Now we are to define those basic tendencies and processes of the world community which make essential impact on functioning and development of the Russian educational system and determine further prospects of it:

- the processes of the world globalization; they have touched all states and countries, all spheres of personal living; they have influenced blurring of national ideologies of life living of the peoples in the world community. In Russia globalization processes really took place in 1991 when there was a sharp change of an ideological course of development of the country; that was a result of the planned action of the international forces and the internal political elite. These processes generated secularization of the national culture and brought strange senses and values in public consciousness. It led to destruction of the national sacral fundamentals of the Russian people and has (it is also still having) destructive influence on functioning and development of all social institutions of the Russian state and the society. The modern system of Russian education is deprived the ideological basis, that is, social and cultural regulators of public consciousness corresponding to mentality of the Russian people, their socio-genetic code to survive and develop;
- processes of world globalization, directed to integration in education (creating of the world educational space) that implies: working out of the international educational standards in practice of national education systems that also implies export of senses and values of world capitalism (by means of various programs, projects, others), so-called universal ones which do not correspond to traditional values and social stereotypes of the Russian culture;
- growth of knowledge-intensive manufacture in the world and, as a whole, intellectualization of all spheres of the personal living, including growing competitiveness of national economies. It demands purposeful and systemic development of mental potential of Russia that, in turn, demands increasing of scientific and educational level of all social institutions of the country, all citizens of it. Development of mental potential of the country and increase of scientific and educational level of all citizens of Russia requires, in turn, harmonious systemic functioning of all levels of the Russian education: preschool – schooling – vocational training – supplementary education. However, the researcher Naydyonova points out: "At this time there is no systemic consideration of perspective requirements for education on the basis of analysis of economic requirements in Russia: there is no forecast of social standards of cultivation (desired education). The educational policy has to develop

on the basis of "the achieved experience» or in reacting to arising problems" (Z.G. Naydyonova, 2008);

- powerful dynamics of development in all spheres of the world community; it generates innovative thinking and behaviour of a person, social groups, totally – the whole community. It requires "the innovative person", able not only to adapt effectively but also to take part in dynamics of development of all spheres of the society and, finally, to make high profit. The given circumstance is connected directly with functioning and development (modernization) of the system of Russian education, at all levels of it (preschool, schooling, vocational training, supplementary education). All the work of the system of Russian education (the purpose, directivity, the content, methodical and technological content), should contain a component of an innovative order that can make it possible to create attitudes, type of thinking and behaviour at trainees (pupils, schoolchildren, students, post-graduate students), corresponding to innovative challenges of time.

3. Conceptual states of development of modern system of Russian education in new conditions of development of Russia have been worked out, taking into account the historical national senses and values of the Russian culture.

Conceptual states of development of the modern system of Russian education describe the essence and the content of the Russian culture, the historical socio-cultural potential of it. The conceptual positions express and offer perspective reference points of development of the national education in the XXI century, on the basis of senses and values of Russian culture.
Considered as the state and the national community, Russia has passed the many- thousand-year way of development and saved up the huge historical social and cultural potential which is forming the root basis of it and protecting it from destruction, loss of national self-identification, and the Russian statehood. In connection with it we should refer to the work by our great compatriot, the metropolitan Illarion who wrote in the XI century that Russian civilization was unique and it would organize the life not on the basis of the right of the law, but the right of conscience and the Divine good fortune (The Word about Law and Good fortune). The historical socio-cultural potential of Russia represents organic unity, which includes:

- the unique historical experience of development of Russia. It contains: the accepted model of the national life-building of the Russian people; the socio-cultural experience of the national life-fulfill, based on national world-view, the developed spiritual and moral senses and values;
- the spiritual and moral senses and the values are being developed by the Russian orthodox church, on the basis of the thousand-year experience , aimed at search of an ideal of the person and the world. The Russian Orthodoxy is an important part of the history of our Motherland. The Orthodox belief, its senses, spiritual and moral values, promote development of the unique Russian culture, as a whole – the Russian state and the society.

In their organic unity the given components create so-called Timeless Spiritual Tradition of the Russian people; it connects the past, the present, the future of the Russian civilization. The Timeless Spiritual Tradition was created in history but now for many centuries it defines survival and development of Russia. This tradition defines today (should define!) development of all social institutions and structures of the Russian state and a society, including the national education system. The President of Russia V.V. Putin in the Order of the Government of the Russian Federation told about it in 2007: "we should base and we will base on the main moral values developed by the people of Russia for more than the thousand-year history. Only in this case we can correctly define reference points of development of the country.

And only in this case we are waited by success”» (The Order, 2015). As we see, the political leaders of Russia understand that it is impossible to define prospects of development of our country, its base institutes, including the national education, responsible for social development of the person in case we don’t use the traditional spiritual and moral values which have been historically turned out by the Russian people. Russian education system, on the primary historical essence, was the base social institute which is carrying out the basic functions: preservation and translation historical социокультурных senses and values of Russian (Russian) culture in a society; education and preparation for rising generation life on senses and values of Russian (Russian) culture; vocational training of citizens of the country for activity for the blessing of Russia. The given position is staticized in connection with an existing international situation. All the given positions are staticized in connection with the existing international situation. “When an international tension is growing, the problem of revival of the national-focused education gets paramount value. We should develop this institution as without it we will keep neither the spiritual sovereignty, nor the scientific ок technical potential which is a basis for maintenance of defensibility of our state. The domestic system formation demands a basic change and should become a corner stone of national system of safety” (Chetverikova, 2015). Considering the strategy of development of the national education, we should understand that its base function is defined not by momentary programs of preparation of rising generation to conditions of new time, but by more global prospects. The matter is that dynamics of development of the human community in the beginning of the XXI century, has gained huge speed, creating each 30-20-10-5 years «new conditions» in a society. The given circumstance assumes working out of a corresponding educational policy of Russia which should be directed on formation by the person corresponding to timeless prospects of development of the country. It is difficult, but the solved futurological problem, concerning prospects of development of the Russian state and a society for the long-term period.

4. CONCLUSION

Development of the national education cannot be considered out of terms of development of the national culture. The Russian education acts as a derivative concept of the national culture. The prospects of development of the national education have socio-genetic links with the Russian culture. The people, who represent this culture, were saving the thousand-year history of appearance and development; they have saved up the huge socio-cultural, spiritual and moral potential, which determines the uniqueness of the people’s world-view and life-living. Functioning and perspective development of the modern national education should be based, first of all, on the following:

- those traditional senses and values of the Russian culture, which explain mentality of the Russian person, their world-view, sense entity of life-living of the Russian people;
- the huge national educational pedagogical potential, which has been saved up and time-tested (in the national pedagogy, scientific concepts, scientific views and theories, practical experience, others):
- the modern scientific achievements (innovation) promoting more effective realization of the basic and supplementary educational programs (information-communication technologies), contributed to development of personal thinking, consciousness and the eorld-view of the person in the XXI century.

In chase of educational innovations and generated “new time”, the key point is not loosing that gold -educational potential which makes socio-genetic resource of the Russian culture, not breaking the logic development of the person, who acts as reasonable and spiritual one.

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BANKING INFORMATION TECHNOLOGY AS AN ELEMENT OF THE INFORMATION SOCIETY

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ABSTRACT
The main purpose of this study is to analyze modern trends in the development and promotion of information technologies in the banking sector from the perspective of not only economic, but also social position. The study was carried out using standard methods: analysis, synthesis, comparison, generalization. The results obtained by the authors during the study can be applicable in the further diverse study of such aspects, the subject variety of multidimensional - from students and teachers of economic specialties of universities to specialists of the financial market. This article may be interest to the scientific community. It is worth noting the definitely new features of the material below, which consist in processing the latest data on informatization and financing of information technologies of the banking sector, in drawing certain parallels with social modernization of society.
Keywords: *banking information technologies, informatization of Russian banks, information society*

1. INTRODUCTION

F. Webster considered several criterion positions characterizing the information society: technological; economic; the existence of a connection to the sphere of employment; spatial and cultural (Webster, F. (2004). The presence of technical innovations and technological changes society in terms of global changes in skills, thinking, value guidance. The share increase of information services in the state gross income reflects the priority given by society to the adoption of these information innovations. The structural component of employment of the working-age population is changing towards the growth of the category of citizens engaged in the field of information technologies. Temporal and spatial characteristics change, they dictate the emergence of new social groups, associations, spheres. The large-scale information impact on different social groups changes the outlook approaches developed over the previous many years, and create subcultures that are fundamentally different from those previously available. Information modifies all sides of economic activity (Dumnaya, N. (2013). The banking sphere acts as a locomotive in this process, taking all risks related to adaptation of information innovations, and acquiring certain competitive advantages related to opportunities to be leaders of informatization of society.

2. METHOD

Carrying out scientific research on problems of informatization of society from the point of view of interconnection of social and economic (banking) aspects requires the use of diverse tools.

These tools help to specify, process, summarize various information sources, as well as to present on the basis of the conducted study the vision as a result of scientific idea. In the process of multidimensional activity authors used methods of theoretical level, allowing to generalize and analyze diverse information flows (Zavyalova, N., Golovina A. (2014). Analysis, synthesis, comparison, generalization were most commonly used. The application of the above-mentioned methods allows to structure, systematize a large volume of versatile information obtained in the process of studying problems of informatization of society, and to get an opportunity to identify the necessary effective positions.

3. RESULTS

Having summarized, subjected to filtration and structuring, the authors came to certain logical conclusions within the framework of this study. Technological changes inherent in the information society have certain contradictions for banking organizations: on the one hand, they represent clear competitive advantages, on the other - they require a lot of investment resources, which is difficult in the crisis and post-crisis economy. However, it is pointless to deny obvious changes - today in all Europe 59% of Internet users carry out their banking operations on the Internet (Hakkarainen, P. (2018). The economic component is that there are significant structural changes, the traditional bank, which has not reached a certain level of informatization and digitalization required by clients, has big chances of losing its position. In Russian practice, the situation is such that a priori state banks have clear competitive advantages, having great potential and ability to adapt their activities to the needs of the information society and the information consumer. The application of human capital must be structured to match work-life balance, a purposeful-directed career, and it must be digitally oriented (Deloitte. The changing role of people management in the digital age. (2016). Changing time and space boundaries through wide-format application of the Internet and related software products in the banking sector, again, rises the existing competition. Therefore banks are force to offer more and more modern banking products and clients can choose between a wide range of banking products and services, currencies, interpretations of the legislative national property in the banking sphere, differences in taxation systems, etc. Cultural transformation force banks to move away from direct subject interaction with the client to a remote format, simplify and visualize the financial information necessary for making a decision by a potential or existing client of the bank. Russia 's banking system actively absorbs existing trends in world banking. The main trends of 2019 are open banking, reasonable financing of the introduction of new technologies and the internet in commercial insurance (New digital era for banks and insurance companies: Software AG IT forecast for 2019. (2018).

4. DISCUSSION

4.1. Main problems and key tasks of the banking sector caused by informatization of the society

The banking system responds directly to all global changes. Informatization of society creates a number of problems for banks related to changes in the legal framework, the emergence of highly competitive advanced technologies, rising of competition and appearance new competitors, reduction of stability of the client base. Key to the long-term growth of the banking business in the world in conditions of the information development of society are:

- client oriented personalized approach;
- legislative changes;
- technological innovations;
- growth and management of cyberrisks;
- creation and management big data systems;
- reformatting bank personnel.

One of the tasks of management in the banking system becomes the following - to learn to manage not where the bank has become not stable, but where the bank, on the contrary, is stable. The compliance with the standards prescribed by the regulator is a passed stage for many banks, and further optimization is already difficult. Today in the banking sector it is possible to note the absence of transformation in terms of client orientation. This is noticeable with the growth of informatization of society in other industries. With widespread disruption to digital systems, banks may even risk losing control of customer service quality. Many banks expect that changing technological equipment is the way to success. However, social changes in society caused by informatization dictate other conditions of success. Organizational flexibility allows not only to manage innovation, but also to manage the possibilities of applying human capital in different ways, to form key partnerships within the framework of a new society dictated by informatization, ecosystem, with the ultimate goal - to provide optimal financial and credit solutions for its clients. Large-scale control by regulators has brought some stabilization of banking systems. However, not everything is so smooth. First, the different needs of national markets, differing views on key prudential norms, and uneven implementation of Basel III standards by banks in different countries should not be forgotten. The introduction of strict standards at the same time as the desire to integrate them into the goal of modernizing the banking business often leads to a certain problems and risks and as result – a delay with implementation. The growth of banking operations and the profits from them, simplification of operations, risk management and cost efficiency, taking into account the compliance with the restrictions prescribed by the regulator, today instruct banks to develop a strategy of normative law-abiding and effective subject of banking business. Simply put, compliance with regulatory requirements must be consistent with business strategy. Non-performance to do so could expose banks to the risk to fail regulatory expectations and fail in business. Technological positions in a number of banks turn into non-optimal for the purposes of management because of existence both the outdated, and not systematized platforms, the software and tools. Upgrade of the main operational infrastructure is an obvious priority, but in the light of economy of bank expenses is also a dilemma. Many banks pass to use of strategy of an externalization, with tough selection of suppliers of technologies, with emphasis on high-quality program assets and expert knowledge of business. Cyberrisks are growing in proportion to the rapid introduction of new technologies, as well as dependence on outdated infrastructure. Funding for cybersecurity continues to grow, and cooperation between banks, counterparties and regulators, including the exchange of information and best practices, is increasing. Building a healthy cybersecurity culture in a banking organization is also a key challenge for the entire banking system and individual banks. The changes taking place in many banks are largely due to the introduction of the latest information technologies, they should provide attention to cyber risk. This will eventually increase the bank 's resilience, speed of its market response to market needs, which is the definition of flexibility. Cyberrisk should be a key factor in decision-making. Rethinking of human resources strategies by banks, taking into account automation and informatization, is also a key task of banks. The future workforce will be more diverse in the future than it is now. Now banks are mostly attracts freelancers working with several banks; fintech hackatoners developing new solutions; application of robots. Organization of personnel component will continue from the point of view of values of employees, corporate social responsibility of environmental protection. The expansion of the use of inclusive labor, with greater integration with the experience of the rest of the staff, deserves special attention. The main criterion of success of banking business already now becomes the possibility of orientation on mobility, automation, client orientation, democratization of financial consulting (2018 Banking Industry Outlook. Six themes driving banking industry trends. (2017).

4.2. Informatization of Russian banks: main directions and specifics of development

Consider the informatization of Russian banks. Digitalization of the main banking processes covers four functional areas of the bank 's activity:

- products and services,
- channel sales and service,
- risk management and reporting,
- business support.

When we analyze the main positions of development of information technologies of the banking sector we can see that in 2017-2018 the interest of banks in this direction is related to platformatization, blockchain technology, transformation of service offices and development of remote channels of service provision. One of the new trends is the development of identification systems. This trend is a consequence of the transition of banks to a "digital office" in customer service. In addition, there is great market interest in solutions that replace routine mass operations performed by people with automated ones. Having considered in detail the processes of banking informatization in Russia, the following directions can be noted:

- platformatization;
- blockchain;
- transformation of service offices;
- new activities;
- digital upgrade of banks;
- development of remote bank service;
- development of systems of identification;
- serious analysis of threats;
- applied tools for increase in efficiency of work with clients;
- automation of routine operations;
- processing of big data;
- focusing of analytics;
- outsourcing;
- change of requirements to banking networks and their data-processing centers;
- transition to the solutions All Flash (Review: IT in banks 2018. (2018).

The success of the adaptation of the Russian banking system to the informatization of the society can be assessed by the rating of digitalization of banks according to the results of their work for the first half of 2019, formed by the Skolkovo Foundation and the innovative Russian company-developer of individual payment solutions in the fields of e-commerce, telecom and banking - VR_Bank. Only those banks that were part of the Top-30 on assets as of 31.05.2019 were subject to this study (Zayernyuk V.M.,2016). The rating methodology is represented by the following directions:

- financial indicators, which estimate the volume of banks expenditures on information technologies for 2018;
- online services for bank clients;
- number of installations and rating of applications for individuals in AppStore and GooglePlay;
- analysis of quality and speed of processing of cases on Facebook, VKontakte, Instagram.

The study showed the following leaders (first 10 positions) (see table 1).

Table 1: Bank digitalization rating in 2019

Bank	Place
Tinkoff Bank	1
Sberbank	2
Alfa-Bank	3
Raiffeisenbank	4
AK Bars	5
Rosbank	6
VTB	7
Russian Standard	8
Bank Saint Petersburg	9
Uralsib bank	10

4.3. Conclusions

Sberbank has the highest share of profit in the banking sector. At the same time it shows extremely low share of expenses on research and development, the license software and telecommunications. Remote service is presented by all studied banks. Several banks have service for self-employed. There are Sberbank, Alfa-Bank and AK Bars. Credit institutions of the first echelon, as a rule, have no services for forming online of accounts department, sending the reporting to supervisory authorities, conducting document flow. This service to businessmen is rendered only by Sberbank, Alfa-Bank, AK Bars and Tinkoff Bank. Today the main participants of this market – small technological banks for businessmen. The convenience and functionality and also safety of work with the bank mobile client to Android or iOS show applications of Sberbank, VTB, Gazprombank, Rosselkhozbank, Alfa-Bank, the Moscow Credit Bank, FC Otkrytiye Bank, Yunicredit Bank. These banks also actively are present at Facebook, VKontakte, Instagram (Shustikov, Century. The Skolkovo Foundation and VR_Bank made the rating of digitalization of banks. (2019).

5. CONCLUSION

The model of financial behavior of citizens introduced in Russia at which consumption advances saving positions is some kind of financial pyramid. Its existence are profitable to key players of the banking sector and the sector of the financial technologies which are carrying out crediting of citizens and not profitable to the population which isn't considering the existing risks in full degree and not owning in the ways and instruments of minimization of these risks due to lack of financial literacy. Also we can’t see positive influence of this process on Russian economy, historically not prepared for loaded with debt existence. Also, considering instability of the Russian economy, her global dependence on the external economic and foreign policy changes, according to authors, it is necessary to recognize some inopportuneness of global introduction of the western models of financial behavior of subjects in the national economy model. Russian needs more autonomy from the existing ready solutions of other states in this direction (Chernikova L.I.,2018). Informatization of society is a process of irreversible property, which imprint on all spheres of human activity. Social and economic relations are increasingly transferred to the network space (Babkin, A., Chistyakov, O. The digital economy and its impact on the competitiveness of entrepreneurial structures (2017). The banking sphere, acting as a certain indicator of all significant changes in society, absorbs both positive and negative features of informatization. Successful adaptation of the banking sector to informatization processes can become a bright competitive advantage of both the individual bank and the banking system of the state as a whole. However, a certain harmonization of the legal and legal character dictated by Basel standards can become a serious constraint on a number of banks and countries in the absence of compliance with the linkage between the

criteria of the legal character and the strategic principles of banks. Another limitation is the inevitable modernization of banking information technologies when it is necessary to minimize costs. Summing up the results of the study, it can be noted that the significant actions of credit institutions to create new business models, develop the latest information technologies with a clear and specific goal - to provide additional opportunities to their clients are clearly outlined.

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DEVELOPMENT OF COMMUNICATION SKILLS OF PRESCHOOL CHILDREN WITH MENTAL RETARDATIONUSING FOLK TALES

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ABSTRACT
The aim of the research was to study the dynamics of communication skills of children of preschool age with mental retardation using folk tales. Review-analytical and theoretical, as well as psychodiagnostic research methods were used in the paper. The conducted experiment showed the possibility of using folk tales for the development of communication skills, because the level of development of communication skills of preschool children in the experimental group increased after passing the correctional and developmental program. This program can be applied in practice while working with children of preschool age with mental retardation. The novelty lies in the development of correctional and developmental programs for the formation and development of communication skills and evaluation of its effectiveness.
Keywords: *preschool children, mental retardation, communication skills, folk tales*

1. INTRODUCTION

Modern high-tech in XXI century, annually adds to the lives of people a new flow of information and levels of social and communication interaction. At the same time, in most cases, the emphasis is placed on the development of communication skills. In the communicative, mainly verbal sense, the means of communication are studied, while the process of communicative skills' formation among children of preschool age is not studied enough. The level of communication skills laid down in preschool childhood will actively influence the further successful education of the child at school, because exactly through developed communication skills that the child can learn the process of accumulation and systematization of knowledge about the world. The development of communication skills among children of preschool age with mental retardation (hereinafter-mental retardation) is extremely important. A child with mental retardation can use them to convey the meaning of a statement, to supplement his natural speech with non-verbal communications, to convey to people the information. Today, there are not enough remedial and developmental programs that would pay attention to the development of communication skills in preschool children with mental retardation. Such children often learn how to use gestures, facial expressions, intonation by spontaneous imitation of adults, but such experience is insufficient, it does not meet the needs or psychological capabilities of a child with a mental retardation. One of the most interesting ways to develop communication skills for children of preschool age with mental retardation can be a folk tale. It is able to expand the vocabulary of children, to help in building the right dialogues, to develop coherent and logical speech, to enrich the emotionality of communication.

1.1. Knowledge of the problem

We must not forget that preschoolers with mental retardation usually have persistent lexical-grammatical and phonetic-phonemic disorders, as a result, the spontaneous formation of communicative skills and abilities is either impossible for them at all, or is carried out

disharmonically. Vorobyev K. V., Gribova O. E., Gluhov V. P. considered the ways of overcoming speech disorders. Humennaya G. S. considered the aspects of communicative development in conjunction with the violation, Gorovets G. V., Levin R. E., Filicheva T. B., Chirkina G. V. studied speech disorders of children and ways to overcome them. A great contribution to the study of the tale were made by the members of the naturalistic trend of Layster L., Muller M., structuralist – Nikiforov A. I., Meletiskii E. M., Propp V. Ya., Toporov V. N., members of the analytical school of psychology – K. P. Estes, Von Franz M. L., Jung, C. G. The tale was explored by such famous scientists as Bakhtin V. A., Veselovsky A. N., Likhachev D. S. Substantial contribution to the study of the tale made national scientists Neyolov V. M., Shinkarenko V. D., by studing the role of fairy tales in the correction of mental processes in child's mind. The tale, as a mean of communicative skills' development were considered by Aksarina N. A. Zinkevich-Evstegneeva T. D., Smirnova E. O., etc. Dubina D. N., Sudoplatova Y. A. distinguishes folk tale as a way of extending language behavior, the development of communicative skills in preschooler's personality. Thus, the relevance of the study is associated with insufficient development of programs for the formation and development of communication skills, with the complexity of implementation in an inclusive education. Objective: to study the dynamics of communication skills of children of preschool age with mental retardation by using folk tales. Hypothesis of the study: folk tale will increase the level of communication skills in children of preschool age with mental retardation.

2. METHODS

To solve our problems and test the hypothesis we used a set of interrelated and complementary methods:

1. Review-analytical and theoretical (analysis, systematization and generalization of literature on the subject of research: scientific and methodological).
2. Psycho-diagnostic (methods of study of communicative development):
   - Card observations, compiled by Shchetinina A. M. and Nikiforova M. A., on the manifestations of communicative abilities in children;
   - Monitoring children in games and sharing activities and conversation by Philippovoy Y.V.;
   - The Method of "Gloves" by Uruntaeva G. A., AfonkinaY. A.;
   - The method of "Desert island" by Kalinina R. R.;
   - Methodology for identifying the level of development of communicative activity by Lisina M. I.
3. Targeted psycho-pedagogical observation and experimental study.
4. Analysis of the results of the experiment (quantitative and qualitative) and the method of mathematics statistics.

2.1. Base of research

State Budgetary Educational Institution School № 1080 primary Department No. 2 of the Preobrazhensky district, Eastern Administrative District, located at Khalturinsky str., 6. The head of the preschool Department is the Muzykantova Marina Anatolyevna.

2.2. Contingent of subjects

2 groups of children with disabilities 15 children in the experimental group of children with mental retardation and 15 children of a control group of children with disabilities were involved in the research.

3. RESULTS

To study the dynamics of communicative abilities we used the methods of Shchetinina A. M., Nikiforova, M. A. The results are presented on figure 1.

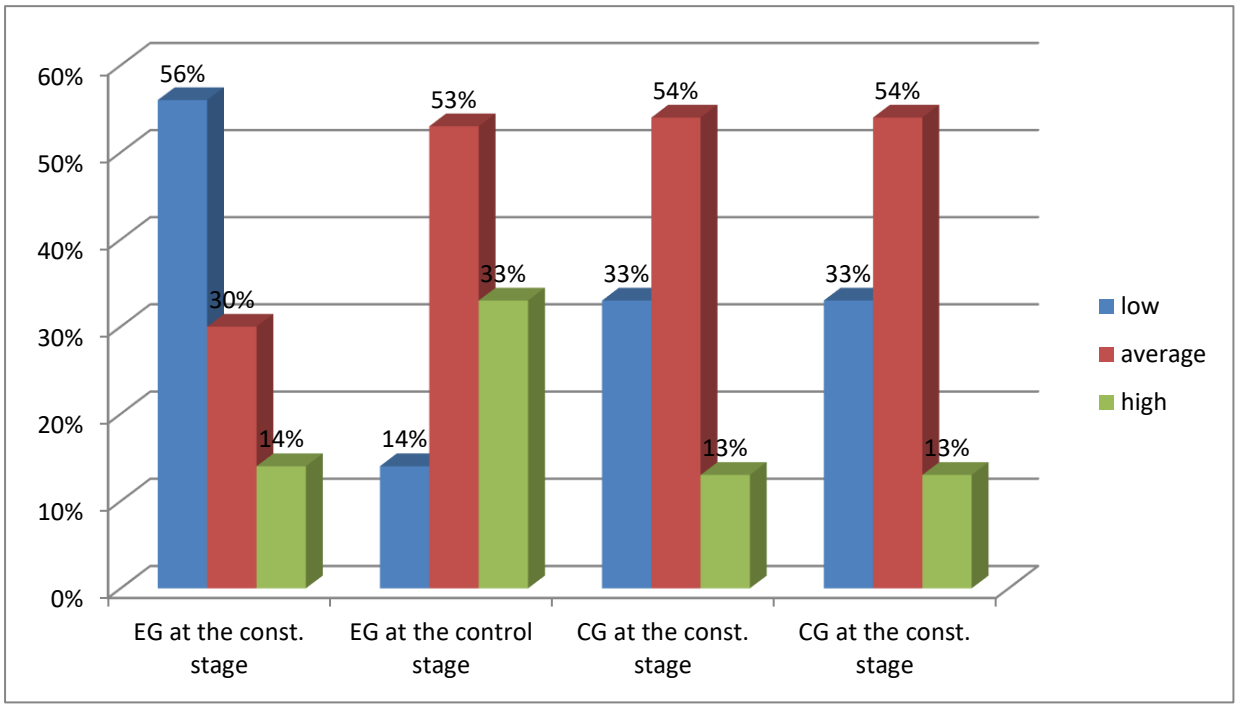

Figure 1: Dynamics of the level of communication abilities of preschool children with mental retardation during the experiment

During the formative experiment, the following changes were occurred. In the experimental group, the low level of readiness for communication decreased in 42%. The average level of communication skills development increased by 23% of respondents. The high level rose by 19%.Children with mental retardation took the job, highlighted the color word name, named all or almost all of the suggested colors. In the control group, the indicators of level characteristics remained almost unchanged, although the scores changed: the low level of development of communication skills was found in 33% of the subjects of the control group, the average level – in 54% of the respondents and a high level – in 13% of the subjects. Thus, during the processing of the results, it was revealed that at the control and evaluation stage of the study in the experimental group and control, the average level of development of communicative abilities in preschool children prevails. To study the dynamics of communicative skills, we used observations and conversations by Y. V. Filippova. Let us present the results in figure 2.

Figure following on the next page

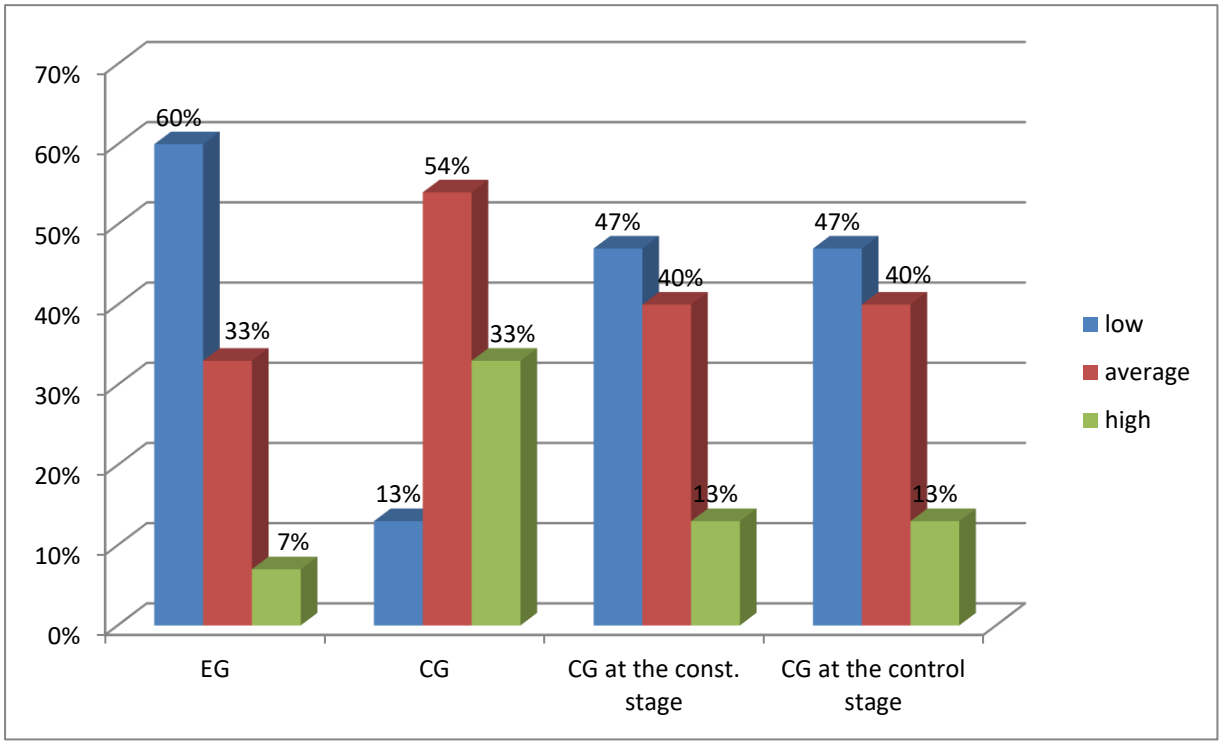

Figure 2: Dynamics of the level of sociability of preschool children with mental retardation during the experiment

In the experimental group, the results of repeated diagnostics showed significant positive changes. Namely, the number of children with a low level of formation of the studied skills decreased by 40%. The average level increased by 20%. The number of preschoolers with a high level increased by 24%. The overall positive shift was 28%. Children became more confident to communicate, easily answered questions. The answers were fairly complete. The children used simple and complex sentences in their speech. In comparison with the experimental group, the control group has almost no positive dynamics: the low level before and after the correction was recorded in 47% of children, the average – in 40% and the high – in 13%. Thus, during the processing of the results, it was revealed that at the control and evaluation stage of the study in the experimental group, the average level of development of communicative abilities in preschool children prevails, in the control group, the prevailing low level remained unchanged. To study the dynamics of communicative skills, we used the method of "Gloves" by Uruntaeva G. A., Afonkina U. A. Let us present the results in figure 3 and analyze them.

Figure following on the next page

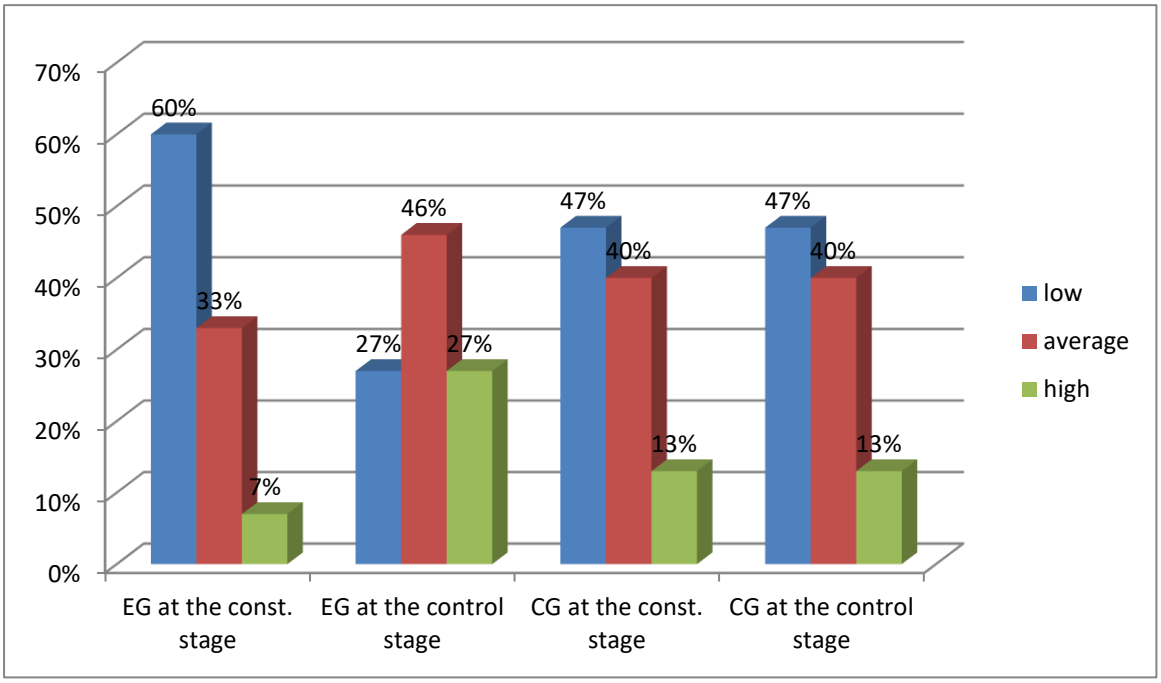

Figure 3: Dynamics of the level of formation of communicative skills of preschool children with mental retardation during the experiment

The obtained data indicate that by the control and evaluation stage of the research in the experimental group, the number of children who could not agree and come to a common opinion durng the process of interaction, decreased to 33%. The average level of formation of communicative skills increased in 13% of children. The number of preschoolers who showed a high level of formation of communicative skills increased by 20%. Compared with the experimental group, no changes were recorded in the control group: a low level before and after the correction was observed in 47% of children, an average level in 40% and a high level in 13%. Thus, during the processing of the results, it was revealed that at the control and evaluation stage of the research in the experimental group, the average level of development of communicative abilities in preschool children prevails, in the control group, the prevailing low level remained unchanged. To study the dynamics of communicative skills' development, we used the technique "Uninhabited island" by Kalinina R. R. Let us present the results in figure 4 and analyze them.

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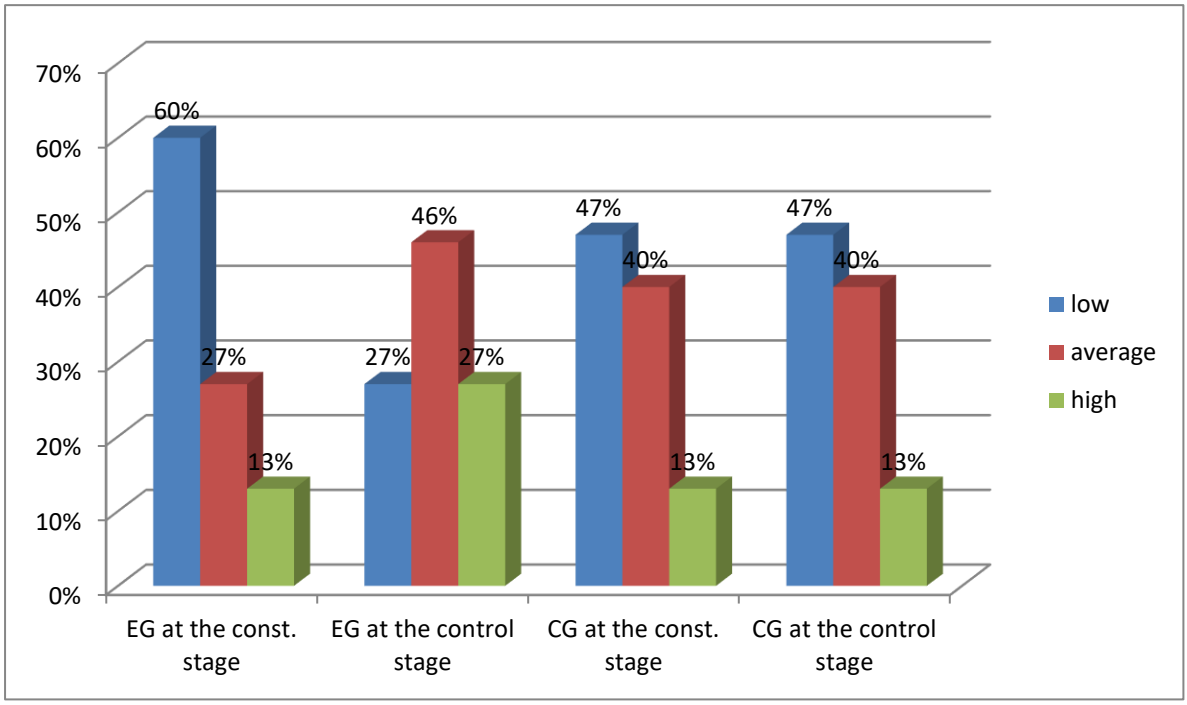

Figure 4: Dynamics of ability to carry on a basic dialogue with their peers preschoolers with mental retardation experiment

In the experimental group, the low level at the control and evaluation stage decreased to 33%, the average level - increased by 19%, the high level increased by 14%. In comparison with the experimental group, the control group has almost no positive dynamics: a low level before and after the correction was recorded in 47% of children, the average – in 40% and high – in 13%. Thus, during the processing of the results it was revealed that at the control and evaluation stage of the study in the experimental group the average level of development of communicative abilities prevails, in the control group the prevailing low level remained unchanged. To study the dynamics of communicative skills' development, we used the method of identifying the level of development of communicative activity by Lisina M.I. Let us present the results in figure 5 and analyze them.

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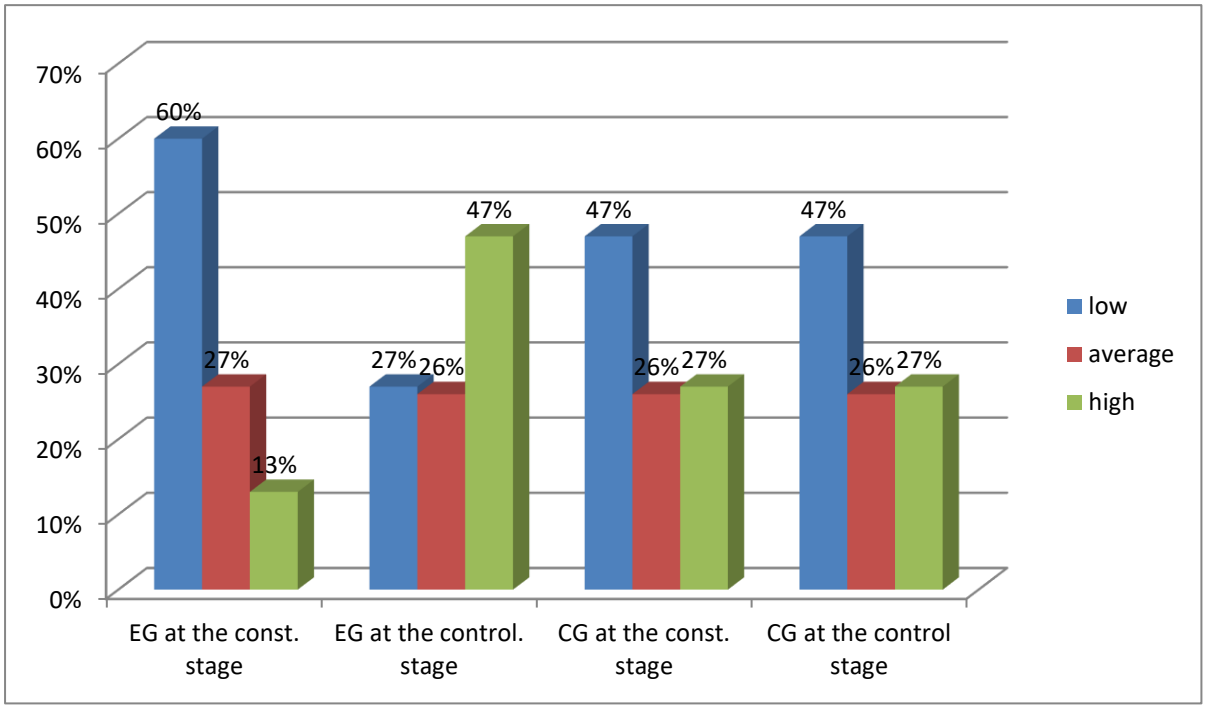

Figure 5: Dynamics of the level of communicative activity of preschool children with mental retardation during the experiment

In the experimental group the control and evaluation stage shows that there have been changes in the prevalence level of communicative development: the number of children with low level reduced to 33%, the average level of communicative activity remained virtually unchanged, high level increased by 34%. Compared with the experimental group, there is no positive dynamics in the control group: a low level was recorded in 47% of children, an average – in 26% and a high-in 27% Thus, during the processing of the results, it was revealed that at the control and evaluation stage of the study in the experimental group, a high level of development of communicative activity in preschool children prevails, in the control group, the prevailing low level remained unchanged. The obtained quantitative data will be checked using the Mann-Whitney U-test (table 1).

Table 1: Significance of differences in communication skills in the experimental group according to the Mann-Whitney U-test

№	Research methods	U_{emp}	Significance level of detected differences
1.	Map of observations of the manifestations of communicative abilities in preschoolers	50	$p \leq 0.01$
2.	Watching children in games and joint activities and conversation	26,5	$p \leq 0.01$
3.	The Technique of "Gloves"	41	$p \leq 0.01$
4.	The technique of "Uninhabited island"	51	$p \leq 0.01$
5.	Methods of identifying the level of development of communication activities	69,5	$p \leq 0.01$

According to the obtained results using U-Mann-Whitney test, we can conclude that during the control and evaluation stage of experiment indicators of the development of communicative

skills, level of sociability, the formation of communicative skills, ability to maintain a basic dialogue with their peers, as well as the level of development of communicative activity of preschool children were higher than at the stage of completeness. In the control group of children, the percentages remained at the same level as at the stage of completeness, during the control and evaluation stage of experiment indicators of the development of communicative abilities of the subjects in this group did not differ significantly from the results of the ascertaining stage of the experiment. Thus, after the secondary diagnostics, it can be concluded that in the experimental group, after 10 remedial classes, the level of five methods increased. Namely, the average level in the four methods and the high level in the method of development of communicative activity by Lisina M. I. increased. This is confirmed by the statistical analysis of the u-Mann-Whitney criterion. The obtained empirical value of the criterion is included in the zone of significance. While in the control group, the indicators remained unchanged.

4. DISCUSSION

Organized and conducted research of development of communicative skills of senior preschool children with mental retardation by means of the folk tales showed a significant increase in the number of children who ready to communicate with adults and peers. These children can make an agreement. Some of them possess a number of skills in communication, not constant and selective in showing goodwill and sympathy. Children are well enough to master verbal communication and facial expressions, gestures, intonation. They are proactive and express their desire to communicate; can negotiate, come to a common agreement, are neutral to the partner. Children try to execute the task independently without the help of each other; respect opinion of the interlocutor and his interests, can adequately defend their own opinion. They are insufficient, but show a positive activity in the communication process, consider and adopt the opinion of the "leader", can even make a counter offer. It is easy for them to interact with both adults and peers. Their speech statements are non-situational, personal, have social nature. The child becomes the initiator of the conversation. The activity in relation to the object of attention is manifested in speech statements, questions of cognitive nature. The preference is given to conversations on personal topics. The conducted experiment showed the importance of using folk tales for the development of communication skills, because the level of development of communication skills of preschool children of the experimental group had increased after passing the correctional and developmental program.

5. CONCLUSION

The results of the ascertaining stage of the experiment are analyzed and interpreted. At the ascertaining stage of the study, the initial diagnosis of the level of formation of communication skills was carried out by means of five diagnostic techniques, as a result of which the prevalence of low levels in both the control and experimental groups was revealed. The correctional and developing program on development of communication skills of preschool children with mental retardation is made and realized. The main objective of the program was aimed at the formation of communication skills of children in the process of working with folk tales. The individual psychological characteristics of children with MENTAL RETARDATION and the basic psychological and pedagogical principles of working with such children were considered when implementing the program. The results of the control and evaluation stage of the experiment are analyzed and interpreted. The results of repeated diagnostics showed a predominance of average level of communicative skills in the four practices and high level using technique of development communication activities by Lisina M. I. among the children in the experimental group, that indicating the effectiveness of correctional-developing work. The conducted experiment showed the importance of using folk tales for the development of communication skills, because they had increased among preschool children of the experimental group after the

passage of the correctional and developmental program ($p \leq 0.01$). At the same time, the indicators in the control group remained unchanged. Thus, the tasks set at the beginning of the work were solved, the purpose of the study was achieved, the hypothesis was proved.

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NEO AGEISM IN THE DIGITAL REVOLUTION

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ABSTRACT

The transformation of social relations is an objective historical process that continues throughout human history. At each historical stage, there is a change in the socio-economic context, which affects the existing group ties and relationships. As it has repeatedly happened in world history, not only groups of reformers appear that radically change the existing models of social functioning, but also groups that cannot due to various objective factors of age, cultural, economic, gender, religious, educational and others, "fit" into the new trajectories of the emerging society. Problems arise during the life cycle of one generation. A sufficiently large number of historical transformations take place that do not allow adequately one or another social group to adapt to the emerging socio-political and socio-economic conditions. Such "transition points" cause both new forms of social activity and new forms of social discrimination. A new vector in the development of society is digitalization. However, this process can not only be an impetus for the development of all spheres of human life, but also become a factor of discrimination, especially of the elderly, for which it can become an ageism factor.

Keywords: *ageism, digital capitalism, digital divide, digital society*

1. INTRODUCTION

The digital society, which has been rapidly developing in the last decade in the Russian Federation, has brought new trends in the formation of problems not only among the productive, but also unproductive layers of the population. New unproductive classes in the Russian Federation are formed in a situation of new historical conditions, the coordinates of which extend to the entire global world and it can be said with certainty that the problems of Russian society are determined, among other things, by the trends of the information world community. The global information community is characterized by trends that analysts around the world have identified as the digital divide or information gap that defines a new state of social inequality nowadays. According to foreign researchers, digital services not only determine, but also "aggravate" the processes of social inequality and social isolation of a person in the modern world in a complex interaction [16 p.18]. The dynamics of the digital divide in the global community are influenced by the following factors:

- ethnicity, age, gender, educational level and socio-economic background and status,
- technological gap between regions of the world with different levels of infrastructure,
- the knowledge gap for those with low access, low qualifications, and little cultural capital to use digital resources [16 p.20].

Modern digital technologies are formed the system of social relation. They determine the social functioning of a person at all stages of his life, including determining his social status and opportunities, creating conditions for social inequality. Therefore, a different approach to social inequality based on the “digital divide” is determined not so much by the characteristics of individuals as the relations between them, group differences into which “digital relations are interwoven” [11 p. 48]. Networked transactions determine the essence of social inequality, as well as its levels. Digital technologies influence the processes of human social functioning; today they determine the processes of socialization. Moreover, in some cases, digital technologies are key factors of formation, and are woven into the processes of socialization. In another case they are factors of deformation, as well as differentiation by class, status and other characteristics. Digital differentiation is formed not only by digital individualism, but, as applied to the social protection system, and strategies for understanding the individual case, problems, as well as individual models of care and rehabilitation. The digital divide defines new forms of human discrimination based on age, gender, ethnic characteristics, and features of functional limitations, defining new vectors for the existence of an underclass in digital society. Ageism, sexism, disability, ethnicity as forms of social discrimination in the digital age are acquiring new forms of social inequality, restrictions on human rights, negative attitudes of some social groups towards others. We will dwell on the processes of discrimination “ageism” and “disability”, in its early stages, which are most relevant for Russian society.

2. METHODS

Digital processes determine the quality of cultural, social, labor capital. According to this phenomenon, ageism takes on new forms of manifestation in the digital economy. Age discrimination takes on new institutional forms of social inequality. If we speak about twentieth century, M. Mead put forward the theory of the interactions of the younger and older generations, as the interaction of different cultures. She singled out a postfigurative, cofigurative and prefigurative culture. If in the first two cultures the younger generation learns from the older ones, then in the last culture the older generation learns from the younger, because innovations replace traditional approaches to life experience so quickly that the older generation simply does not have time to comprehend it. Even more it transmits to the younger generation [14 p. 87]. M. Mead's concepts of different types of generational cultures as applied to the “digital divide” problem reveal new paradoxes of historical cohorts. The younger generation, in the context of digital civilization, will always be later, due to the reasons of biopsychosocial development (temporary historical generation gap), that included in the processes of usage of digital technologies. However, being involved in the development of digital technologies, the younger generation is mastering the latest versions. At a time when the older generation mastered and acquired the necessary professional competencies on earlier versions of digital technologies. That is why the objective technological gap will always connect a situation in which the younger generation "teaches the older", and the experience of the older generation will not have value and relevance for future generations. Today it can be noted how the possession of digital technologies in everyday life introduces a certain dissonance in the life of the older generation. Thus, a study conducted in the Netherlands showed that the older generation is quite sensitive to digital technologies, they:

- felt too old to use them - 26%,
- did not need them-22%
- did not have sufficient skills - 15% [11 p.17].

As American studies show, the older a person is, the less likely they are to use the Internet. The problems that arise in this regard are no longer associated with the problems of the "have" and

"have-not", but to a greater extent "who can" and who cannot own digital technology [10 p. 138].

3. RESULTS

If we look at Russian statistics, then foreign research is largely correlated, including with Russian realities. So, according to official statistics of 2011 year, only 30.5% of people in the 55-59 age group had Internet access, and in the group of 70 years old and older only 5.7% had. Moreover, in these groups there were 14,7% who use mobile phones, but no confirmation was found in the older group [3]. Despite the fact that the situation in 2016 as a percentage has been changed, the indicated trend nevertheless remains. In the age group of 55-59 years old, 60.1% of respondents had access to the Internet, then in the age group of 70 years and over 14%, 26.2% and 3.1% in the older group had a mobile phone in these groups [4]. The skills and the ability to master digital technologies are no less associated with the prevailing stereotypes for older people, which consciously allow them to avoid immersion in digital life [13 p. 74]. In this regard, this trend is also characterized Russian users, and it can be observed on the use of the Internet system in obtaining municipal and state services. So, group of 55-59 years old in 2013 only 6.7% of respondents used the Internet to receive services, in the group of 60-72 years only 3.1% of citizens used the Internet [3]. Moreover, the difference in the use of the Internet when receiving the services of citizens living in the city and in rural areas is different, respectively, in the city, the population from 52 to 70 years old amounted to 7% of the total, in rural areas only 2.2% [4]. The situation in 2016 was changed. It can be noted that among citizens in the age cohort from 55-59 years old, 38.8% used services. In the group 60-72 – where were 18%. At the same time, there was an increase in the use of social services both in the city (26.8%) and in the rural areas (18.9%) in groups of 52-70 years [5]. The modern older generation is characterized by specific fears that are characteristic of representatives of this generation in various countries. Technophobia, fear or hostility to electronic devices among the population of older groups, for example, in the USA reaches up to 30% of Internet users [13 p.36]. In the Russian Federation, this trend may be traced by the activity of using the Internet among senior citizens. It can be noted that in 2013 only 5.5% of the population actively used the Internet in the 55-59 age group, and only 4.2% in the 60-72 group. In 2017, in the group of respondents aged 55-59, they used the Internet at least once a week, only 7.5%, and in the age group over 70 only 1.3% [6]. One can observe how the inequality in access to digital technologies, which is typical for developing countries, is gradually being replaced by insufficient motivation for mastering these technologies and the unwillingness of the older generation to change in the context of technological innovations. The digital divide and changing digital skills require new approaches in the field of not only adult education, but also new programs in the field of social protection of older people, which are becoming vulnerable in situations of new information challenges. Older people become vulnerable in the market of digital professions, which are gradually replacing the traditional professions as once the automotive industry almost destroyed the professions that served the horse-drawn transport: grooms, blacksmiths, saddlers, horse carriages, etc. It is necessary to establish another factor, which today is not so obvious. Gradually, the political activity of modern person is transferred to the blogosphere. A social network allows a person to get out of a situation of political and informational isolation. However, for the elderly and the elderly, this form of social activity is not so obvious. Moreover, where their voice, opinion, their advisory voice is really not only ignored. It is not even taken into account on the sidelines of modern discussions among liberals, democrats, and radicals, although representatives of the elderly electorate today are the majority demographic any, including non-digital society [1 p. 751]. For example, according to the Pension Fund, the number of pensioners in 2017 amounted to 43.5 million people, and the total population was 146,804.4 thousand people [7,15].

Although, speaking about non-digital political activity in the Russian Federation the social activity of the older generation is quite large. For example, in the age group of 60-69 years - 28.7% of citizens, and in the group of 70 and more years of age 18.8% participate in various movements and social forms of activity, while in these age groups in the council of veterans in the first group takes part 39.2%, and in the second - 55.9%. It should be noted that in these age cohorts, the social activity of citizens is significantly higher than religious, so in the work of religious communities takes part in the group of 60-69 years -13, 4%, and in the group of 70 and older - 15.3%. Well, and especially public activity of citizens is much higher than the movement to protect animals, respectively, a group of citizens 60-69 years old amounted to 2.0% of the number of respondents, and in a group of 70 and older - 0.7% [8]. However, the problem of the digital divide is comprehended by Western analysts not only in the context of technological progress and its consequences. The problems of ageism, discrimination in a digital society, are no less determined by the problems of digital capitalism, which takes on new forms in various types of social states. Digital capitalism defines not only new levels of social inequality, but also defines new horizons for the existence of social classes. In this regard, pensioners are conceptualized in modern Western social theories by no means "groups with a certain survival time," but as a social class with a certain economic behavior. This behavior is corrected in the public sector by the ruling elites through investments and taxes, forming the necessary patterns of economic behavior that are modeled in the medium and long term, depending on the current socio-political and economic situation [12]. Pensioners as a social group are ambiguously analyzed in Western scientific literature, however, far-right politicians and politicians of extreme left-wing views consider retirees primarily as an economic class that is subjected to discrimination and exploitation in a modern digital society. According to the neo-Marxist concept of Eric Wright, three groups of factors underlie modern exploitation and class formation:

- reverse interdependent well-being: the material well-being of one group of people, on the basis of causal relationships, depends on the material deprivation of another group,
- exception: exploited persons are asymmetrically denied access to certain production resources (often due to property rights),
- appropriation: those who control productive resources appropriate the fruits of exploited labor.

E. Wright believed that, despite the fact that pensioners are not exploited, they are excluded from the access system not only to production, but also to managerial, political, educational and other resources, and thus they are economically oppressed by capital [2]. Under information capitalism forms of wage labor, as well as exploitation technologies, can have various manifestations. According to researchers, organizational technologies can be such forms of exploitation, they include:

- production and dissemination of information,
- organization and implementation of communications,
- organization and implementation of social relations between different groups and a number of other interactions.

These are various forms of unpaid labor that are implemented in the information society, as representatives of Marxist feminism define, reproductive workers, they are exploited by professionals, but the exploited services and resources of reproductive workers are consumed by information capital for free. Hardt and Negri, on the basis of such a formulation of the question, expand the class of modern labor workers under information capitalism, which includes, among others, pensioners, who are exploited to the extent that they act as unpaid reproductive workers in in areas such as family, social security, home care and education [10

p. 54]. The use of pensioners as reproductive workers is carried out in all countries of the world, the ruling elites not only through professional communities are engaged in "preserving free resources", but through various social programs they activate their potential, using freelancers to solve their economic and social problems.

4. CONCLUSION

The fact that this social group of reproductive labor is in the center of attention in many countries of the world, including the Russian Federation, is proved by domestic official statistics, which takes into account the activity of pensioners in caring for children, grandchildren, elderly relatives. Thus, according to official statistics in the Russian Federation, there is a steady tendency towards a decrease in the proportion of reproductive labor among pensioners among men and women. It can be noted that in 2011, 22% of women aged 55 years and older carried out daily childcare, then in 2016 already there were 21.6%. A decrease is observed in this group and in the direction of care for other people in need of assistance, without payment, respectively, from 7.9% in 2011 to 6.5% in 2016 [9]. Therefore, it is no coincidence that today there is an intensification of programs in this direction among pensioners in the professional community. Information capitalism is interested in the constant growth of surplus value. The huge audience of retirees, which has the largest resource of time, spending most of their free time on TV screens, is not only a consumer of goods, but it is an audience that contributes to the growth of capital in the information sphere, increasing the ratings of information channels, directly and indirectly contributes to the growth of profit for television companies. Today, social networks have connected to this activity, which turn content into goods in real time, the struggle for the consumer possessing time, pensioners, in the field of digital technologies are new challenges in the economic struggle for sales markets, where special attention is paid to people of the silver age.

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DIGITALIZATION OF THE RUSSIAN ECONOMY: AXIOLOGICAL ASPECT

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ABSTRACT

The article is a retrospection of the ideas of digitalization and the subsequent possible transformation of the value consciousness of Russians. The object of publication is the values of Russians. The subject of the article is the values of Russians in the context of digitalization. The purpose of the publication: to pronalize the process and possible social consequences of the implementation of the Digital Economy of the Russian Federation and the National Security Strategy of the Russian Federation until 2020 programs. Replacing the traditional sociocultural, moral values of Russians with instinctive ones is what can happen as a result of active digitalization in the most negative course of events. Research technique: content analysis. The publication records the fact of the formation of new digital (information) values of the population of Russian society in the context of the values of traditional culture. Modeling of a number of actualized values of modern Russian society is noted. The article discusses the innovations and social consequences of digitalization for the Russian population, the dynamics of the process of introducing digital technologies into the life of Russian society. Results: the main problems of the inclusion of digitalization in the everyday life of Russians are identified. Sociologists have observed the process of forming values over the centuries, and yet, the variability of value consciousness depends largely on the types of social interaction. Digitalization and the formation of a system of new values and value orientations in the digital environment can be especially relevant for the social group of young Russians. New technologies, means of communication, opportunities provided by new standards of service - all this predisposes to a change in the traditional value system of Russians. Difficulties with the introduction of digital technologies are observed in remote rural regions of Russia. The scientific novelty of the article: digitalization brings new values; a change in the value paradigm often determines the conditions for the existence of society as a whole. Conclusions: the digital era forms a new value paradigm for Russians.

Keywords: *values, sociocultural values of Russians, the era of digital society, digitalization, digitalization of the economy, social consequences*

1. INTRODUCTION

The meaning in the study of sociocultural values is especially recognized during periods of social change and upheaval. The goal of creating the Digital Economy of the Russian Federation program was to create the conditions for the development of a “knowledge society” in Russia, to improve the living standards, welfare and quality of life of the Russian population using innovations, advantages and changes related to digitalization. One of the consequences of the implementation of the program “Digital Economy of the Russian Federation” should be to

increase the degree of awareness and digital literacy, as well as the accessibility of public services for Russians. The program is designed to implement the main provisions of the Information Society Development Strategy in the Russian Federation for 2017-2030. The most intensive digitalization process is taking place in megalopolises of Russia. Digitalization as a social phenomenon began to be popularized in the 60-70 years of the twentieth century (Gnatyshina, Salamatov, 2017). And at present, the fact that digitalization has become an integral part of modern social reality is being ascertained. Digitalization has replaced informatization and computerization (Khalin, Chernova, 2018). Digitalization brings new digital values (Gnatyshina, Salamatov, 2017). Changes in the communication system predetermine changes in the value system of the population (Gnatyshina, Salamatov, 2017). In the context of traditional culture, new forms are included, such as “clip culture”, “culture of computer games”, etc. (Gnatyshina, Salamatov, 2017). The main elements of the “new digital culture include computer technology and the whole variety of digital devices: the Internet, software of all types; digital variations of traditional means of communication (books, computer games ”, etc.) (Gnatyshina, Salamatov, 2017). A change in the value paradigm often determines the conditions for the existence of society as a whole. Values are a unifying construct for representatives of various segments of the population. The digital era is shaping a new value paradigm for Russians. Researchers noted “the specificity of the system of information values: the idea of the Internet as a source of absolute knowledge (Doctors, 1994); formation of open information spaces with “diverse content and denial of semantic control; accessibility and ease of mastering the many cultural fields of all nations and sectors of the population; the “on demand” information search system from a multitude of constantly acting sources of information gives rise to a new type of information perception, which is characterized by raggedness (Gnatyshina, Salamatov, 2017), etc. That is, we can conclude that digital culture models the values of modern society. Digitalization in the narrow sense (the term was introduced into scientific circulation in 1995 (Negroponte, 1995), is traditionally understood as the conversion of information into digital form, which subsequently leads to cost optimization, the emergence of new development prospects, etc. (Negroponte, 1995). Digitalization is one of the main trends in the development of modern Russia.

2. METHODS

In the preparation of this publication, methods of secondary analysis of documentary sources (content analysis) were used. An integrated approach is used to study digitalization as a social phenomenon. Defining values relative to social phenomena, we can distinguish the concept, D.A. Leontiev, who divided values into: social ideals, as the initial form of values; substantively embodied values; personal values (perception in the aspect of people's activities) (Leontyev, 1996; 1998). Values play a significant role ”in the life of an individual, being the basis on which the further activity of the individual and its relationship with the world are built (Fomicheva, 2012). Values are the result of the interaction of the individual and the external environment, they are one of the main aspects of consciousness that regulate the scope of activity and participate in the goal-setting process. In the work, we also rely on the three largest projects for the comparative study of values under the leadership of R. Inglehart, G. Hofstede and S. Schwartz. Ronald Inglehart, using the data of the European Values Survey and the World Values Survey initiated by him, demonstrated the relationship between the prevalence of certain values among the population and the level of modernization of society, the level of its economic development and democratization (Inglehart, 1997).

3. RESULTS

3.1. Transformation of Russian society and digitalization

The situation in Russian society is being transformed due to a change in the objective conditions for the existence of Russians. Currently, technological innovations may be the source of a possible change in the value system of Russians. The digital economy program is being introduced in Russia, as announced on June 2, 2017. President of Russia V.V. Putin at the international economic forum. In July 2017 The Russian Government approved the Digital Economy of the Russian Federation Program (Digital Economy of the Russian Federation, 2017). The program was formed to implement the Information Society Development Strategy for 2017–2030. In this document, the digital economy is interpreted as "economic activity, the key factor of production of which is digital data, which contributes to the formation of the information space taking into account the needs of citizens and society in obtaining high-quality and reliable information, the development of the information infrastructure of the Russian Federation, the creation and application of Russian information and telecommunication technologies, as well as the formation of a new technological basis for social and economic spheres "(Program" Digital Economy of the Russian Federation, 2017). In the field of population education, the program notes the following goals: "creating conditions for training personnel in the digital economy; improving the education system "(Program" Digital Economy of the Russian Federation, 2017); the labor market must take into account the requirements of the digital economy; formation of a motivation system for the development of the necessary competencies and staff participation in the development of the digital economy of Russia (Program "Digital Economy of the Russian Federation, 2017). The digital economy is represented by three levels that are in interaction and affect the lives of Russian citizens. This is, first of all, "markets and sectors of the economy, where specific subjects of economic activity interact; secondly, these are platforms and technologies where competencies are formed for the development of markets; thirdly, it is an environment that creates the conditions for the development of platforms and technologies "(Program" Digital Economy of the Russian Federation, 2017). "The main end-to-end digital technologies that are part of this Program are, including: big data; neurotechnologies and artificial intelligence; components of robotics and sensorics; wireless technology; virtual and augmented reality technologies, etc. "(Program" Digital Economy of the Russian Federation, 2017).

3.2. Russians are ready for change

The implementation of these programs will entail certain changes and not only technological, but also significantly affect social relations in general. It is necessary to answer the question: is the value consciousness of Russian society, all its social strata, ready to accept the innovations named in the Digital Economy of Russia program? Is society with its value system ready for the adoption of innovations (Lapin, 2011), which are included in social life at the level of the average Russian? Trends in robotics and the replacement of people with robots in certain areas of work (robot drivers, surgeons, etc.). Big data, its collection and use, the creation of new database systems, which will include all possible information. Neural technologies and, as a result, the possible integration of the human brain and computers. The introduction of chips with integrated databases is proposed. In the future, under a certain set of circumstances, biochips can replace a passport, tax code, social and pension cards, and other documents. Faced with the perception of these prospects for the development of science and the economy as a whole (Yudina et all., 2018), many questions and problems arise, including in the field of bioethics. Some experts consider the expansion of digitalization of society as a threat to the interests of the individual (Yudina, Aleksandrova, 2000; Korneeva, 2009), the national identity of Russians in general. Some researchers (V. Tugarinov) perceive "values as objects, phenomena and their properties that are needed, are necessary for members of a particular

society or class, or individual, as a means of satisfying their needs and interests, as well as ideas and motivations, as a norm , goals or ideal ”(Fomicheva, 2012; Tugarinov, 1998). The document “Basic Values - The Basis of National Identity” was approved by the decision of the XV World Russian National Council on May 28, 2011. It postulates the traditional values of Russians (Basic Values, 2019). In addition, at the state level, the doctrine of the system of values of Russians is considered in the “National Security Strategy of the Russian Federation until 2020”, adopted on May 13, 2009, and in particular, it states: “The strategic goals of ensuring national security in the field of improving the quality of life Russian citizens are reducing the level of social and property inequality of the population, stabilizing their numbers in the medium term, and in the long term - a radical improvement in the demographic Tuations ”(National Security Strategy, 2019). It is also planned to “increase social mobility, the level of general and vocational education of the population, and the professional qualities of highly qualified personnel due to the availability of competitive education” (National Security Strategy, 2019). So far, we have to admit the fact that the practical implementation of the solutions of the Digital Economy of the Russian Federation program in Russia is very slow (Kozyrev, 2017). Representatives of some sections of the Russian population (especially the older generation) are hard on technological changes. To optimize the work of the program “Digital Economy of the Russian Federation”, it is necessary to popularize its semantic content in wide layers of the Russian population.

4. DISCUSSION

Many researchers call digitalization the key to solving some problems of the Russian economy, believing that the introduction of changes will lead to long-term economic growth (Rosina, 2019), improving the quality of life of the population (Varian, 2005), ensuring the country's competitiveness and national security (Digitalization and national security, 2018). To implement this trajectory, Russians need confidence in digital technologies. In many respects, the level of trust is reduced due to a sufficiently high level of cybercrime in Russia. Digitalization is seen mainly in the context of national security. One of the most important and priority tasks is the creation of the information infrastructure of Russia, support for domestic developments and manufacturers of telecommunication equipment (Digitalization and National Security, 2018). A number of publications are noted in the scientific literature on the prospects of replacing people with robots in a number of sectors of the economy. So, according to some reports, in the United States by 2033. 47% of jobs existing in 2018 may disappear under the influence of robotics. (Precariat, 2018). For China, this share can be expressed in the amount of 77% (according to the calculations of World Bank specialists) (Prekariat, 2018). The following categories of the population fall into the risk group: the able-bodied population employed in temporary work; part-time population with random (unsystematic) earnings; Freelance and hired workers migrants interns and students (precariat, 2018). As the social consequences of digitalization, the introduction of a digital economy, one can name the “comprehensive dehumanization of human relations” due to competition for jobs between robots and people (Primate of the Russian Orthodox Church, 2018).

5. CONCLUSION

In addition to the traditional consequences of the introduction of digitalization in Russia, they also call the problem of protecting the individual data of Russians, access of cybercriminals to personal information, “big data” (Maslikov et all, 2018). There are tension perceptions among the population of information technology aspects associated with an increase in the collection of biometric data on representatives various social groups, as well as the “emergence of implantable electronic identification devices”. One of the tasks of Russia's digitalization process is “to create a safe information environment based on the popularization of information

resources that contribute to the spread of traditional Russian spiritual and moral values" (National Security Strategy, 2019). It is necessary to increase the level of public confidence in digital technologies in order to optimize the digitalization process in Russia as at the state level, the levels of social groups and the individual level of a particular person (Nemychenkov, 2018).

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SPECIFICITY OF ENGLISH LANGUAGE LEARNING FOR HIGHER SCHOOL TEACHERS IN ACADEMIC COMPETITION CONDITIONS

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ABSTRACT

Academic competition, the orientation of higher educational institutions on the strengthening of their representation in the world scientific space, transform the trends of higher school staff policy and the career trajectories among teachers and professors. The basis of a teacher's motivation system is not only the quality of the teaching work, but also the indicators of scientific research activity (the number of author's publications in the recognized world databases Web of Science and SCOPUS, the index of scientific citation). The availability of language competence is of a particular importance in these conditions. According to teachers, the traditional methods of language training are not able to fill the gap in their professional training, as they do not provide the consideration of their research activity specifics. The article describes the advantages and the specificity of alternative method use (the method of communicative assignments, case study, the method of projects, business game) concerning the language competence development among the teaching staff. The effectiveness of these methods is achieved through the problematization of the learning process, the modeling of situations that exist in the real world, when verbal communication is of fundamental importance for a specific task performance and a personal experience increase. The study of the contextual problems concerning the research, scientific and professional activities of a teacher with the key agents of the scientific space, the development of authentic tasks are considered as the factors ensuring the success of English teaching for a high school teacher. They proposed a comprehensive methodology for the development of the language competence among professors and teachers to perform international research work: an increase of vocational vocabulary in the field of research and development; The development of communication skills; The preparation of research work for professional translation into English.

Keywords: *language competence, high school teachers, rating race, competitive struggle, communicative approach, simulation practice, project methodology, context method, business game*

1. INTRODUCTION

The actual trends and challenges of modern reality, expressed in the change of conceptual notions about the role, goals and the content of education in the modern world (Frolova & Rogach, 2017), led to significant transformations in higher education functioning. The development of the world scientific space determines the emergence of "academic competition" phenomenon (King D.A., 2004). The rating race, which aims to bring the most successful educational institutions to the top of global university rankings, includes higher schools of Russia, China, France, Japan and many other leading countries of the world (Philip G. Altbach

et al., 2011). This is due to the fact that rating compilation ensures the restructuring of scientific knowledge through status competitions (Tilman Reitz, 2017), strengthening the relationship between the state's share of GDP spent on research and the publication activity of its scientists (Must U., 2006). Therefore, the prevailing position is that resources are given to those educational institutions that are the leading ones in the rating race (Arefeva V.P., 2014).

2. RESEARCH

In Russia, the focus on the strengthening of its representation in the world scientific space is a particularly acute one (Kirillova O.V. & Soloshenko N.S., 2012). According to official data, less than 2% of citations in scientific journals were represented by Russian scientists in 2014-2015, which are indexed in leading databases (Koshkarova L.S. et al., 2015). Russian universities recognized the need to change the vector of "scientific policy", which is reflected in the requirements for teacher activities. In particular, the basis of the motivational component concerning the work with professors and teachers was the achievement of the cumulative number of the author's publications in the recognized world databases Web of Science and SCOPUS, as well as the scientific citation index (Rogach O.V. et al., 2016). An expected strengthening of a scientific function implementation in higher education institutions pays attention to the issue of a scientific career trajectory development among the teaching staff of universities. Despite the fact that an overwhelming majority of teachers consider themselves ready for active research activities, they point to the inadequacy of traditional scientific knowledge to enter an international level. In the context of their inclusion in the world rating race, the availability of language competence is particularly important. The first experience of Russian teacher participation in foreign conferences and publications in English allows us to conclude that the linguistic knowledge of university workers is insufficient. Many teachers point to the fact that the previous language experience did not prepare them for competition. At the same time, the appeal to professional translators is not considered as an optimal way out of the situation any longer due to the possibility of a semantic distortion concerning the translated material. The emergence of possible semantic disagreements is related to the low competence of an interpreter in a certain scientific field of knowledge. Besides, high financial costs of translation become a significant barrier for most part of teachers. For example, the publication of one standard-sized article in English requires the following costs: for primary translation (to be published in the journals included in the Web of Science database, the cross-translation by a native speaker can be used to eliminate language inaccuracies), about $ 150-200 per 25,000 characters, then the editing of an editor's comments and, thus, the secondary translation of scientific materials. Let's add the payment for the publication of an article to these costs, which makes about 400-1000 dollars. Such an amount looks unbearable for many teachers. Besides, there is a great risk not to adopt an article for publication - the general practice is such that from the total volume of publications sent, no more than 15% are accepted for printing, of which the share of Russian authors makes no more than 0.5% - which makes such expenses wasteful. Taking into account the current situation, the teachers of higher education express a high interest in the acquiring of the necessary level of English language knowledge. Today, 8 out of 10 teachers assess their language skills as insufficient ones1. Almost ⅔ of university workers are unable to perform written communication with foreign publishers and colleagues without the support of an electronic translator. At that, while communicating with an English-speaking representative of the scientific community, the teachers are not sure of their translation quality, in the absence of information distortion and in the accuracy of their interlocutor understanding. Each second teacher, considers the low level of language competence development as the limitation of their professional growth, the barrier to the entry into an international scientific space. According to teachers the main reason for the non-participation in international conferences, is also the restrictions caused by the lack of knowledge of English.

At the same time, if some teachers are ready to memorize the translation of their scientific work, then the need to answer any questions looks like a serious obstacle. This circumstance reduces their motivation for active research and publication activities. The current situation affected the ranking of priority factors for the professional development of high school teachers, where the top lines of the ranking are occupied by the knowledge of English among others. According to the teachers, the traditional methods of language training are not able to fill the gap in their professional training, as they do not provide the consideration of their research activity specifics. This is explained by the fact that traditional methods of teaching in their structure do not contain the means of its participants personal involvement in the educational process, leaving the motivational sphere an unoccupied one. In particular, the desire of university employees to accumulate career-oriented knowledge and practice the models of behavior in a "non-native" language environment is not ensured. Independent efforts of teachers to improve their language skills are hampered by the lack of effective training practices for university worker training, and used training technologies do not bring an expected result. At the same time, there is still the problem of time resource limitation: it is impossible to improve the professional level of language skills in 1-2 months, and longer terms is "an impermissible luxury" in the conditions of an academic competition (Kabakova E.N. 2011). These provisions actualize the need to revise the very approach to the training of teachers and professors to develop the effective methods for the development of their language competence in new conditions. "Language competence is a complex, multi-faceted concept that denotes the totality of linguistic knowledge, skills and abilities, the mastery of which allows to perform foreign language activity in accordance with the linguistic norms of the language under study in various fields of activity, and also contributes to the development of student linguistic abilities" (Ogluzdina, 2011). As a rule, traditional approaches are used in the process of the language competence development, for example, "PPP" (Presentation, Practice, Production). This method, being a reliable means of class organization, nevertheless, does not allow to take into account the individual needs of students. The alternative methods, for example, the method of communicative assignments, case study, the method of projects, business game, which presuppose the modeling situations existing in a real world, when verbal communication is of fundamental importance for the performance of a specific task (Van Lier & Matsuo, 2005) are more productive. In the framework of these methods, language becomes a communication tool, which is aimed to help students cope with a task successfully. Due to this, the immersion in the language environment occurs, the practical goal of communication in a foreign language is determined (Blick, 2015). The problematization of the educational process is the most significant factor that forms the cognitive activity of a learner. An active development of a communicative approach during the study of English by the workers of non-linguistic faculties is aimed at their oral communication teaching at the level that is the closest one to the use of English by its speakers according its qualities and characteristics, (Gal'skova ND & Gez NI, 2007). In view of this circumstance, there is a surge of interest among high school teachers concerning the performance of a variety of interactive exercises and to the situations of role communication in the context of real communication simulation with foreign colleagues, a representative of English-language publishing houses, or an editor of the world's leading journals. According to many linguists and methodologists developing the issues of teaching English for intensive training of an adult audience, this approach seems to be the most optimal one (Valeeva N.G., 2000; Dijk T.A., 2007). D. Nunan notes the main characteristics of communicative task method: teaching communication through communication in the language of study; The introduction of authentic texts (teaching materials) in a learning situation; The increase of personal experience as an important element that promotes learning; An attempt to relate the learning of language in a classroom with the activation of a language outside it (Nunan, 2002).

For example, the development of communication skills in the process personal report presentation at a scientific conference allows not only to reduce the anxiety about possible unforeseen issues, but also develops professional skills and group work. The teaching foreign language for university teachers should be based on their individual needs. Some registration at a scientific conference, the presentation of a personal report, the invitation of colleagues to participate in a scientific event - all this can be considered as actual and authentic tasks. The method of case-study is the method of active learning based on the analysis of real problem situations. The application of the method contributes to the improvement of student communicative competencies. The training according to case-study method is carried out in an oral format and aims to develop broad oral speech skills: speaking and understanding of speech. In this case, oral speech is considered as the primary design of the semantic field development in a scientific discourse. When this method is used for high school teacher training, you should pay attention to the fact that the teaching material is presented by dialogues, which provide the development of their research and professional activity contextual problems with the key agents of a scientific space. At that, it is not so much the traditional learning of verbal construction by heart that will help to increase the level of linguistic material mastering, but the development of imitation skills. The acquaintance with the case is the reading of a text on a specific topic in the original or with small abbreviations and a minor adaptation and the subsequent translation, an independent search for a solution (internal monologic speech in English), the process of a situation analysis during a lesson (internal monologic and dialogical speech, prepared and spontaneous one, also in English) - all these are examples of communicative tasks (Akeshova M.M. et al., 2012). The project methodology is one of the most important pedagogical technologies used in personal-oriented learning. This method is the most optimal one in the framework of writing skills development for scientific articles, the protection of a personal report theses at a scientific conference. The project is a scientific research work on a specific topic, which corresponds to the individual research interests of students. Within the framework of a project method, the speech communication in English is organic and integrates with such stages of research activities as problem situation analysis, the setting of goals and objectives, the development of hypotheses, the evaluation of alternatives and the effectiveness of managerial decisions. A project protection includes the controversy in English, the constructive discussion of ideas and opponency. A business game allows participants to practice communication skills in real or imagined situations. From an educational point of view, "games are the way of group dialogical research of reality possibilities in the context of personal interests" (Kavtaradze D.N., 2005). The use of business games in the language training of high school teachers provides the simulation of the real situation interaction with native speakers (for example, the communication with foreign colleagues), in which university workers appear as the bearers of specific professional and social roles. The ability to simulate a wide range of situations and the types of business interaction allows a teacher to combine a foreign language learning with his professional activities through the implementation of interrelated solution chain: the performance of research work, its presentation in a foreign language, and the participation in a scientific discussion. The problematic nature of situations and their repeatability makes it possible to perfect these skills (Dronova O.V. & Zholnerik A.I., 2014). Besides, a high degree of uncertainty, which is expressed in the absence of a single algorithm for "communication" between a scientific worker and an expert audience, reduces the degree of his thinking stereotypes, deprives the very possibility to use ready-made language cliches (Konysheva A.V., 2006). A teacher of the non-linguistic faculty, acting as a trainee, is forced to show the resourcefulness and initiative, which are highly valued in the process of professional activity. The main advantage of any business game is that it reproduces real-life situations for training, which means that the material is mastered in a professionally meaningful context.

Game simulation, based on specific situations, for example, on the need to present your article in a scientific journal, communicate with a reviewer, etc. acts as an "instrument of professional communication" (Zanko S.F. et al., 2000). This form of the educational process organization removes the contradiction between an abstract content of language competencies and the real nature of professional interactions. The goals of the game are more in line with professor and teacher practical needs. "Context Approach" is of some interest. Its essence lies in the illustration of grammatical rules on the examples taken from real contexts - both oral and written ones - of various functional styles. The examples show the way this or that linguistic phenomenon manifests itself in different contexts, the way it is used by native speakers in appropriate communicative situations (Carter et al., 2000). When high school teachers are trained, the emphasis should be on those lexical combinations that are used when you write research articles, during business and written interaction with editors and conference organizers.

3. CONCLUSION

Thus, having conducted an analytical review of the most relevant and popular methods of English learning, it seems advisable to propose a comprehensive methodology designed for an audience of teachers who have basic language skills and who want to master the language competence to conduct international research work within the periods from 3 to 6 months.
The proposed methodology consists of 3 blocks:

1. The increase of vocational vocabulary in the profile of research activities;
2. The development of communication skills;
3. The specificity of research work preparation for professional translation into English.

In the framework of learning English according to the proposed methodology, classes should be conducted at least once a week. At the first stage, a teacher forms the groups of 5 - 10 people according to the profiles of research work and selects English scientific texts in this field. The main terms, expressions, phrases are selected and the trainees are encouraged to learn them before the next session. This increases the vocabulary in a specific area of scientific knowledge. At the second stage communicative skills are developed in groups by carrying out business games. In this case, as was noted by Konysheva A.V. (Konysheva A.V., 2006), the students will not always be able to use the learned cliches in the process of a business game and they will have to raise their professional level, showing resourcefulness and relying on the received knowledge. The third stage involves the development of skills during the preparation of Russian-language texts for the purpose of further translation into English. The teachers who pay for professional translation are confronted with the distortion of a text content due to long complex sentences in Russian, which makes it difficult to translate it into English with the preservation of a main idea. At this stage linguistic teachers will work the skills of scientific text writing with students. These texts should be adapted to translation.

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Footnote

The data of the research were used carried out in 2016 on the basis of Russian higher educational institutions. The sample includes the representatives of the teaching staff from leading higher education institutions (N = 170) of non-linguistic faculties aged from 22 to 70 (mean -46.90, median - 46 years, standard deviation - 3.50).

TEACHING TRANSLATION FROM ENGLISH INTO RUSSIAN FOR STUDENTS OF NON-LINGUISTIC SPECIALTIES (GRAMMAR ASPECTS)

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ABSTRACT
Within studying the translation of texts from English into Russian, the main attention is paid to grammatical categories. The interest to the problem of transformation and their comprehensive study does not weaken and does not stop from the part of the supporters of globalization, economic and ethno cultural exchange. It should be noted that for successful translation from English into Russian, there is always a change in word order or grammatical transformation. Grammatical transformation is a change in the structure of a sentence within translation from the original language in order to transfer its meaning to the language of translation. It should be noted that the achievement of equivalence in the translation occurs through transformation. Translation transformations in the process of modeling translation are complex, including transformations of lexical, grammatical and stylistic nature. The subject of the article is translation process from English into Russian. The aim of the study is to consider grammatical aspects of the English-Russian translation and their teaching. Sphere of application of the article is that the results obtained in it contribute to obtaining a more holistic view of grammatical aspects of the English-Russian translation and can be used in further mastering the grammatical structure of the English language. Originality is that practical materials of research can be used in forming of methods and schemes within teaching process, including the choice of the best translation strategy.
Keywords: *translation process, grammatical transformations, lexical units, target language, translation adequacy, translation equivalency*

1. INTRODUCTION

The processes of globalization have created a need for many people to master the means of communication with representatives of other nations. Hence, there is a huge demand for specialists who speak foreign languages, knowledge of which becomes not just an advantage, but a necessary condition for successful activity in many areas. Nowadays, when applying for work both in private companies and state institutions, knowledge of at least English is taken as a matter of course, and candidates are often required to speak two and sometimes three languages. It has been established that in translation process of even common sentences in fiction, journalistic and other texts, the word order and their number, as well as their grammatical categories, are extremely rare. All textual material of the translated language has its specific features that are mandatory to take into account within translation. Cases of change of grammatical categories of words, small rearrangements or additions within phrases are constantly used when translating from English into Russian; they are applicable to literary translation. As bibliography for the article serve studies of some linguists. Such linguists as L. S. Barkhudarov, E. V. Breus, A. Ya. I. Retzker, V. N. Komissarov, A. V. Fedorov, D. Schweitzer, and many others devoted their works to the study of translational transformations. The subject of the article is translation process from English into Russian. The aim of the article is to consider grammatical aspects of the English-Russian translation and their teaching.

In accordance with this aim the following tasks are set in the article:

- to consider typical ways of a sentences transforming in translation process from English to Russian;
- to investigate typical translation methods of adverbs and adjectives as an example of the English-Russian translation;
- to investigate teaching of the English-Russian translation.

2. METHODS

Within writing the article there will be used such theoretical methods as analogy, classification, analysis and generalization.

2.1. Typical ways of a sentences transforming in translation process from English into Russian

Despite the rather high accuracy in the formal grammatical terms, in the examples of translation in practice there are still a number of discrepancies that are inevitable. As a rule, sentences in English are somewhat more voluminous because sometimes translation requires more words. Thus, within translation some combinations, it is necessary to use several times more English words because of the contradiction of the literal translation of the English grammar. So, the noun "clothes" is represented by the singular form in Russian, but in English has the plural form - "clothes". Small permutations or additions within phrases, as well as instances of change of grammatical categories, are also typical of "exact" translation, they are constant when translated from Russian into English. The qualified translation originates from the moment when the grammatical structure of the sentence is disclosed. Grammatical transformation of the text can be complete or partial, depending on the amount of change in the structure of the sentence. Usually a complete transformation takes place with the replacement of the main members of the sentence, and partial transformation takes place with the replacement of the secondary members of the sentence. Depending on the nature of the original units of a foreign language in the process of transformation, all transformations in translation should be divided into lexical and grammatical transformations. In addition, mixed lexical-grammatical transformations are also used separately. Transformations in them are either inter-level or simultaneously applied to the lexical and grammatical units of the original, thus making the transition from grammatical units to lexical units and vice versa. Transformations can affect also those forms that have a direct match in other contexts. That is, they apply to any grammatical forms. Quite often, when translating from English into Russian, there is a discrepancy between the functions of verbal forms, noun phrases and other grammatical units. This discrepancy is mainly due to differences in cultural and speech traditions regarding this type of context, and not typological differences [12, p. 306]. It should be noted that each language is characterized by the existence of a certain set of complex syntactic structures. In some cases they are replaced by simple constructions due to the fact that their complexity is also determined by the difference in the forms of expression of syntactic relations in the two contacting languages. A common phenomenon in the process of translation is the transition from single sentences to full sentences. Linguists separately distinguish the category of grammatical transformations within translation from English into Russian. This type of transformation is a transformation of the sentence structure of the original language in the translation process in accordance with the norms of the translated language. So, V.N. Komissarov identifies the following main types of grammatical transformations:

- syntactic assimilation in the form of a literal translation;
- division of the sentence into parts;
- consolidation of proposals;
- grammatical substitutions of a member of a sentence, the form of a word or part of speech.

A literal translation is a translation method in which the syntactic structure of the original is converted into a similar structure of the translation language. This method is otherwise called the "zero" transformation and is used in cases where parallel syntactic structures exist in English and Russian. This method can lead to full compliance with the number of language units and the order of their location in the original and translation. However, the use of the literal translation implies some changes in the structural components. For example, when translating from English into Russian, such service elements as articles, verbs, and other verbs may be omitted, as well as changes in morphological forms and some lexical units. One of the common methods of transformation during translation is a permutation, which is a change in the location and order of the language elements in the translation language corresponding to the elements of the original language. Words, phrases, elementary sentences within a complex, part of a complex sentence and independent sentences in the whole text system can be rearranged during translation. As a rule, the permutation is used under condition of the sequence of elements that is determined by different speech traditions and conditions, with a common meaning. As is well known, in the English work, regardless of the actual division, a place of the circumstance of time is determined by the frame arrangement mainly at the end of the sentence, although it occurs at the beginning. The need to rearrange the circumstances of the time appears because the word indicating the event itself is lexically significant, which means that this word should take a strong position in the Russian sentence, whereas the date designation is perceived in such a sentence as an exclusively thematic component. The most common method of grammatical transformations should be considered as the replacement of English nouns with Russian verbs. This phenomenon is associated with the breadth and the presence of many synonyms of the verbal system of the Russian language. This is also due to the fact that Russian verbs close in meaning, differing in prefixes, do not have direct correspondences in English. Among them should be noted verbs *to judge, sue, sue, judge; give, give, transfer, ask, hitch* and others [13, p. 53]. Another type of transformation of elements in the translation of literary texts is the transition to the direct word order from the inverse word order. Despite the fact that there is no need to use only direct order in translation from English into Russian, because the latter is characterized by free word order, this type of transformation also finds application in translation. The type of transformation associated with a change in the order of words from direct to indirect speech is quite common. It is known that in order to convert direct speech into indirect speech, it is necessary to omit commas and quotes after the words included in direct speech. All possessive and personal pronouns vary with the narrators. In case of using imperative direct speech it is necessary to transform a verb from indirect speech into an infinitive. And in case of using interrogative sentences it is not necessary to transform them into subordinate clauses. All adverbs of time and demonstrative pronouns should be changed into the subordinate clause within the meaning. In case of a general question, subordinate clauses should be used with introductory conjunctions *whether, if* [16, p. 764]. In translation of literary texts, there can be used an object predicative infinitive clause “complex object”. The transformation in such cases is that complex sentences from English are translated into Russian containing object participle and objective predicative infinitive clause with simple sentences. Often applicable to translation process is the transformation associated with the replacement of the original subject. As a rule, the grammatical rearrangement necessary for translating of these sentences is limited to the narrow framework of the phrase. For example, with a similar subject "he" in English, the subject "они" may appear in the Russian translation. This transformation is necessary for the transmission of thought as a whole. The transformations are interesting in translation of comparative constructions. So, in order to translate the phrase *"three times more"* in a sentence like: *“A new house is being built not far from our city and it will be three times as big as our old one”* one should not use the comparative degree of the adjective *“big”*.

Instead of that the clause *"as ... as"* should be used, which, however, is not translated by Russian *"так ... как"* in this case. Separate attention in the translation process is paid to transformations associated with a mismatch of grammatical tenses. This transformation can manifest itself in a change in the future tense to the present and is carried out using the rule of subordinate clauses of time and conditions in which the future tense forms cannot be applied. In the case of the transfer of similar sentences by indirect speech, the present time of the Russian sentence will be translated by the past tense. The most common mistake in translating such sentences without modeling could be the use of the past tense past simple instead of the present perfect present. Thus, in the process of translational transformation, different semantic predicates of a literary text, thanks to the description of the same situation, are interconnected and interchangeable. When denotative equivalence is achieved, in contrast to the component level of equivalence, there is a semantic discrepancy between the source text and the translation text. In this case, the equivalence relation is established on equating different semantic components, but they are also correlated with the same subject situation.

2.2. Typical translation methods of adverbs and adjectives as an example of the English-Russian translation

Within translation English adverbs into Russian it is necessary to take into account that after a series of English verbs not adverbs are used adjectives. These are verbs that express perception (feel, look, taste, smell, sound), as well as the verb "to be". For example:

- *You look* ***fine****.− Ты* ***прекрасно*** *выглядишь.*
- *The pie tastes* ***delicious****. − Пирог* ***вкусно*** *пахнет.*
- *I feel* ***uncomfortable*** *here. − Я чувствую себя здесь* ***неуютно****.*
- *It isn't* ***fair****. − Это не* ***справедливо****.*

It also should be noted that a number of Russian adjectives do not have direct equivalents in the English language:

- *круглосуточно – round-the-clock; давно – long (time) ago;утром – in the morning;заново – all over again;сбоку – from one side; on one side;налево – to the left ;справа – on the right;ничуть – not at all;сгоряча – in a fit of temper;наизнанку – inside out;зачем? – what for?откуда? – where from?позавчера – the day before yesterday;послезавтра – the day after tomorrow;шепотом – in whisper;пора – it's time;накануне – on the eve.*

In this regard sometimes in translation of English adverb another vocabulary is used instead of its Russian equivalent, since that is the phrase in English. Some English adverbs have not one, but several meanings, which may cause difficulty in translating. For example, an adverb *still* conveys a large number of values. In this regard it is translated into Russian depending on the transmitted value. Next difficulties can arise within translation of adjectives. First, it is the transfer of the grammatical form of the adjective. In some cases, the English adjective will not always be translated into Russian by an adjective. For example, the difficulty of translation takes place if it was formed from the past participle, since such participle may not exist in Russian. Usually such adjectives can be translated as a verb or noun. For example, a phrase "*the makeup of a light wash of foundation, curled"* will be translated as make-up stages: *нанести легкую основу, завить ресницы*. Thus, in this case the adjective becomes a verb.
Adjectives with a comparative degree in English will be translated as verbal nouns with the meaning of increasing or decreasing of the volume, size or degree. For example:

- *dermatologists told me that patients who take it every day noticed thickening of the hair after a few months − Дерматологи утверждали, что пациенты, которые принимают это каждый день, заметили утолщение волос уже через несколько месяцев.*[1, p.311]

In this sentence, the phrase “thicker hair” is translated as a verbal noun “утолщение волос”. An adjective in a predicative function (with a verb-link be or other) is often replaced by a verb. An example would be the phrases *to be radiant, to be shiny,* which are accordingly translated as verbs *to shine – сиять*. For example:

- *the skin was radiant after this procedure − после этой процедуры кожа стала сиять.*[1, p.311]

The structural features of English compound adjectives often cannot be conveyed in Russian. Due to the lack of appropriate adjectives in Russian, one has to use a detailed translation. For example, the phrase *an apple-shaped body* will be translated as *тело, которое имеет форму яблока* [3, p. 78]. English adjectives that have the ending *-ing* describe the property, quality or characteristic of the subject and person and are translated into Russian by the adjective. For example, *this dress is very interesting − это платье очень интересное, she is an amazing woman — она потрясающая женщина.* If an adjective ends in *-ed*, which has a meaning of emotion, a person's feelings, can be translated by a verb, an adverb, a participle, and even a noun. For example, the English adjective is translated as real participle in the next sentence:

- *It treats dry and chapped skin just as well − он также хорошо лечит сухую и потрескавшуюся кожу.*

Secondly, the translation of an adjective meaning strongly depends on the noun with which it is combined. Therefore, when translating an adjective it is worth paying attention to the noun with which it is consistent. So some adjectives may have full correspondence in Russian, but often due to the compatibility of words in translation, they will be replaced by others. For example: *brown* is *коричневый*, but *brown skin* is *загорелая кожа*, *firm* is *твердый*, but *firm skin* is *упругая кожа*. Or the phrase *natural hair* is translated as *натуральные волосы*, but *natural beauty* is *естественная красота*, *radiant skin* is *сияющая кожа*, but *radiant beauty* is *ослепительная красота*. In these cases, the value narrows and expands [3, p. 80]. Thirdly, the syntactic function in the sentence. Often, adjectives can express attributive relations (or determinative), but in the sense of the relationship will be adverbal (or adversarial). An example of such a translation in their work was the sentence hair was damaged due to frost, which in Russian sounds like hair damaged by frost. Thus, for an adequate and equivalent translation of adjectives, attention must be paid to the grammatical form of the adjective, to the noun with which it is combined, and to the syntactic role in the sentence. Thus, when translating English adjectives describing a person’s appearance into Russian, transformations and translation decisions become an integral part of the process of conveying the meaning of the text. Within considering of the use of individual words omissions and parts of a sentence omission in translation, it should be noted that the most traditional example here is the use of so-called “paired synonyms”, often manifested in all styles of written English. Considering that in Russian such a manifestation does not occur, it should be noted that one of the synonyms is not repeated when it is translated, and two words are replaced by one. This is the method of omission. For example:

- brave and fearless − храбрый;
- just and equitable treatment – справедливое отношение;
- he was breathless and dead – он был мертв;
- by violence and force – насильственным путём;
- normal and regular – обычный.

Of course, this method is applicable not only for expressions of this type. The omission is usually used most often for words that are semantically redundant, that is, have meanings that can be understood from the text and without their use.

As it is known, specific speech works have a very high degree of redundancy, which makes it possible to make certain omissions in the translation process.

2.3. Teaching of the English-Russian translation.

As it is known, translation is a type of language mediation, in which a text is created in the target language that is communicatively equivalent to the original, and its communicative equivalence is manifested in its identification with the translation receptors with the original in functional, substantive and structural terms [11, p. 45]. It should be noted that most of these issues have been discussed for a long time by translation specialists all over the world. However, the systematization of knowledge about the translation, the beginning of the construction of a translation theory is related to the very recent past. Therefore, there are still discussions on almost all aspects of the theory of translation and there are no well-established and generally accepted views on them. Below we will give different, sometimes conflicting opinions of different specialists on issues related to the theory of translation [19, p. 310]. Teaching foreign languages involves an integrated approach, when in the process of learning attention is paid to all the theoretical aspects of a particular language, its phonetics, vocabulary, grammatical structure, etc. This gives students a versatile knowledge in the field of a foreign language. But in the process of learning it is necessary to pay considerable attention and applied skills to what is called “language proficiency”. Among these skills is the ability to express one's thoughts in a foreign language, orally or in writing, the ability to communicate freely with the speakers of a particular language. A special place among practical skills in a foreign language is occupied by translation skills. Translation specialists are needed in many areas of international contacts, and proficiency in translation proves to be very useful in the practical work of graduates of language departments and departments, both in state or cultural organizations, and in private for-profit companies. Therefore, the training of these skills should be given serious attention in the complex process of learning a foreign language. There exist a division into written translation and verbal translation. Obviously, the difference between these types of translation is very large. First, there is usually no hard time limit for a written translation, which allows the translator to choose more carefully the translation options. Within verbal translation the translator is limited by the pace of the speaker’s speech (with simultaneous translation) or the pauses between phrases (with consecutive). Secondly, in the case of a written translation, it is possible to clarify or change an already completed translation, while verbal translation does not provide such an opportunity. Thirdly, in written translation the translator has at his disposal the entire text, with the verbal possibility of analyzing the text as a whole is not provided. Fourthly, translation is usually carried out outside communication with the creator of the original and with recipients of translation; during interpretation, the translator has the opportunity to communicate and provide feedback to the source and recipient of the test (message). And finally, written translation is unidirectional - the translation is from the original language to the target language. Verbal translation often has two-way: either one or the other language alternately turns between the original language and the target language. The category of translation adequacy should be applied to the entire text of the translation in comparison with the entire text of the original. And the category of equivalence can be applied to individual parts of the translation text in their comparison with separate parts of the original text. At the same time, different levels of equivalence between its parts and the corresponding parts of the original text can be established in the same translation text. In this regard it is possible to formulate the criteria for high-quality translation, the requirements for such a translation, and the rules by which the translator should be guided in his work. So, first of all, the translation must be adequate. The lack of adequacy of translation can be the result of two types of translation errors. The first is when the translator is simply not competent enough and therefore unable to understand the meaning of the translated text and, accordingly, distorts its

communicative purpose. As a rule, in this case there is no equivalence between the separate parts of the original and the translation. The second type of error is when the translator, in pursuit of the "accuracy" of the translation, turns the establishment of equivalence between separate parts of the text into an end in itself, forgetting that it must be subordinated to the transmission of the meaning of the utterance, and, therefore, again distorts its communicative purpose. The second main requirement is equivalence of translation, which requires the translator to observe genre and stylistic norms. The genre of the translation text is determined by the character of the text of the original, and the stylistic norms of the genre - by the rules adopted for similar texts in the target language. Thus, it is possible to formulate the problems and tasks within the process of teaching students to translate, based on the above criteria for high-quality translation and the requirements and standards imposed on the translator. Immediately make a reservation that we will discuss only the problems of teaching translation, since the training of interpreters has many features, the analysis of which is beyond the scope of this article. First of all, it should be noted that translation training is inextricably linked with other aspects of learning a foreign language. Since, as mentioned above, a mandatory requirement for quality translation is compliance with the rules and regulations of the target language and since the practical activity of a language translator can be not only his native language, but also a foreign language, a deep knowledge of this language is a necessary condition for successful mastering the skills of translation. In this regard, it appears that the course of the translation itself should begin when the students already have a certain basic language training, that is, in senior courses. In addition, for a successful translation it is necessary to know the general and linguistic culture of the target language countries, the way of life of their peoples. All this will subsequently make it possible to more accurately convey the realities, stable expressions, etc. Thus, training for the translation itself should be based on a solid language and regional geography. At the same time, it is necessary to note the difference in teaching translation and training, for example, the grammar of a foreign language. After all, when learning grammar, many exercises are based on translation from a native language to a foreign one. But when teaching grammar, the main emphasis is on the analysis of grammatical structures, that is, separate phrases and sentences. When learning to translate, the entire text as a whole becomes the object of analysis. This follows from the main requirement for translation - the requirement of its adequacy, that is providing a communicative effect, equivalent to the communicative effect of the original text. Only the text as a whole fully reflects what the author wanted to say and, accordingly, only the text of the translation as a whole can be adequate to it. Of course it is necessary to work with texts of different genres, but experience shows that in practical life, various types of information translation are most demanded: scientific-technical or journalistic. It seems that during the preparation of translators the most attention should be paid to just such texts. In addition, the advantage of such texts, from the point of view of learning to translate, is that they are subject to more stringent requirements regarding the equivalence of different parts of the texts of the translation and the original. It is necessary that students select the main content of the text, its communicative function before they begin to translate. Indeed, depending on this, they will have to choose the genre of the translation, and divide the text into separate segments, and choose the level of equivalence between the original and the translation for each of them. Otherwise, serious mistakes are inevitable.

3. RESULTS

According to the aim of this article the following results are obtained:

- analyzed and reviewed typical ways of a sentences transforming in translation process from English to Russian;
- investigated typical translation methods of adverbs and adjectives as an example of the English-Russian translation;

- investigated teaching of the English-Russian translation.

4. CONCLUSION

Thus, very often the initial context is decisive in the matter of translation, but sometimes it is necessary to take into account such factors as traditions in the grammatical design of a particular type of text, stylistic fixation of certain grammatical forms, the traditional ratio of explication / implication in the text and much more. Functional transformations of grammatical forms can be caused not only by purely grammatical differences, but also by the lexical-semantic features of the source and translating languages, as well as differences in speech traditions. The task of translation in order to achieve accuracy is to perform correctly various translation transformations so that all the information contained in the original text is most accurately conveyed while observing the relevant standards of the language translated. Classification of types of translation is very important for its teaching. Obviously, the methods of preparing translation specialists will differ from the methods of preparing interpreters. Inside the translation, quite different requirements are imposed on the translation of literary texts and, for example, scientific articles or commercial contracts, which, of course, must also be taken into account in the learning process. It is necessary that students select the main content of the text, its communicative function before they begin to translate. Indeed, depending on this, they will have to choose the genre of the translation, and divide the text into separate segments, and choose the level of equivalence between the original and the translation for each of them. Otherwise, serious mistakes are inevitable. Nevertheless, only an analysis of the text as a whole will help the translator to choose from the variety of translation solutions in each specific case exactly the one that will help create an adequate translation. Thus, the aim set in the article is achieved. typical ways of a sentences transforming in translation process from English into Russian were considered; semantic and syntactic features of adverbs and adjectives in English and teaching of the English-Russian translation.

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"FORCE / POWER" CONCEPT INTERPRETATION IN POLITICAL DISCOURSE: ITS LINGUISTIC ASSOCIATIONS AND METAPHORICAL CORRELATIONS AS A WAY OF LINGUISTIC MANIPULATION

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ABSTRACT
The article analyzes a problem of 'power' concept researching in political discourse using complex analysis in political, linguistic and cultural context. While studying the essence of the concept, its polyparadigmatic nature was not taken into account before. This approach provided a more profound comprehension of its essence. Comparative analysis, structural and functional analysis, sociological analysis, observation method, method of involved observation, extrapolation and interpretive analysis were used as the methodological basis of the study. These methods allowed to reveal correlations of the concept "power/force" with its linguistic representations,; to determine how clear the concepts (considered in linguistics as metaphors)" hard"," soft "and" smart " power for both groups Russian speaking respondents and English /German speaking respondents are, as well as to identify the mechanism of public consciousness linguistic manipulation by the metaphors mentioned above. According to association experiment, respondents' association words reflect their intuitive and piecewise understanding of the concepts under study, that can lead astray citizens and make difficult their government policy comprehension. To win the audience' support, political articles, politicians' speeches are often filled in with a lot of metaphors to make them more expressive and impressive. Therefore, it can be considered as one of the mechanisms of public opinion manipulation. The data of the research can be used in political science, linguistics, sociology.
Keywords: *concept, hard power, soft power, smart power, complex analysis, political discourse*

1. INTRODUCTION

The essence of the concept and phenomenon of force/power is in the fact that in politics it is considered as an activity in the sphere of large social groups. Personalities, socio-political communities, organizations and institutions capable to influence other social actors in the field of socio-political relations, to shape political processes and situations controlling the behavior of other actors in politics are considered to be strong. The essence of state power is always associated with the concept power/force. Political leaders often use this concept in their speeches. Therefore, it stands to reason that the concept "force/power" has been in the focus of attention of many researchers from the ancient Times until now. Nevertheless, this concept is difficult to define because of numerous contexts where it can find itself. Every time a new context changes its content. That is why we can state that the concept power /force in is not monosemantic. So, the target of research is the concept "force/power" in political and linguistic context. The purposes of the paper are:

- To analyze concept "power/ force" in political discourse as a unite of human consciousness and elicit chiefly its different interpretations in Western and Russian cultures and its evolution basing on theoretic and philosophical studies and a performed linguistic research;

- Based on a comparative analysis of respondents ' opinions to identify correlations of the concept under consideration in public consciousness and in real political activity;
- To define linguistic manipulation mechanism on the base of conceptual metaphors.
- The purposes given above determined the solution of the following **research tasks:**
- to trace the content transformations of the concept "power / force" in time aspect basing on the analysis of theoretic, philosophical, linguistic studies and empiric material;
- To perform an association experiment in order to define associations about the concepts 'soft power", "hard power" and "smart power".
- to carry out linguistic comparative analysis of Russian and English metaphorical expressions and idioms expressing the idea of power / force within political discourse in order to define linguistic representations and interpretation of the concepts under consideration.

The scientific novelty and the relevance of the study is in the fact that the phenomenon of power as an integral component of politics, power of the state and as a linguistic concept correlates with the gaps in its theoretical understanding in linguistic-politic and linguistic-cultural contexts.

2. LITERATURE REVIEW

Speaking about power in political context it is difficult to controvert the role of force/power in policy and international relationships. From the ancient Times until today the category of power/strength of the state is the focus of scientific attention. This concept has been observed by many researches from the ancient Times. We can find it in both western and Russian authors, theorists, and philosophers: Thucydides (431 B.C.E), M. Cicero (1498), N. Machiavelli (1513), V. Pareto (1916), N. Ilin (1883), V. Solovyev (1892 -1899), N. Berdyaev (1918). Among modern researchers we can call J. Nye (1990), M. Foucault (1998), C. Baracchi (2012), C. Hayward (1998), Ch. Crocker (2007), S. Nossel (2004) and others. The problem of 'force / power' concept was concerned by modern Russian researchers such as P.B. Parshin (2004, 2013), T.N. Ilyinskaya (2004), A.P. Chudinov (2006), L.V. Balashova (2010), K.K. Fursov (2014), D.D. Kuprin (2017), T. Shekhovtseva (2009, 2010, 2019) Kamyshanchenko E.A., Taranova E.N. (2019), and others. The expressions: balance of forces, soft(hard, smart)power, policy of strength, correlation of forces etc. sound familiar. Regardless, there is no universally recognized definition of the notion "the power of the state", different researchers correlate "force" with "the power of the state" and consider "force/power" as a means to achieve certain goals and change the behavior of a state or a nation. All theoretical conceptual foundations of foreign policy or international relations give the definition to the concept "force/power" in general and "the power of the state" in particular as a way to describe relations or explain the behavior of a nation and its outcomes.

2.1. Historical Retrospective on the concept 'force/power' and its evolution

According to C. Baracchi 's Greek and Latin literature analysis, "power" was represented by the lion and fox as the opposition "force to cunning" considering them "as modes of human resourcefulness in the pursuit of intended ends" and chiefly as the manifestation of lower traits of the political animal. Fast on the heels C. Baracchi, we can confirm these animals articulate the impulsive life of humans in their interactions and negotiations, in their quest for self-assertion, acquisition, and domination [Baracchi, 2011]. On the other hand, Thucydides, an Athenian historian and general, in his "History of the Peloponnesian War" considers power as "the lordship of necessity" over human intentions and "human factors" to be mechanical and uncontrollable in their actions (emotions, attractions and aversions, delusions, matters of expediency).

Thus, C. Baracchi concludes "Politics emerges less as the realm of the exercise of logos than as the domain of kratos, most notably of power as irreducible to merely anthropological considerations" [Baracchi, 2011]. M. Foucault believes that "Power is everywhere' and 'comes from everywhere' so in this sense is neither an agency nor a structure [Foucault, 1998, p. 63]. Instead he correlates it with 'regime of truth' that pervades society, and which is under constant discussion. Foucault uses the term 'power/knowledge' to signify that power is constituted through accepted forms of knowledge, scientific understanding and 'truth,' Truth is interpreted as a thing of this world produced only by virtue of multiple forms of constraint. And it induces regular effects of power. Each society has its regime of truth, its "general politics" of truth…" [Rabinov, 1991]. These 'general politics' and 'regimes of truth' are the result of scientific discourse and institutions, and are reinforced (and redefined) constantly through the education system, the media, and the flux of political and economic ideologies. In this sense, the 'battle for truth' is not for some absolute truth that can be discovered and accepted, but is a battle about 'the rules according to which the true and false are separated and specific effects of power are attached to the true'… a battle about 'the status of truth and the economic and political role it plays'[Foucault, 1991]. M. Foucault considers power to have not only a negative nature but also a positive one. Power makes us act against our wishes and can be productive and positive force in society [Gaventa, 2003, p. 2]. Fast on the heels Foucault, C. Hayward considers 'power' as boundaries that enable and constrain possibilities. She writes that "Power defines fields of possibility. It facilitates and constrains social action. Its mechanisms consist in laws, rules, norms, customs, social identities, and standards that constrain and enable inter- and intra-subjective action… Freedom enables actors to participate effectively in shaping the boundaries that define for them the field of what is possible" [Hayward, 1998, p.12]. Thus, the idea to connect the issues of force and justice (or law) is traced during the whole development of Western philosophical reflection. On the contrary, in the context of the Russian philosophical reflection, the concept Truth and Justice correlates to the notion "love to fellow beings" ,"revitalizing power" not to "force". N. Berdyaev considered power as penetration atmic or devil principle in human relationships. From his point of view, state power has religious first principle and its ontology of power originate from the Lord God. The power nature is not the evil but is connected with it. According to Vl. Solovyev, Russian philosopher, the state doesn't make life in this world as paradise, the one prevents it finally to turn into the belly of hell [Berdyaev, 1990]. Another Russian thinker and writer L. Tolstoy believed that the life purpose is in loose human association based on Love and liberation. Continuing the idea of L. Tolstoy, I.A. Ilin presumes "force" as a positive essence only if it encourages human self-perfection on the way of becoming a spirit person [Ilin, 1925].That is the conceptual difference in the mental perception of the concept force/power of western and Russian cultures' representatives.

2.2. "Force/power" concept in modern political discourse

Modern political discourse operates with symbols to connect often barely coherent notions. These symbols have to be attractive for the public and contain vivid images which are expressed in conceptual metaphor "interpreted as a stable correspondence between the source area and the target area, fixed in the linguistic and cultural tradition of a certain society" [Baranov, 2008, p.11.]. Conceptual metaphor in modern political discourse functions as an element of linguistic manipulation. That is why public mind is very important to be protected from linguistic manipulations. In the late XX - early XXI century the concept "soft power " has been conceptualized as opposed to" hard power " in political science. According to the conceptual idea "soft power", language, culture, ideology, ideals, democratic values are effective in grip on power, consolidation of its legality, a positive state image building at home and in the international arena. The concept "soft power", as opposed to" hard power" is used in the official foreign policy rhetoric of a number of states first of all as a technology of political pressure on

the leaders of rival states, obtrusion of their own values on others. It is considered in terms of information warfare between nations. Without denying the existence of new forms of power and influence in world politics, fixed by this concept, the communication of competing countries is still based on the priority of national interests, the respect for the sovereignty of states, military force, their own safety and security arrangements, and not on the ideological platform of "soft power". In international relations, national interests make conflicts inevitable. In this regard, the most effective means of secure peace is the power equation, which arises from the state's military and economic leverage and political pressure on other actors in world politics, compliance with international law, compromise mutually beneficial solutions, cultural interaction and enrichment. According to exponents of political realism theory (T. Hobbes, N. Machiavelli, G. Morgenthau, R. Aron, E. Carr, R. Niebuhr, G. Kissinger, etc.), the most effective means of safety and security arrangements of the state is the force or threat of its use, which become the main material factor that provides the political power of the state. The nature of international relations cannot be changed, only the configuration of political forces and the regrouping of political alliances can be changed. Of course, in modern conditions, "soft power", as the ability of the state to achieve its goals by persuading not only allies and partners, but also competitors, through the assimilation of your values, culture, consumption standards, behaviors, ways of communicating with each other and with the authorities, is a necessary tool within both home and foreign policy activities of the state. The factors of "soft power" are not only culture, education, but also sports, energy and raw materials, technologies used in the construction of new industrial facilities and even weapons brands. It is known that the Russian Kalashnikov assault rifle has become an organic part of the mass culture in some countries. In particular, it is depicted on the official Mozambique, Zimbabwe flags and coats of arms. However, " soft power "will then become an effective force at the moment when the state organically combines it with" hard power " in the protection of its interests and sovereignty. The nation’s ability to generate new ideas, develop and implement the most effective strategy, mobilize the resources (natural, human, intellectual, informational, military, etc.) to achieve its own goals with the least social costs, adequately and timely respond to new challenges and risks, etc. are the constitutes of "smart power" concept and policy. As for linguistics, “power” concept, used as conceptual metaphor, involves the set of some attributes. The expressions: hard power, soft power and smart power have been coined as scripts. Taking into account all the studies we can conclude that “hard power” evokes the image of an aggressive state, not always a powerful nation. Vice versa, “soft power” often evokes the image of a smart and powerful state. But this metaphor may function as an element of linguistic manipulation and veil conducting hard policy. Considered above, it has both advantages and disadvantages. There is invisible difference between two concepts. The most reasonable concept to create a positive image of a country is smart power, combining the elements of both hard and soft ones. According to Chester A. Crocker, smart power "is essentially the engagement of both military force and all forms of diplomacy” [Crocker, Hampson,; Aall, 2007, p.13]. Thus, if we compare modern and previous interpretations of this concept their subject-matter has barely changed: force imaginable in early Times as “lion and fox” correlates with modern metaphors “hard and soft power”. It should be noted that the concept “soft power” was introduced in Russian political vision in 2013. As for smart power, it can be compared with combination of both animals’ images with their inherent traits.

3. METHODS AND MATERIALS

The methodological basis is the institutional and neoinstitutional, communicative paradigms, the theory of political culture, the concept of "soft power". Ontological properties of ‘force/power’ concept, its diversity and multiplicity make necessary to study its polyparadigmatic essence.

The study used the following methods: comparative analysis, structural and functional analysis, sociological analysis, observation method, method of involved observation, extrapolation and interpretive analysis. Empirical material is represented by qualitative research methods: content analysis of sources, opinion polls, including an author's survey.

3.1. Association experiment

Within the context given above, it is instructive to give association experiment's data, acquired in 2018 - 2019. 120 Russian speaking respondents and 120 English and German speaking respondents aged 16 to 50 took part in the anonymous survey. There were people of different interests, views, confessions. The purpose of experiment was to clarify the extent of the concepts' comprehension (hard power, soft power, and smart power) by respondents and assess the probability of linguistic manipulations by the social conscience affected by these metaphors. By the stipulations of the experiment, respondents gave their own word associations on the conceptual metaphors hard power, soft power, and smart power.

Table following on the next page

Table 1: Respondents own word associations on the conceptual metaphors hard power, soft power, and smart power

HARD POWER		**SOFT POWER**		**SMART POWER**	
Russian speaking respondents	**English and German speaking respondents**	**Russian speaking respondents**	**English and German speaking respondents**	**Russian speaking respondents**	**English and German speaking respondents**
Stalin, Hitler, Lenin (respondents aged 16 -40)	Joseph Kony, George Bush, Hitler, Trump	Emperor Nicholas II of Russia, Lavrov	Merkel: we'll wait…; We shall see how the cat jumps.; We shouldn't compound matters." etc	Peter the Great, Putin, Lavrov, Shoygu, Lenin (respondents aged 45 – 50); Brezhnev (stability, peaceful life, social safety net)	Stalin (during the second World War)
Siege of Leningrad	Washington DC	Moscow	International interaction, mutual interests	Ability to lead, mutual interaction; education development	Education development,
enforcement of orders; tough, political measures and tough construction decision	Information-deprived; tough political measures	United Russia party	Debt release towards citizens	Law, justice, progress, responsibility, dialog, inventive power	rapid advances in new technologies
The carrot and stick approach	International isolation	Not stick but carrot	rewards	People's democracy, not American style democracy	Effective policy,
intimidation injustice, violence, discipline, war, sanctions, protests, Police authorities	Protectionism, protection of home industries, sanctions, war,	negotiations, loyalty, agreement, persuasion, diplomatic activity, compromise, criticism, debates, discussion	Trade ties, economic relationship	National interests; Society's well-being	Development of strategic and tactic state programs aimed at protection of national interests and advocacy
Absolutism, totalitarism, tyranny, despotism	Political pressure on economy,	Uncertainty, lack of effective decisions and problem solutions		Effective and fair-minded governor; a sense of duty; self confidence; the process of changing or developing towards an improved situation or condition	A voluntary basis; doing the right thing, sympathy with other nations; progress
		The iron hand (fist) in a velvet glove		Classic belief system, human rights, the commandments of God (5% of respondents)	

3.2. Other metaphorical representations of 'force/power' concepts in political discourse

It should be noted, "the animal word" is often used in mass media to characterize in generally some elites or top leaders' negative political actions. Such images as Russian bear, a fat cat, a cash cow, a top dog, mad dog, attack dog, dark horse and many others: ex.: Cohen: Will Romney remain the top dog? (Washington Post: 2011.10.11) As mentioned above, according to ancient literature, "power" concept is represented by lion and fox. These images are used in the political discourse until now. V. Pareto is known to be the author of this classification. He took these metaphors off N. Machiavelli. Leaders who are determined, decisive, self-consistent but tough and not flexible are recognized as lions. But vice versa, foxes are those who are sly, flexible, they prefer manipulative measures, backstage collusions. As an example, fox image is often used in political discourse to describe such politicians as former Ukrainian president L. Kravchuk and Belorussian president A. Lukoshenko: Ex: Старый украинский лис нюхом учуял, что с Донбассом нельзя воевать (The old Ukrainian Fox sniffed that it was impossible to wage war against Donbass) (www.politnavigator.net 30.01.2016); Старый лис Лукашенко не стал демократом – ему просто нужны деньги Запада (Old Fox Lukashenko did not become a Democrat – he just needed money from the West) (www.imperiyanews.ru 11.10.2015); Лукашенко - хитрый лис, который ведёт свою игру (Lukashenko is a sly Fox who plays his own game) (www.segodnya.ua,22.12.2014); M. Temer is called a fox who has got lost in Brazilian capital's bureaucratic jungle: Похоже, седой лис заблудился в собственном лесу (The gray Fox may have got lost in his own forest).(regn. um.ru 28.02.2017); И это кое-что говорит нам о Трампе. Этот старый рыжий хитрый лис не так прост. (This fact tells us something about Trump: That old redheaded sly Fox is not so simple-minded.) (life.ru, 22.09.2016). Лиса Меркель ставит условия для NordStream 2" (Fox Merkel sets conditions for Nord Stream 2) (quick-news.pro, 08.06.2016)[Segal, Sixtova, 2017, p.166.]; "Лиса в курятнике или как за счет украинцев отдыхает чиновник со своей семьей" ("Fox in the henhouse or an official and his family have a rest at the expense of Ukrainians") (Time-news.net, 14.08.2015); "Пустили лиса в курятник: Новые горизонты губернатора Ткачева" ("You have set a fox to keep the geese: Governor Tkachev's new perspectives") (rusnord.ru 26.04.2016); CNN: поиск российского следа в американских выборах доверили «лисе в курятнике» (CNN: Searching for Russian trail in American elections were trusted "Fox in the chicken coop») (Russian.rt.com, 27.02.2017) [Segal, Sikstova, 2017, p.168.].The meaning of idiom "Fox in the chicken coop» is that they let him in there where he exactly wanted to be (in pursuit of profit for himself. Wolf image is also attractive for political discourse. Compare: Russian idiom "волк в овечьей шкуре" is interpreted in English as "treacherous" in political context: treacherous aggressor; treacherous weapon. It is interesting that according to Indo-European tradition, wolf is considered as Hachiman. As for Old Slavic culture, it symbolizes national protection and appeals to bellicose actions. In 2006 V. Putin, Russian president, speaking about USA said: "Товарищ волк кушает, никого не слушает" [http://www.newsinfo.ru/articles/2006-05-10/item/532730/]. Thus, having analyzed a huge number of studies on metaphors in political discourse, we can conclude that metaphoric models are considered as a mechanism of a politicians' image-building, persuasion and as an assessment tool, They are often used to affect public opinion about a certain politician' image-building because they make a speech be meaningful, effective and easy to remember.

4. DISCUSSION

Complex research analysis of the paper allows to conclude that the language covers and expresses adequately all changes in national and international development. State and territorial division, differentiation on the grounds of property status, social stratification, state, profession, national policy, international relationship and others are represented in language.

Today, with the development of communications language communication forms especially aimed at an impact of a certain audience are of great importance. This postulate is supported by the analysis of metaphors and idioms containing elements which symbolize “power/force”. Metaphors and idioms are known as means that make speech more expressive and figurative.

- Having analyzed the survey data, we can conclude that from the point of linguistic view, all the images generated in consciousness by given stimulus words are verbalized in different ways (word forms, combination of words, idioms, sentences). As for pragmatic criterion, the concepts are represented with both common names and proper nouns (anthroponyms, toponyms) adjectives.
- It should be noted that in general both Russian and German speaking respondents understand the concepts correctly but their comprehension is mostly rather intuitive and piecewise than multi-faceted and intimate. The responses are sometimes discrepant and have two faces. That is why, we can speak about probability of linguistic manipulations by the public mind.
- Hard power is perceived in the same way by both groups of respondents: military power, military actions, intimidation, deterrence, discipline, domination, etc.). Hence, I. V. Stalin personality for more than 30 years is perceived by all respondents as an effective leader capable of win the war and restore the state. Besides, it is associated with sanctions by both groups of respondents. This fact reflects adequately the sanctions policy. But, it is fascinating that foreign respondents connect it with international isolation and political pressure on economy.
- Ethical and moral criterion of all concepts under consideration are expressed mostly by Russian speaking respondents as: justice, responsibility, fair-minded governor, a sense of duty, self-confidence, make right decisions etc. In German variant there are the following word association: doing the right thing, sympathy with other nations, human rights.
- Religious philosophical aspect of the “power” concept is verbalized only by Russian speaking respondents: classic belief system, human rights, goal in life, the commandments of God. However, it is necessary to confess only 5% of respondents assume this criterion. But in our opinion, the tendency may be verified some years later. This criterion is justified by such Russian cultural peculiarities as conciliarity, need for self-actualization, love of freedom, faith in a good king, generosity, patience.
- In the minds of Russian-speaking respondents, the personality of V. I. Ulyanov-Lenin is associated with soft power. It may be explained by the fact that in the minds of the population, especially the older generation, this leader is still perceived as a fighter for the people’s interests and needs against exploitation, the founder of the world's first socialist state, where everybody has equal rights. After political instability, impoverishment of the population, huge social stratification, radical breaking of value orientations in the 90s last century, the Soviet socialist state is perceived as progressive and more rightful.
- Finally, the end of the cold war made adjustments to the perception of power concept not only among politicians, diplomats, researchers, but also among the population. In its soft terms power is interpreted by respondents as an opportunity to develop their economy, profitable trade relations, to support domestic producers, to influence other countries by economic instruments and high technologies allows you to "win" supporters through the standards of consumption and lifestyle, the system of value orientations along with increasing military resources and capabilities are also integral part for an effective social economic model of development.

5. CONCLUSION

The complex linguistic and political analysis of the concept “force/power” has allowed to get its in-depth insight and perceptual unit involving cultural, political scientific, linguistic

contexts. The research shows that the concept and phenomenon 'power' is associated among the population with the reliability, success, stability, efficiency, strength of political institutions, the firmness and independence of the internal and foreign policy, the protection of state interests, the invincibility and power of the country. In everyday speech and scientific publications, the concepts of "strong leader", "strong state", "strong social policy" are widely used. Therefore, the experimental data analysis allows come to the conclusion that the physical needs and care of the state are less important especially for Russian respondents than the need for respect, freedom and leaders who adhere to traditional values. That is why, these data can be used not only by political scientists, linguists, but also by sociologists, authorities, officials to scent public needs and public sentiment. Moreover, having analyzed theoretical studies concerning the concept under consideration and experimental data, it can be concluded that the real state policy is not always understood correctly by society. It can be argued that linguistic manipulations happen to be here.

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SPECIFIC FEATURES OF THE TEACHING SINGING METHOD DEVELOPED BY S. RIGGS

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ABSTRACT

The technique of famous American teacher S. Riggs, declared as revolutionary and innovative, is essentially based on the adapted and modified Italian vocal technique. The singularity of his techniques stems from his universal approach to all artists, irrelevant of their educational background, academic or pop stage training. There is much evidence that Riggs's technique does not target learning specific vocal styles. On the contrary, its goal is voice training, not to teach what to sing. His system also teaches how to sing as efficiently and thoughtfully as possible. Due to these principles, the vocalist masters his voice, regardless of the choice of repertoire. It is known that in the process of studying vocal techniques, one should first of all pay attention to the problem of vocal breathing. However, contrary to the established tradition, Riggs argues that the respiratory apparatus of the singer clearly and independently copes with its task without special exercises and tasks for the development of breathing. However, in his book, Riggs critically describes and compares respiration in a normal breathing situation and while singing. The author clearly demonstrates the difference between them. According to the Riggs technique, the sounds of the lower register move into the soft palate, then higher, reaching the head itself, and emanate from its occipital part. Article's authors describe specific features of the teaching singing method developed by Riggs, which allow finding right approach to singing training of modern students.

Keywords: *Seth Riggs, speech level singing, teaching methods, vocal training*

1. INTRODUCTION

Seth Riggs began his career in the music world at the age of 10 years, he took acting lessons, choreography and stage director's courses. Later he gave vocal lessons and thus discovered a new direction of creative activity for himself, i.e. pedagogics. Riggs's career as a teacher was rapidly developing, and the success of his methodology grew with each new singer he trained. Many of them soon became stars. The singularity of his techniques stems from his universal approach to all artists, irrelevant of their educational background, academic or pop stage training. Nowadays Riggs teaches at his private studio, gives master classes, supervises phoniatric doctors, and lectures on vocal techniques at colleges in Canada and the United States. The method of Riggs is most fully described in his book "Singing For The Stars" [17], published in 1985. The book is accompanied by an audio application with exercises performed by the author and his students. The second edition of the book appeared in 1992. 15 years after its release, the book appeared in Russian bookstores [16], causing considerable interest among musicians. There is much evidence that Riggs's technique does not target learning specific vocal styles.

On the contrary, its goal is voice training, not to teach what to sing. His system also teaches how to sing as efficiently and thoughtfully as possible. Due to these principles, the vocalist masters his voice, regardless of the choice of repertoire. It is known that in the process of studying vocal techniques, one should first of all pay attention to the problem of vocal breathing [10]. However, contrary to the established tradition, Riggs argues that the respiratory apparatus of the singer clearly and independently copes with its task without special exercises and tasks for the development of breathing. However, in his book, Riggs critically describes and compares respiration in a normal breathing situation and while singing. The author clearly demonstrates the difference between them. According to the Riggs technique, the sounds of the lower register move into the soft palate, then higher, reaching the head itself, and emanate from its occipital part. Thus, Riggs violates the basic principles of working on the direction of the sound based on the Italian method, according to which sounds should be sent to the "vocal mask" (singing in the resonators, figuratively speaking) but not in the back of the head.

2. METHODS

For the entire research, it is critical here to recall the principles of singing corresponding to the school of bel canto. The bel canto school laid the methodological basis for the position of the larynx, voice training and deep, but easy breathing, soft and hard attacks of sound, its rounding in the middle and upper registers for a uniform sound, coloring the tone in a "light" and "dark" tone in high and low registers, respectively. This style of singing implied a certain vocal technique, passages and grace, a special approach to vocal music and performing arts. Its typical feature is beautiful and expressive singing. According to this technique, the voice of the singer demanded the formation of not only technical methods but also the musical and aesthetic qualities of singing. The basic principles of classical singing remained "the development of musicality and artistic taste; singing with the "propped" breath. It is critically to skillfully produce and distribute the sound; work on the formation of the muscular sensations of the head resonator and the high singing position of the sound. The sound must be "collected", focused, precisely directed; produced with smoothed registers. The singer must also work on range expansion, etc." [3, p. 13–14].

3. RESULTS

Vocal training includes the formulation of deep singing breathing, the development of vocal apparatus, the development and improvement of a variety of vocal and other techniques and skills acquired and fixed on individual lessons in the process of mastering the exercises, vocalizations and artistic works [7]. The process of voice setting includes the formation of muscular and auditory skills, the development of pure intonation, the pieces of training of a certain mode and manner of sound, mastering of acoustic attack, dynamics, and articulation [8]. The voice setting has strict scientific foundations, i.e. "bone-abdominal breathing, moderate or loosely held low laryngeal position, hard or soft attacks of sound, two-register voice construction, smoothing registers with the predominance of the so-called head resonance and sound cover, breathing sound"sound" [6, p. 100]. All this constitutes the vocal technique of the singer, which is formed and developed in the course of performing special exercises and singing of vocalizations. These requirements produce the correct sound formation mechanism which is fixed and perfected by means of performing music and vocal parts. The conditions of a correct voice setting are as follows, " The voice is localized in the high palate, low laryngeal position. It requires the simultaneous use of the head and thoracic resonators in the whole range, it is formed with a short breath, etc." [6, p. 98]. There is much evidence that all organs of the vocal apparatus develop during the performance of vocal-technical and articulatory-gymnastic exercises of the phonetic method. As teachers-vocalists say, "while vocal skills are being formed, the ability to sense, present and understand the work of the vocal apparatus during

singing is developing" [2, p. 253]. Interestingly, the understanding of the mechanisms of the vocal apparatus helps control it and monitor the correctness of the singing process. The work of the organs of the vocal apparatus is "initiated" by breathing because phonation is the interaction of the larynx and breathing. Phonetic exercises help strengthen the lower jaw, the muscles of the cheeks, tongue, and larynx, make the palate supple. The voice is associated with the inclusion in the work of the upper (head) and lower (chest) resonators. They are activated by exercise. Sound vibrations pass through the cavities of the palatal vault, the trachea, and the large bronchi, enriching the timbre of the voice with overtones. The sonority and flight of the voice are provided by the work of the head resonator, and the fullness and power of the sound originated from the chest. The deep and expressive timbre of the voice of the singer develops due to the resonators which are abdominal, chest and head. When they are activated, the sound comes from the depth and reaches the ideal "sound point" sought by all professional singers. To involve the head resonator, it is necessary to lower the tongue, raise the soft palate and create a dome inside the oral cavity, similar to what is formed during a yawn, and start phonation through this dome. "These are the techniques for achieving the so-called " high sounding ", high resonance, "mask" or revealing a high singing formant characteristic of a well-sounding voice" [3, p. 13]. To engage the pectoral resonator, the sound must be rounded and deepened, expanding and softening the lower part of the pharynx. The lower jaw gently lowers, the tongue lies flat, the larynx acquires a natural, neutral position, as when breathing, or lowered from low voices. These are the conditions for a free and harmonious sound. The Riggs's method takes into account a half-open type of singing "with a smile," an expressive manner of performance, and a clear articulation adopted in popular music, because "pronunciation here is the most important expressive tool for transmitting emotions through the text of a song" [13, p. 120]. Riggs proceeds from the development of the neutral position of the tongue in the mouth necessary for free articulation of vowel sounds. This position changes according to the pitch. In the speech position, the vocal apparatus works without tension, the muscles are at rest, the larynx remains free, and breathing is not controlled by special movements, but develops freely and easily easily [5]. Contrary to Riggs's statements about breathing relaxation, the diaphragm muscles that are not involved in the process of working, are known to lose the ability to control the flow of air which, due to the physiological structure of the human body, is reflexively exhaled. Lack of special attention to the setting of breath, according to Riggs's approach, considerably reduces the effectiveness of the work rather than facilitates the process of preparing the singer for professional activities. According to Riggs, in the singing position, the vocal cords are stretched and thin, but if you leave larynx in speech level, the vocal cords will remain elastic even in tension. Riggs explains it this way, "Even with the lowest sound, ligaments open from the front to the back and close, on the contrary, from the back to the front. Because at the junction with the inner front of the larynx, they are more flexible. The frequency of oscillation increases, resulting in an increase in the pitch of the sound. If such a process occurs at speech level, you can play transitional notes without distorting the text you are singing and damage to the sound, while expanding your range to incredible heights. As you practice, the transition areas will be smoothed. In the end, you will get a uniform timbre and learn to sing freely in any range" [16, p. 32]. Practical exercises are devoted to a separate chapter consisting of 30 exercises, which Riggs himself divides into three subgroups. The first one is called "Building Confidence" and includes exercises 1–13. They should be performed applying to a breast resonance and the preservation of the position of the larynx in the speech position during the entire range of singing. The second subgroup, "Toward Speech Level Singing", includes exercises 14–26 and targets solely the working out the stable position of the larynx – the very essence of the Riggs method. The final third block of exercises, "Technique Maintenance", includes lessons 27–30. Many exercises are arpeggio passages on sounds of common chords from "C" to "G" in the range of one and a half octaves and down, as well as passages of broken

chords up and down. These melodies are aimed at mastering and maintaining the desired speech level and gaining singing based on it throughout the whole range. According to Riggs, the development of these exercises should end with the rejection of them, because they are only indicative, not intended for permanent work. The following exercises target training the upper part of the larynx, that is, its lifting muscles, the other five are directed to the lower part.

4. DISCUSSION

In 1997, during his master class in Salt Lake City, Riggs uttered a phrase that made everyone think about the originality and revolutionism of the method of speech level singing, "This is what the Italians once did in their teaching practice, working on harmonious register connection" [19]. Not mentioning or completely avoiding in the book the question of the origin and formation of the principles of the school, Riggs emphasized its peculiarity and originality. However, speech level singing has points of contact with the Italian vocal school. The first principle of the Italian school is the reflex basis of singing, which means, in practice, the sound production according to the developed singing reflexes, or the technique brought to automatism regardless of the arbitrary action of the singer. Of course, this refers to the process of organizing sound and bringing it to reflex. "Technique is an integral part of the art of singing", said A. Pertile [1, p. 119]. Thus, the process of sound extraction is a consequence of the functioning of the whole mechanism, by which is meant the entire vocal apparatus controlled by the perfected vocal technique. The purpose of the school is to create a tool, i.e. a voice. Paradoxically, Riggs speaks about the same thing in his book, attaching importance not to the repertoire or style, but to the correct vocal technique. This is the first contact of schools. The proceedings of the Italian masters are based on a strict uniform homogenous voice without moving to falsetto. The formation of the upper part of the voice is impossible without the connection of the head register with the breast. A good "mixed" or a medium register (the mixture of head and chest registers) creates conditions for range widening, the mastering of extreme ranges and the equalization of transition notes. Recall that the Riggs's technique is also aimed at smoothing the registers and mastering the head sound without using falsetto [14]. This is a significant, but not the only discrepancy between the Riggs's method and the Italian school. The Italian school is undoubtedly the basis for the emergence of speech level singing. According to Rigg's views, vocal breathing is a "relaxed process" [16, p. 21]. The solution to the problem of expanding the voice range occupies a special place in S. Rigg's book on speech level singing. On the pages of his book, Riggs tirelessly recalls the fixed and at the same time relaxed position of the larynx, as it happens in the moment of speech. The problem of the position of the larynx has caused many disputes among teachers for a long time, increasing the difference between schools [12]. The similarities between Italian and American teachers are obvious, i.e. like Caruso or Pavarotti, Riggs pays a lot of attention to the hidden manner of capturing the upper sound. Riggs gives an example of identical singing performed in the same key. It is precisely the technique of producing the sound "a" with the transition to the sound "u", explained by Riggs, which is known as the development of the Italian vocal school. The distinguished native scientist L.B. Dmitriev described this vocalization as follows: "as the sound increases, it is first rounded, i.e. becomes more voluminous and rounded, and then this rounding goes into cover, i.e. the voice gets so rounded that it starts to sound dark, like the sound of "u" [9, p. 449]. However, there are some points of dispute. Riggs recommends seeking sensations of top notes emanating from the back of the head. This recommendation contradicts his practical exercises. To activate the work of the vocal cords, Riggs often asks to achieve "tearfulness" in the performance of high notes. For the first time, the technique of "sobbing", later universally transferred to the performing practice of Italian singers, was used by Giovanni Battista Rubini [20, p. 41]. It is easy to see that the exercises of the Riggs's technique themselves are based on the foundation of academic singing descants which are often very difficult for beginners.

Similar exercises were applied in their practice by the Italian teacher, Gennaro Barr, who taught at La Scala. In his work with vocalists, he actively used singing on the syllable "neigh", which Riggs later included into his methodology.

5. CONCLUSION

The technique of Riggs, declared as revolutionary and innovative, is essentially based on the adapted and modified Italian vocal technique. Originating as an aid for performers, mainly pop ones, the Riggs's school gradually evolved into something similar to a monopoly, which could partially serve the acquisition of necessary skills. Today, each country has official representatives of Riggs's technique. Contrary to the information in the book, according to which it is possible to independently master the technique of speech level singing, this skill may be officially confirmed only by studying personally with Riggs or his followers. His students are awarded a special certificate with a golden disc image. However, the competent performance of the proposed exercises implies that students have basic knowledge and skills. Therefore, there is much evidence of fundamental differences between the theoretical and the practical components in his methodology. It seems that the book by Riggs is a useful contribution to the existing vocal teaching base created by the world's scientific and educational elite. However, it is advisable to use vocalizations and exercises provided in the book. Of much practical value are articulation exercises and expressive singing techniques provided in the book. In addition, extensive experience has shown the effectiveness and productivity of Riggs's school as a whole. Some of its elements are included in the methods of teaching pop style music by local teachers. The public interest in the technique does not subside, but on the contrary, it is constantly growing and multiplies its admirers among musicians all over the world. Today, the school of speech level singing is a global corporation, a movement that entails followers studying from Riggs and receiving his certificates. There is much evidence that it is possible to distribute this technique of teaching singing throughout the world, including Russia.

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DEVELOPMENT OF THE PROFESSIONAL LABOR MARKET OF UNIVERSITY TEACHERS AT THE PRESENT STAGE: GENDER ASPECT

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ABSTRACT
The article analyzes the gender aspects of the modern university labor market. The main trends in the socio-demographic transformation of the personnel of higher education in Russia under the conditions of modernization of higher education are highlighted. The dynamics of the number and professional qualification characteristics of teachers is revealed, the gender structure of universities by professorships is analyzed. Based on the results of opinion polls, the dynamics of the conditions, content and professional motivation of women teachers is shown. The article uses a segmented approach that allows to fully reveal the professional characteristics of certain categories of workers. A model of segmentation of female teachers according to basic criteria is proposed: competitiveness in the labor market and labor productivity. As a result of the study, the most significant strategies for the behavior of female teachers in the professional labor market were identified in the face of significant tougher competition and the real risk of job loss. The factors causing the occurrence of gender imbalances in the teaching staff, as well as the reasons for the unequal access of status of professional and qualification positions for men and women in modern conditions are disclosed.
Keywords: *Gender structure, labor market segmentation, modernization of higher education, professional labor market, university teachers*

1. INTRODUCTION

The Russian higher education system is in development stage. Transformation mechanisms, as well as socio-economic efficiency of transformations appeal to scientists' attention. The changes in HR management at universities provoke particular interest (Potekhina, 2017; Buley et al., 2018). Many research papers are devoted to problematic topics of increasing the competitiveness of academic staff and their adaptation to actual conditions (Melnichuk, 2017; Roshchina, 2015; Demcheko et al., 2017). In recent years, situation in the professional labor market among higher-education teaching personnel has become more complex, jeopardy of job loss increases (Ilina et al., 2017). Foreign experts distinguish the worsening position of university teachers in the US and European labor market, find out the negative dynamics of the conditions and level of teachers' remuneration (Musselin, 2013; Simonin et al., 2017; Stocum, 2013). Gender dimensions in the issues of the professional labour market among academic personnel is newish and ill-defined topic in Russian academic community. For many decades, the field of higher education was perceived as gender-neutral, and the opportunities for vocational and qualification growth of women in higher education institutions were evaluated

rather highly (Vinokurova, 1999; Martynova, 2005). A number of studies analyze some gender issues that have arisen in university community in recent years (Baskakova, 2011; Bulgakova, 2015; Pugach, 2015). However many facets of women's position in professional labor market in the midst of the process of higher education modernization are not investigated yet.

2. METHODS

The necessity of integrated analysis of gender dimensions in professional labor market of higher-education teaching personnel has brought about an active use of a wide range of scientific research methods. In particular, methods of typological, historical – genetic, comparative analysis as well as marketing method of segmentation have been actively used in this scientific research. Empirical basis is built upon the use of statistical data and the results of sociological research (Higher education in Russia, 2001; Women and men of Russia, 2004), the results of monitoring of the educational sphere conducted by the Higher School of Economics NRU (Education Indicators, 2018; Science Indicators, 2018; Indicators of Science, 2019; Monitoring the Economics of Education, 2015). Empirical basis also consists of findings of the sociological survey, conducted among academic staff in RSSU from 2009 to 2016. The sociological survey of academic personnel has been conducted under the project "Development of theoretical and practical foundations of motivation and stimulation of higher education faculty in current conditions" in 2009-2012 (159 people have been sampled). In 2014-2016 sample interviews on the problems of transforming working conditions and employment universities have been conducted with RSSU' professors (37 people have been interviewed). Collection, accumulation and compilation of information, reflecting gender dynamics of higher education personnel, give an opportunity to create a basis for further in-depth analysis of the problems of the development of higher education in present conditions.

3. RESULTS

3.1. Dynamics of the number of female university personnel

Gender dimensions in higher education were always considered in a historical context as exemplified by Soviet higher education. According to statistics, soviet women successively strengthened their positions at universities for many years. In 1939-1959 the proportion of female scientists and university professors increased from 31% to 38%, by 1970 their number reached the level of 50.9% (Women and children in the USSR, 1963; Public education and culture in the USSR, 1989). Gender discrimination issues in professional field in the USSR were not taken into account on ideological grounds. Nowadays the proportion of women in academic staff is rather high. Statistics data enables to analyze gender structure of higher-education teaching personnel and evaluate the level of female participation in leadership of educational organizations.

Table 1: The proportion of women in higher-education teaching personnel (without external part-timers, at the beginning of the academic year, % of the total number) (Education indicators, 2018, p. 263)

	2000/ 2001	2005/ 2006	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2014/2 015	2015/2 016	2016/2 017
Total	49.5	53.4	56.3	56.3	56.5	56.6	56.8	57.0	57,5
State and municipal organizations	49.1	53.3	56.1	56.2	56.4	56.8	56.9	57.2	57,6
Private organizations	57.1	53.8	57.6	57.6	57.1	55.4	55.7	55.3	56,3

In 2000/2001 academic year women figured up to around a half of total number of academic staff, the highest proportion prevailed in private educational organizations (table 1). In following years the share of female professors grew steadily and in 2016/2017 academic year the proportion of women accounted for 57,5 %. From 2001 to 2017 the share of women professors in state and municipal universities has substantially grown. Dynamics in private universities was diverse, - beginning with 2011 year the share of women professors decreased, however after 2016 year it began to grow again. It is known that in last decade dozens of non-governmental educational organizations have been deprived of accreditation and ceased to exist, many private universities are at risk zone, therefore employment in private universities cannot be considered as stable.

3.2. Vocational and qualification positions of higher-education teaching personnel: gender dimension

Statistical data indicates vocational and qualification positions of women in universities (table 2). Although the number of female professors is higher than the number of men, the share of women in executive positions is significantly lower than the share of men. Women figure up to 45% of all Deans of Faculties, the proportion of women among the Heads of Departments is slightly lower. The proportion of women in these positions significantly distinguishes depending on the type of educational organizations. In state and municipal universities women hold position of Dean almost 1.5 less than men. In the interim the share of women in positions of Deans in private universities is higher, than men. A similar trend remains for the posts of Heads of Departments.

Table 2: The proportion of women among higher-education teaching personnel according to rank, 2015/2016 (without external part-timers, at the beginning of the academic year, % of the total number) (Education indicators, 2018, p.195)

	Total	State and municipal organizations	Private organizations
Total	57.0	57.2	55.3
Deans of Faculties	45.0	41.8	63.3
Head of Department	44.2	43.0	51.0
Professor	32.9	33.4	28.6
Associate professor	59.2	59.2	59.0
Senior teachers	70.4	70.4	70.5
Teachers, assistants	66.9	66.8	69.6

According to statistical data women are less successful than men in their scientific career (table 3). First of all, it concerns professor position, which is the most prestigious and high-status post in university hierarchy. Less then 1/3 professors in universities are women (Education indicators, 2018, p.195). Meanwhile they hold almost 2/3 positions of associate professors and more than 70 % of senior teachers' positions. Approximately 2/3 teachers and assistants that work in Departments are women as well. The share of female teachers and assistants in private universities is 70 %. Thus, women prevail in the lower levels of the university vocational and qualification hierarchy. Their share is particularly high among teachers and assistants, i.e. employees without academic degrees and ranks. Women preponderate in the position of associate professors. However, the proportion of women on more high-status posts is already significantly lower than the proportion of men. The utmost gap is typical for the position of professor - the ratio of women to men here is 1 to 3. University gender structure by higher-education teaching personnel can be represented in the form of a classic "vertical" pyramid. It should be remarked that among the rectors of Russian universities, the share of women is only 7%.

3.3. Characteristics of professional strategies of female faculty members

In the context of modernization of higher education, there is an active process of individualization of professional strategies of higher-education teaching personnel. Gender dimensions are an important factor of differential models of professional behavior. The findings of opinion poll among RSSU's academic staff afford the level of teachers' satisfaction of various aspects of their work (table 3). More than 76 % estimate their wages does not correspond at all to labor costs, the share of positive assessments is 6.4 times lower. Men are more satisfied with evaluations of their job, - there are 1.8 times more men, than women, who consider that their wages is fully aligned with labor costs; thus, the proportion of negative answers among women is higher. In our point of view, the reasons for this distribution are largely related to the gender factors of the vocational and qualification hierarchy. As it was already noted, men are more likely to achieve high social and professional status than women, which certainly implies a higher level of wages.

Table 3: «Does your wages correspond to your labor costs?»

	Yes	No	Neither agree nor disagree
Total	11,9	76,2	11,9
Gender			
Male	15,8	73,7	10,5
Female	8,7	78,3	13,0

Women succeed in realizing their potential in the professional field more rarely than men (table 4). More than 52 % male professors become self-fulfilled at work, share of the same answers among women is 1.3 times lower. Meanwhile the share of men who do not realize absolutely their potential is 1.8 times higher than the share of women. It can be assumed that the impossibility of complete self-fulfillment in many cases is due to difficulties that women have to face in their scientific career.

Table 4: «Do you realize completely your potential at work?»

	Yes, to the full extent	Not always	No, I don't realize	Neither agree nor disagree
Total	45,2	35,7	11,9	7,2
Gender				
Male	52,6	26,3	15,8	5,3
Female	39,1	43,5	8,7	8,7

Women appreciate the importance of moral and socio-psychological factors more highly than men, they more often consider a university as a sphere suitable for career development. Appropriate work schedule is one of crucial advantages of university work, because it allows women to devote more time to family and children and manage a household. For men it is, first of all, interesting and creative job, though it does not provide them with auspicious opportunities for professional development.

3.4. Segmentation features of female teachers at universities

Female teachers at universities represent varying social and professional class. As a segmentation option let's separate female teachers according to two basic criteria:

- competitiveness in labor market,
- labor productivity.

On a base of these criteria 4 main segments of female academic personnel can be distinguished (table 5):

- «Stars»
- «managers»
- «Conscientious workers»
- «Part-time housewives»

Table 5: Segmentation of female teachers at universities (compiled by an author)

Teachers' competitiveness	labor productivity of teachers	
	high	low
high	«stars»	«managers»
low	«conscientious workers»	«part-time housewives»

Let's drill down selected categories.

1. «Stars»
   It is almost ideal model «professor - scientist», where high level of competitiveness practically compiles with high level of labor productivity. A female teacher of this particular category is successful from all sides of her work: as a searcher, as a teacher and as an expert. Achievement of high-status positions is fair professional success for evere university teacher, however it is particularly important for women, because it indicates the overcoming of serious informal obstacles that impede the real equality of professional opportunities of men and women. It should be admitted, that women who have achieved such substantial professional success are often not so successful in their personal lives. High intensity of labor and the necessity to constantly confirm their high professional status requires a lot of effort and time.

2. «Managers»
   This type of teachers compiles teaching with management and administrative activities. Even if they occupy a full-time position in a higher education teaching personnel, in reality they spend most of their time on performing managerial functions. These women more often occupy a position of Head of Department or Dean of Faculty. The representatives of this type successfully solve their personal professional problems using administrative resource, participate in research activity (often only in nominal terms), development of educational aids etc. Obviously, a real productivity of such workers is not rather high. Nevertheless, demand for effective managers in the professional labor market is rather high. In many cases, it is women on managerial positions who realize the most effective style of managing departments and faculties. And an effective management is one of crucial points to increase universities' competitiveness in the context of modernization of higher education. Women, occupying positions of high managers in education often have the same problem as «stars», - lack of time for family.

3. «Conscientious workers»
   Conscientious workers notably compose a reliable base for the functioning of any university. Their labor productivity is rather high, and competitiveness is low, because their formal vocational qualifications and reputation capital are much more modest, than those of «managers» and «stars». The main advantage of «conscientious workers» is that they do their professional duties honestly, diligently and quite professionally. Representatives of this type most often manage to achieve the optimal balance of professional and personal interests. Such categories as «managers» and «stars» are allocated from «conscientious workers».

These changes are often associated with age, changes in marital status, etc. For instance, woman might actively pursue science and do career after her children grow up, and she has more spare time.

4. «Part-time housewives»
   This type includes women whose main field of self-fulfillment is a family, and teaching activity is considered as secondary work (more often forced). These workers completely or partially refuse dynamic research activity, professional development, profitable proposals for an administrative and management career. «Housewives» try to minimize efforts on professional activity. They often nominally retell books in classes; almost do not have serious scientific publications. The value of these workers is most often associated with their service to university or individual workers. Sometimes the reason of their «floodability» is family connections or friendship with someone from university governance.

Obviously, labor productivity as well as competitiveness in labor market of these workers is miniscule. In recent years, in a context of a significant tightening of requirements for higher education teaching personnel and the introduction of a system of "effective contracts", the number of "part-time housewives" in universities is constantly decreasing.

4. DISCUSSION

In recent years current problems of professional activity and occupation of academic staff at universities is hotly debated not only by higher education teaching society, but also by general public audience. Gender aspects of professional labor market among higher education teaching personnel also provokes a big interest. The results of this research were presented and actively discussed at various scientific conferences. In particular, the dynamics of professional labor market strategies for adapting various categories of the teaching community to new socio-economic conditions were on the table of the XVII International Social Congress (October 30-31, 2017). During the discussion it was indicated that a significant increase in competition led to dramatic changes in the employment of higher education teaching personnel and strengthened gender imbalances in the vocational and qualification hierarchy of academic staff. Substaintially, a feature of the in-house labor market is unequal access for men and women to the most prestigious positions at university. It should be taken into account, that the society of female teaching personnel at university is plural. A part of women perceives the dominance of men in the most prestigious segments of higher education not only as historically determined and obligate, but also as the only possible way of job distribution, i.e. they actually agree to acknowledge the intellectual superiority of men. Nevertheless, the significant lag of women in the race for academic degrees and ranks is associated with another reason. The main female contradiction of the XX-XXI centuries: "Family or work?" is still relevant for most female teachers. A significant increase of the requirements for the academic teaching staff, the necessity to do not only voluminous teaching tasks, but also to implement scientific, methodological and organizational functions, forces many women to choose between an active scientific career and relatively quiet work in low-status positions. An impressive part of women are forced to refuse to defend their PhD dissertation or advance in the administrative and managerial ladder, as they are not able to make a successful career at a university without prejudice the interests of their family and overwhelmingly children.

5. CONCLUSION

In recent decades the share of female academic teaching personnel at universities has increased and nowadays women figure up to 57% of the total faculty. At first sight, Russian higher

education seems to be a gender neutral field, where there are completely no elements of gender discrimination. But if we evaluate the position of women in the job hierarchy of the faculty, it becomes obvious that the vocational and qualification structure is characterized by a "vertical" pyramid of job distribution of female staff. In comparison with men women are 2 times more likely to occupy the lowest levels of the university hierarchy - they figure up to 2/3 of assistants and teachers, and more than 70% of the total number of senior teachers. The gender distribution among professors is completely different; women occupy this position 2 times more rarely, than men. Meanwhile, women succeed in managerial positions. 44-45 % of all Deans of Faculties and Heads of Departments are occupied by women, their share is increasing in last years. Therefore, the most challenging position for most of female academic teaching staff is the status of professor. In recent years managerial positions has become more accessible for women, although at the highest levels of the administrative ranks, at the level of the rector of the university, their representation is still almost unvital. In the context of increasing competition in labor market, differences between separate segments go deeper, and women often turn out to be more vulnerable to competitive struggle. Without overt discrimination women, nonetheless, are often forced to choose less ambitious professional strategies in comparison with men. At the same time opinion polls findings indicate, that women are ready for building active career strategies at higher education. The share of women who is attracted by work at the university for the opportunities of professional advancement is 2 times higher than the share of men. Ultimately, gender imbalances in the higher education teaching personnel are obvious despite the fact that the analysis of professional labor market does not expose evident demonstrations of discrimination associated with unequal access to high-status vocational and qualification positions. And there are no premises to the change of this tendency yet.

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EARLY RETIREMENT PENSIONS DUE TO WITH SPECIAL WORKING CONDITIONS

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ABSTRACT
Conditions for the appointment of early retirement old age are divided into General and special. The General include those conditions that are required to perform in absolutely any form of pension insurance. Special conditions include those that belong only to a certain type of pension insurance, in our case, old-age insurance pensions in connection with special working conditions and certain types of professional activity.
Keywords: *Conditions, Early, Pension, Retirement*

1. INTRODUCTION

General conditions for the appointment of old-age pension:

1. Russian Federation citizenship. The condition needs to exist in connection with persons permanently residing in the territory of Russia, but not having citizenship of the Russian Federation.
2. Persons permanently residing in the territory of the Russian Federation. The condition needs to exist in order to determine under what circumstances persons who do not have citizenship of the Russian Federation are entitled to receive an early retirement insurance pension.
3. The person wishing to receive pension provision in the territory of Russia is obliged to be insured in bodies of social insurance of the Russian Federation.
4. A person wishing to receive pension provision in Russia must have a personal insured personal account. The condition needs to exist in order to assign the funded part of the pension insurance.

Conditions of a special nature may arise in connection with special working conditions, which are understood to mean work that entails conditions dangerous to human life or harmful to his body. In this regard, the state authorities have identified the following: a special age at which "young pensioners" can receive pensions; a special insurance period required to obtain a pension early; the amount of insurance experience in special working conditions, which means working conditions with severe, harmful or dangerous factors for the human body, is established. One of the most important conditions that must comply with the future recipients of pensions is the payment of contributions called insurance in the Pension Fund of the Russian Federation. Length of service is a certain period of time during which persons pay insurance contributions to the state authorities in order for the Pension Fund of the Russian Federation to pay pensions in old age. Insurance premiums are paid by the head of the organization, who sends part of the salary to the social insurance authorities. The length of service is paid in order to qualify for an old-age pension insurance.

The next special condition, which is no less important for the recipients of the old-age insurance pension in connection with special working conditions, is the presence of insurance experience in working with special working conditions. Special insurance seniority is a period in the ordinary insurance seniority that has been worked out in working conditions that may be dangerous to the health of citizens or harmful to their body. The conditions described above, under which one can expect to receive early retirement, are secondary. This is due to the fact that only if the following conditions are met, you can simply think about getting a pension ahead of time.

2. RESEARCH

Chapter 6 of the Federal law" on insurance pensions " contains a list of categories of Russian citizens who are entitled to early retirement. The existence of this Chapter allows us to distinguish three conditions under which pensions can be assigned early, namely:in connection with special working conditions;in connection with unfavorable climatic conditions of work and residence;in connection with medical and biological factors. The appointment of early retirement benefits in connection with special working conditions is one of the most difficult tasks existing in the pension legislation of the Russian Federation. The complexity of this process is that pensions are primarily associated with the value of insurance, that is, the citizen who wants to obtain the pension is required to present to the Pension Fund of the Russian Federation all necessary documents confirming his right to receive early old-age pension. The information contained in the employment record book is often insufficient, which means that the citizen must also present with it supporting certificates from the place of his employment. Since 2001, the Pension Fund of the Russian Federation is obliged to collect from the place of work of all working citizens of the Russian Federation information about the nature of work, that is, all employers are required to provide certificates of the complexity of the work of their employees. This paragraph of the pension legislation has greatly facilitated the possibility of obtaining early retirement for people working in difficult or dangerous working conditions. In the case of citizens in locations with underground activities early retirement provision may be set:

- men: the retirement age is reached at the age of 50, and the length of service must be at least 20 years, of which at least half must be a special length of service;
- women: the retirement age is reached at 45 years of age, and the length of insurance must be at least 15 years, of which at least half must be a special length of insurance.

Persons lacking the necessary insurance experience in these conditions, it has worked in areas with underground activities less than established by the legislation of the Russian Federation, can receive early pensions other usloviyah reduction of age of retirement by one year for each full year worked work in places with underground working conditions. In the case of citizens working in places with harmful or difficult working conditions:

- men: upon reaching the age of 50 years, the insurance experience must be equal to at least 20 years, of which at least half must be a special insurance experience in places with harmful working conditions, as well as in hot shops. Upon reaching the age of 55 years, the insurance experience must be at least 25 years, of which at least half must be a special insurance experience in places with difficult working conditions;
- women: the retirement age is reached at 45 years, and the length of insurance must be at least 15 years, of which at least half must be special insurance experience in places with harmful working conditions, as well as in hot shops. Upon reaching the age of 50 years, the insurance experience must be at least 20 years, of which at least half must be a special insurance experience in places with difficult working conditions.

Persons working in places with harmful or difficult working conditions early retirement pension may be assigned to the following conditions:

- women who have worked as employees of organizations producing textile industry: the retirement age is 50 years, it is necessary to work in these conditions of employment for at least 20 years;
- men who have worked as employees of organizations as workers ' brigades, workers of railway stations, transporting or providing traffic safety, workers organizations as drivers of a truck transport on mines, cuts, in mines or ore pits on the export of coal, slate, ores, rocks: the retirement age begins at 55 years, while the insurance period shall be equal to not less than 25 years, of which at least half must be work in the specified working conditions;
- women as workers as workers brigades, workers of railway stations, transporting or providing traffic safety, workers organizations as drivers of a truck transport on mines, cuts, in mines or ore pits on the export of coal, slate, ores, rocks: the retirement age begins in 50 years, the insurance period shall be equal to not less than 20 years, of which at least half must be working under the specified conditions of employment.

Persons working in expeditions and crews directly in the field on expeditions, parties, traductorado pensions, can be installed:

- men: the retirement age is reached at 55 years, and the length of service must be at least 25 years, of which at least half must be a special length of service;
- women: the retirement age is reached at 50 years, and the length of insurance must be at least 20 years, of which at least half must be a special length of insurance.

It is important to note that for persons who have worked directly in the field, the time period is taken into account: from 6 months to 1 year – as a full year of work, less than 6 months is taken into account as the actual duration of time. In the case of nationals as employees in logging or lesosplava early pension can be installed:

- men: the retirement age is reached at 55 years, and the length of service must be at least 25 years, of which at least half must be a special length of service;
- women: the retirement age is reached at 50 years, and the length of insurance must be at least 20 years, of which at least half must be a special length of insurance.

Work on logging includes a variety of activities, employees, for example, take out wood to the points of shipment to the consumer. Working conditions in these conditions are considered difficult, especially for women. In the case of citizens as mechanics integrated teams in loading and unloading in ports early pension can be installed:

- men: the retirement age is reached at 55 years, and the length of service must be at least 25 years, of which at least half must be a special length of service;
- women: the retirement age is reached at 50 years, and the length of insurance must be at least 20 years, of which at least half must be a special length of insurance.

The list of conditions under which early old-age pension provision is granted, as well as the duration of the special insurance period, shall be appointed and approved by the Government of the Russian Federation. I would also like to highlight some additional conditions that have survived from the existence of the USSR, in which a citizen of the Russian Federation has the right to receive early retirement pension: women who carried and subsequently gave birth to more than 5 children and raising them at least until they reach 8 years;Russian citizens who are disabled 1, 2 or 3 groups due to injury received during hostilities; Russian citizens who are visually impaired group I; Russian citizens with pituitary nanism (Lilliputians) and disproportionate dwarfs; Russian citizens, worked as rescue workers in professional rescue

services, professional emergency rescue formations of the Ministry of the Russian Federation for civil defense, emergencies and elimination of consequences of natural disasters and participating in liquidation of emergency situations; citizens of the Russian Federation, who appeared as individuals, executing criminal penalties of deprivation of liberty; the citizens of the Russian Federation, who has worked on posts of the State fire; the citizens of the Russian Federation, who has worked as a theatre and cinema actors, and theatrical organizations; citizens of the Russian Federation who have worked as employees of institutions engaged in medical activities to protect the health of the population in rural areas and urban settlements and at least 30 years in cities. In addition to the above points, now one of the parents of a disabled person from childhood, who brought him up to the age of 8 years or more, can count on receiving an early retirement pension. It is important to consider that it does not matter whether the child is a native or adopted (adopted).The guardian of a disabled person from childhood, raising him at least until the age of 8, is also entitled to early retirement. Such a number of "preferential" professions the state argues primarily the development of mutually beneficial relations between the state, the employer offering work in a place of high risk and the employee who decided to work in such a place. Officially, the state authorities explain this situation by the following reasons:

1. The leading reason is that neither the so-called "preferential" enterprises nor the Pension Fund of the Russian Federation lose practically anything, but on the contrary receive from the existence of "young" pensioners. Employers are provided with a workforce willing to work in hazardous or life-threatening conditions. The pension Fund of the Russian Federation has developed its system in such a way that early pensioners and ordinary ones make almost equal insurance payments. Employees are given the opportunity to save to retire earlier than usual, but this in no way can fully protect and secure them;
2. The very existence of early retirement pension is characterized by the modernization of production. This, of course, contributes to the same amount of insurance payments and the interest of the state and employers in improving working conditions;
3. The state still does not have the opportunity to properly justify and implement scientific criteria that would allow to properly assess all possible risks associated with special working conditions and try to prevent them;
4. The legislative authorities do not envisage a fully functioning system through which the state could rehabilitate "young" pensioners and return them to their former working capacity, which they lost due to work in unfavorable, dangerous working conditions.

However, despite the fact that the list of types of work is extensive, it can not be said that it is completely complete. On September 23, 2015, one of many attempts was made to increase the number of specialties and professions, but without success. The Supreme Court of the Russian Federation made the following decision: to leave without satisfaction the statement. Despite the fact that pension provision is currently largely financed directly from public funds in order to meet the mandatory pension insurance system, excessive weighting of pension obligations can have detrimental consequences for the pension reform of early retirement, which is largely due to the increase in the tariff plan to cover the increasing costs. The formation in the Russian Federation of the concept concerning pension provision creates certain social and economic guarantees that make it possible to solve the most complex and significant problems in the life of our country. The established pension concept would address many different issues of different interests, allowing citizens to receive a pension (approximately 38 million people), and future pensioners to be confident in a secure old age. This explains the immediate interest in the topic. Due to the existing conditions, the legislative authorities were able to identify the types of professions and specialties in which citizens can become recipients of early retirement benefits.

However, it should be noted that in addition to the selected species, there is a huge number of professions and specialties that need to be included in the official lists. This would facilitate the regulation of the work activities of pension recipients and build justice between Russian citizens working in certain difficult, harmful or dangerous conditions.

3. CONCLUSION

A special experience is necessary to make certain amendments. This is due to the fact that the performance of work in special working conditions, regardless of the time of such activities must necessarily be included in the generally established insurance record. This is necessary due to the fact that people, having worked in such conditions even for a short period of time, receive irreversible consequences that pose a threat to the human body. It is also necessary to make other periods of employment are socially significant in the lives of citizens of the Russian Federation. Drastic measures must be taken to address the current problem. For example, it is necessary to appoint Federal Executive authorities of the Russian Federation as determinants of danger of labor activity which the citizen of the Russian Federation carried out in the life. And also to provide them with the opportunity to reduce the age of pension provision in connection with special working conditions, depending on the type of danger and harmfulness of a particular work activity. In the future, thanks to this, it is possible to increase the list of professions in need of special conditions.

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ANALYSIS OF THE RUSSIAN MARKET OF EDUCATIONAL SERVICES IN THE FIELD OF HIGHER EDUCATION

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ABSTRACT
For more than five years, Federal service for supervision of education and science has been reducing the number of state and non-state universities that cannot ensure the quality of higher education. In the framework of presented article the study: what are the dynamics of the number of universities, what number of students, how the admission for bachelor, specialist and master, how are University graduates by program level, how has the number of the teaching staff. In the course of the analysis behavior cause-effect relations are given, conclusions about trends and regularities are given. The article will be of interest to a wide range of readers related to the higher education system, teachers, students and applicants.
Keywords: *dynamics of the number of universities, number of students, admission of students, dynamics of graduates, number of faculty*

1. INTRODUCTION

In the middle of 2000, a huge number of universities operated in the sphere of Russian higher education [9]. In many ways, this was due to a large share of universities in the non-state sector of higher education, which opened in the late 90s – early 2000s [1]. Thus in 1990 the number of state and municipal universities was 514 [4], there were no non-state universities. In 1994, the number of state and municipal universities increased by 7.6% and amounted to 55, the number of private universities was 157. At the beginning of the 2004/2005 academic year, the total number of higher education institutions increased more than 2 times compared to 1990, including the number of state universities increased by 134, that is, by 26%, to 648, and the number of non-state universities was 413. That is, the share of non-state universities was 39%. On the one hand, it was connected with the popularization and accessibility of higher education, reforms in the system of higher education, and on the other hand, with the transition of the Russian economy to market conditions, when state universities found themselves in new conditions of functioning [6; 7; 14]. Until 2010, the number of universities continued to grow [16], but not as intensively as in previous years: the total number of universities was 1115 [11], which is 5% more than in 2004. All this has led to a significant decrease in the quality of higher education, as well as significantly hampered the state regulation of educational activities in the field of higher education [10]. In this regard, the Resolution of the Russian Federation of May 23, 2015 No. 497 approved the Federal target program of development of education for 2016-2020 [13].

2. METHODOLOGY

The media periodically publish information about the reduction in the number of students and the number of universities. The authors of the study, being direct participants in the educational process, decided to analyze the situation that has developed now in the system of higher education. It was decided to use data from 2010 to 2018 as a temporary period. Despite the fact that the study is conducted in 2019, official data for the beginning of the 2019-2020 academic year is not yet available. The main sources of information for the analysis were The Russian statistical Yearbook for 2018 from the Federal state statistics service; the statistical digest "Education in numbers: 2019" from the National research University «Higher school of Economics». Based on the hypothesis put forward by the authors, information was collected, tabulated and analyzed.

Hypothesis:

1. The number of universities decreased mainly due to the reduction of non-state universities.
2. The number of students decreased due to the reduction of students in evening and correspondence forms.
3. Admission to universities has decreased due to a reduction in admission to private educational institutions.
4. The share of graduates in undergraduate programs exceeds specialists due to the transition to a two-level education system.
5. The number of teaching staff decreased because of the closure of universities and the reduction in the number of students.

To confirm or refute the hypothesis, we will analyze the official statistics.

3. RESULTS

The dynamics of the number of universities is shown in Figure 1.

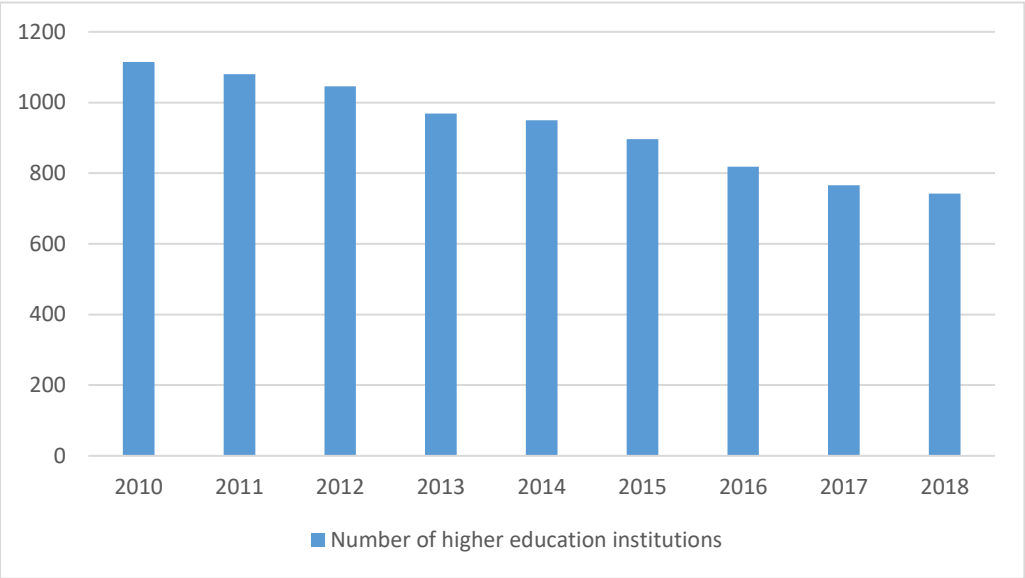

Figure 1: Dynamics of the total number of universities 2010-2018[1]

The total number of universities for the period under review annually decreases and in 2018 amounted to 742, which is less than in 2010 by 373, or 33.5%. Moreover, since 2015, there has been a higher rate of decline, which, of course, is connected with the implementation of the

[1] Here and further in the article the diagrams are made by the authors on the basis of the data Of the Russian statistical Yearbook. 2018 // Federal state statistics service. [Electronic resource.] URL: http://www.gks.ru/free_doc/doc_2018/year/year18.pdf

Federal target program. The implementation of the program was prematurely terminated on January 1, 2018 because the implementation of the activities of this program will be carried out within the framework of the state program of the Russian Federation "development of education" for 2013-2020. The changes affected both private and public universities. In 2018, compared to 2010, there were 157 fewer state universities (24% of the total number of state universities in 2010), and 217 fewer commercial universities (47% of the total number of non – state universities in 2010). At the same time, it can be noted that the share of state universities in the structure increased from 58.5% in 2010 to 66.8% in 2018. This dynamics fully corresponds to the plans of the Ministry of education and science of the Russian Federation, which announced its intention to reduce universities and branches that can not provide quality education [8]. A decrease in the total number of universities should lead to a decrease in the number of students (Figure 2).

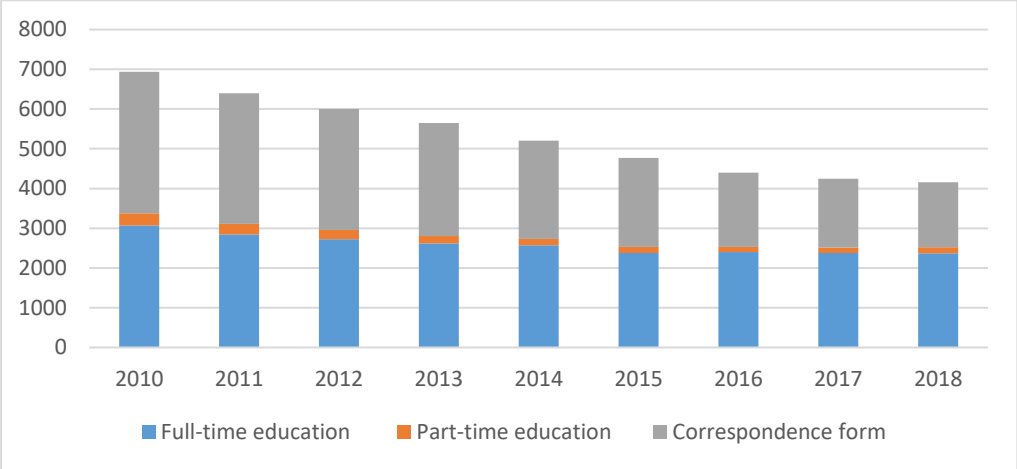

Figure 2: Dynamics of the number of students depending on the form of education

Data from the Federal state statistics service on the total number of students indicate that the number of students is decreasing every year. In 2018 [3], the total number of students amounted to 4161, 7 thousand people, which is 2888, 1 thousand people (or 40%) less than in 2010. The decrease in the number of students was due to a significant decrease in the number of students enrolled in correspondence courses (almost 55%). The number of full-time students decreased by 23%. The structure of the number of students by forms of education has changed (Figure 3).

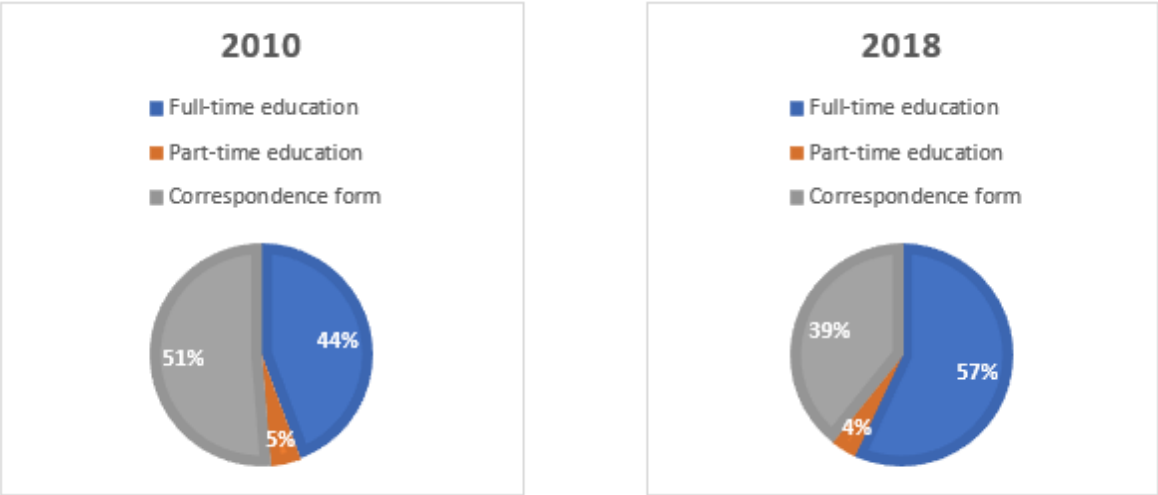

Figure 3: Structure of students by forms of education

Changes in the numerical structure of students by forms of education indicate that the need for classical full-time education is increasing, full-time students became in 2018 by 13% more than in 2010. The number of part-time students decreased by 12%, while part – time students decreased by 1%. These changes were reflected in the admission to higher educational institutions (Figure 4).

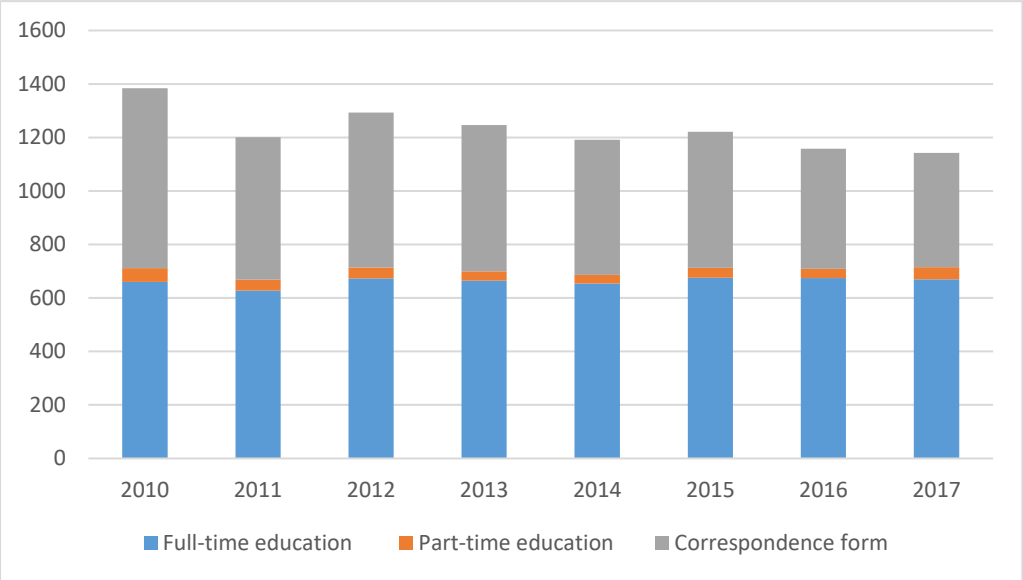

Figure 4: Dynamics of admission to training forms

Analyzing the data presented on the admission of undergraduate, specialty and master's programs, it should be noted that the number of students accepted for full-time study varies slightly: it is 7% between the extreme points, while there is a tendency to decrease the total number of accepted students. The total number of accepted students in all forms of education decreased in the period from 2010 to 2017 by 257.5 thousand people (18.4%). Accordingly, the decrease in the presented period is due to a decrease in accepted students on full-time (a decrease of 10.2%) and part-time (a decrease of 36.5%) forms of education. Let us consider how the admission to public and private universities has changed (Figure 5).

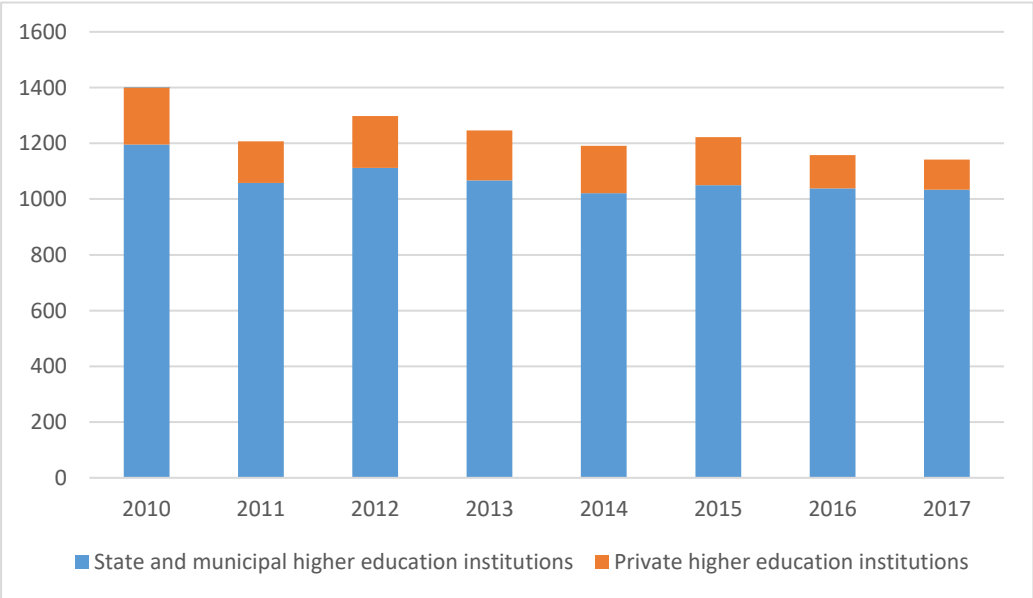

Figure 5: Dynamics of admission to state or municipal and private universities

The decline in admission to universities affected not only commercial (private) universities, but also public. Admission to state universities in 2017 decreased compared to 2010 by 161.1 thousand people, or 13.5%. At the same time, the number of students accepted for full-time education increased by 17.7 thousand people, and the reduction in admission was due to part-time and correspondence forms of education, 7.3 and 161 thousand people, respectively. As for non-state (private) universities, the number of accepted students has almost halved: from 204.1 to 107.7 thousand people, mainly due to a significant reduction in the admission to correspondence courses (54%). After analyzing the number and admission of students, which are declining from year to year, we can say that the number of graduates in undergraduate, specialty and master's programs should also decrease (Figure 6).

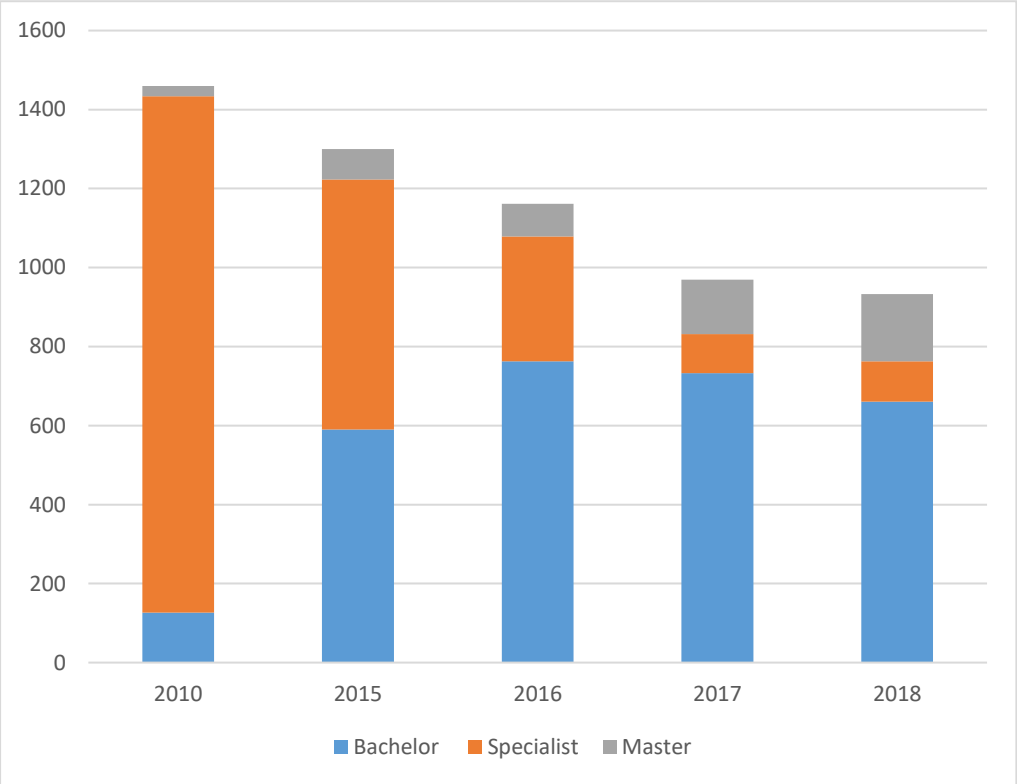

Figure 6: Dynamics of the graduates received bachelors, specialists or masters

The diagram shown in Figure 6 shows a significant decrease in the number of graduates in undergraduate, specialty and graduate programs from 1467.9 thousand people in 2010 to 933.2 in 2018, i.e. the number of graduates decreased by 36.5%. It is characteristic that the number of graduates in public and commercial universities correlates with the total number and admission of students. The number of graduates in state universities decreased by 30%, and in commercial-by 50%. It is interesting to note that in 2010, the predominant number of graduates enrolled in specialty programs, the share of masters and bachelors was insignificant. This is quite natural, because during this period began an active transition to a two-level system of higher education due to changes in Federal state educational standards. Since 2016, the number of bachelor graduates has not changed much, but the share of masters among graduates has increased significantly. At the same time, if we consider the structure of graduates of non – state universities, more than 90% of graduates are bachelors. That is, the need for obtaining the second stage of higher education is increasing in state universities. Reducing the number of universities, reducing the number of students can not affect the number of teaching staff of higher education institutions (Figure 7).

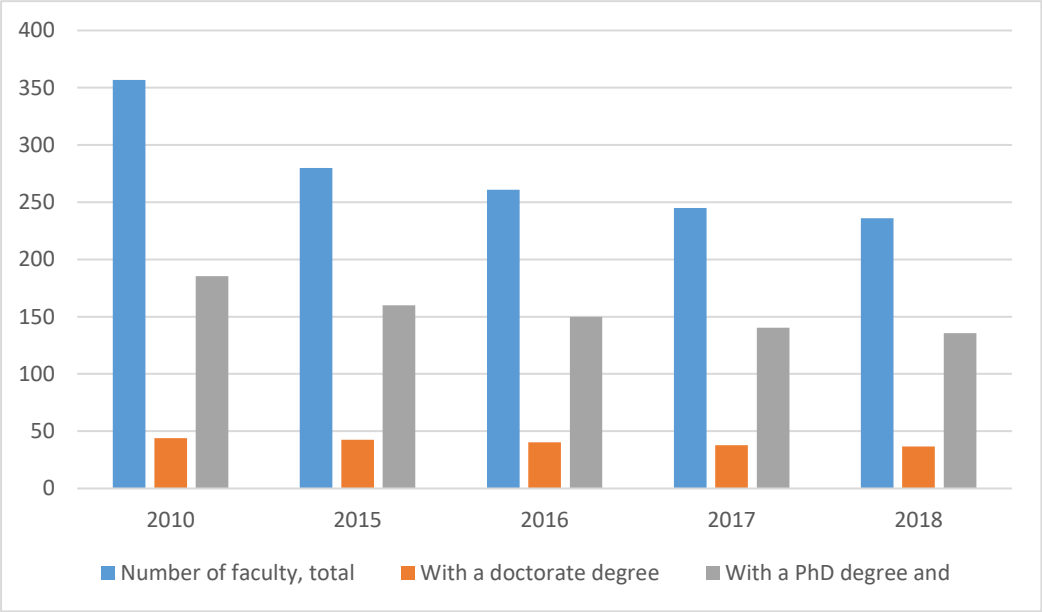

Figure 7: Dynamics of the number of teaching staff

Analyzing the data on the dynamics of the number of teaching staff of universities it is possible to trace the direct dependence on the number of universities. The number of teaching staff, which amounted to 236.1 thousand people in 2018, decreased by 120.7 thousand people (34%) compared to 2010. The number of doctors of Sciences decreased by 7.4 thousand people (17%), candidates of Sciences – by 49.9 thousand people (27%). The Federal state educational standard regulates the minimum allowable share of scientific and pedagogical workers with a degree for the implementation of the educational program. Therefore, it is logical to assume that the structural composition of the teaching staff should not have undergone significant changes. In fact, additional calculations indicate that since 2015 the share of doctors of Sciences remains almost unchanged and is 15%, candidates of Sciences – 57%. Thus, the decrease in the number of teaching staff occurs mainly among workers who do not have a degree. Similarly, with the academic titles of Professor and associate Professor. However, since 2015, the share of professors has decreased from 10.9% to 10.4%, and the share of associate professors has increased from 35.8% to 36.8%. This fact may be because young teachers for a given period received the title of associate Professor. The title of Professor to get harder. The number of teaching staff should also depend on the number of students. Since 2016, there has been a trend of growth in the number of students per scientific and pedagogical worker, which indicates an increase in the load of the teaching staff.

4. SUMMARY

Because of the analysis, the hypothesis of reducing universities by reducing the number of non-state universities was partially confirmed. During the period under review, 157 state universities were closed, and this is quite a large number. The hypothesis that the decrease in the number of students in part-time and correspondence forms of education fully confirmed, in addition, revealed a change in the number of students by type of training: September 1, 2018, 57% are students of internal form of training, while in 2010 their share was only 44%. The decline in admission is a characteristic trend for both public and private universities. So the third hypothesis was not confirmed [15]. The fourth and fifth hypotheses were fully confirmed: the number of graduates-bachelors exceeds the number of graduates-specialists, and the number of teaching staff decreased. In addition, it was noted that the number of masters among graduates is increasing, which indicates an increase in demand for master's programs. It should also be noted that the decline in the number of PPP did not affect the quality of the composition (the

presence of the degree of doctor and candidate) [5]. The research of the market of educational services in the field of higher education carried out in this article did not affect all the factors that characterize the market as a whole. Nevertheless, the analysis showed a significant reduction in the number of universities, not only private, but also public, which were closed, because they could not provide high quality education and compliance with Federal state educational standards [2]. The identified trend, we believe, will continue in the medium term, and will exacerbate competition among higher education institutions, transferring it to the level of ensuring the highest quality of education. An important factor determining the rating of the University will be the quality of admission on the results of the exam, both on the budget form and on the contract form [12]. In addition, universities must clearly follow the requirements of the labor market and prepare practice-oriented graduates in strict accordance with the requirements of employers. This is the only way universities will be able to compete in the new system, reducing the risks of violations and inconsistencies.

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SOCIAL PLANNING AS AN INSTRUMENT OF STATE CULTURAL POLICY

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ABSTRACT
The article deals with the problem of modernization of the state cultural policy in the direction of development of its social guidelines on the basis of project activities. The last one is assessed as one of the main conditions for improving the effectiveness of this policy. The possibilities of interaction between the state and public structures in solving this problem within the framework of relevant social projects are analyzed. The research directions in the study of this problem are considered; the main priorities of state cultural policy with usage of possibilities of social planning are revealed; the approaches to defining appropriate criteria of social efficiency of state cultural policy are highlighted; the most significant aspects of the organization of the state cultural policy are analyzed, which are contributing to the formation of civil society; the main directions of further improvement of social planning as an instrument of state cultural policy are proposed.
Keywords: *culture, cultural activity, politics, social activity, social planning*

1. INTRODUCTION

The emerging cultural pluralism of its orientations, objectives and values can contribute to the activation of social and project developments in cultural policy. The absence of an unambiguous state ideological order and the appropriate strict control over the activities of cultural institutions ensured the growth of social activity of various groups of the population, the emergence of various experimental groups, studios, groups that form their own communities of lovers, connoisseurs, experts of cultural activities. There is a real possibility of forming stable subcultures of social groups that compose civil society [2, 15]. Instead of a "vertical" command-and-control structure, a "horizontal" one begins to be practiced, which can be defined as a "segment" one. The basis of the last one is to ensure the dialogue of different cultures, which together constitute one integral cultural space while preserving the diversity of its segments. Thus, the culture of society begins to develop on its own basis, depending on the representation in it of self-valuable social and cultural initiatives that reflect the diversity of extra-national civil life with appropriate codes and information and symbolic means of expression.

The use of social planning as an instrument of state cultural policy also contributes to the transition of cultural policy subjects from formal-distributing to functional-morphological planning and organization of cultural processes [1].

2. METHODS

Accordingly, it is necessary to change the overall strategy of management of various branches of culture. In librarianship is not just the management of the library network, but the

development of reading culture of people, in the theatre business – of theatre culture, in Museum – of Museum culture, etc. In General, it should be noted that the native state cultural policy has only being formed the prerequisites for the implementation of the project methodology as the main means of democratization of cultural processes. The reason is the lack of developed long-term strategies of cultural policy, expanding the opportunities of the population in the development and creation of cultural values. [18]. The conceptual basis for the penetration of planning into social and cultural life is the so-called doctrine of social participation. Leading native experts in the field of predictive social planning indicate that "in the West, the concept of participation (meaning public participation) was developed in the 60s of the twentieth century in connection with, as many believed, the vicious practice of urban development planning, when the interests of the consumer were not taken into account, and architectural and urban planning projects were created based on the utopian idea of a rational city, the inhabitants of which do not live a natural life, but "implement clearly different functions." It thus concerned the right of the population to participate in shaping the urban environment through the implementation of the principle of two-way informing: specialists inform the citizens of their respective projects, and citizens inform the specialists about their living conditions and queries. It also meant the transition from the functional approach for the territory development, to the so-called "environmental approach" (16, pp.13-14). In the context of the "doctrine of social participation" the following main stages of social planning are highlighted:

1. Search-predictive activity;
2. Normative-predictive activity;
3. predictive socio-project activities;
4. Program-planning activities;
5. Performing activity;
6. Control and correctional activities.

It is noted that "the most important and most difficult stage of elaboration of problem-oriented social project is its first search-predictive step, the end product of which needs to be a "distributional" model of the problem field of a managed object, or "tree" of interrelated social problems, highlighting problems of primary and secondary nature" (16, pp. 44-45). In our opinion, the implementation of the project ideology of cultural policy will minimize the possible negative consequences of certain management decisions, also will link in line with a single strategy of socio-cultural development of society a variety of approaches to solving socio-cultural problems. How is this linkage possible within the project approach? First of all, by building the communicative space of the planning process around the following participants:

1. scientists;
2. practitioners;
3. ordinary people (the term T. Dridze);
4. investors;
5. officials.

By participating in the development and implementation of various socio-cultural projects, these cultural policy particpants collectively constitute independent expert structures that propose and filter out specific options for different cultural policy models.

3. RESULTS

Consideration of the potential opportunities for the implementation of social projects in cultural policy, ultimately, is aimed at using the potential and socio-cultural needs of the population in the development of national culture.

In this case, the state can project and support those areas of cultural activity that contribute to solving the problems of improving the way of life and improving the quality of life of the population by means of culture, and solving the problem of preserving the cultural identity of the nation [5, 7]. It can be concluded that social planning in cultural policy is a prerequisite for real interaction between the state and civil society structures in the field of culture. The realization of this opportunity involves changing the entire system of public administration in the field of culture within the framework of national and regional cultural development projects. Productively to improve the state cultural policy mapping of real essential public socio-cultural initiatives of the population to the task of modernization of Russian society and to cultural and spiritual traditions of most members of society, with the objectives of state social policies. Accordingly, a Mature project model of cultural policy involves conceptual and methodological elaboration of all the possibilities of social planning, and the final socio-cultural project itself is a creative synthesis of these opportunities. A special role in the realization of the potential of social planning in cultural policy belongs to the development of the ability to self-organization and skills of civil initiative in different groups of the population [10,11,12]. The study revealed and justified the possibility of bridging the gap between the task of further democratization and modernization of the state cultural policy and the uncertainty of the social orientation of this policy. In this regard, special attention was paid to the study of the potential of social planning in the field of cultural policy aimed at the development of positive social activity of members of society. It is turned out that the development of social and project ideology in the state cultural policy is the main condition for its effectiveness. The leading role in this process belongs to the interaction of cultural organizations with the third (public) sector as a partner in the dialogue between the state and the population in the process of making and implementing management decisions in the field of culture. On the basis of structural-functional model of social stratification were identified socio-cultural and life orientations of various socio-demographic groups of people, various social groups of society are allocated, forming their own subculture and models of cultural behavior, appropriate forms of social and cultural activity. The reference to social and cultural anthropology with allocation of the general regularities of social behavior of individuals and groups developed in this science allowed to receive the generalized characteristics of this behavior, significant for a problem of formation of use of social planning in the state cultural policy. The study showed that the current practice of state cultural policy is mainly narrowly departmental and administrative in nature. The socio-cultural initiatives of the population and the possibilities of expanding the influence of cultural institutions on various spheres of people's life are not fully used. In the management of cultural institutions gross, formal indicators with a minimum of quality indicators prevail. With this approach, the guidelines for the further development of the cultural sector, as well as sustainable incentives for the development of cultural values by different groups of the population, disappear. There is also no clear ideology of cultural policy as a tool for creating a socially oriented state and civil society. In this regard, the importance of implementing various social projects in the field of cultural policy is growing.

4. DISCUSSION

The study of the possibilities of social planning in this aspect allows us to assess the future prospects for the development of scientific research of the state cultural policy. Among these prospects: the main problems and priorities of the state cultural policy as a factor of development of social and cultural activity of the population; criteria and indicators of social efficiency of the state cultural policy; detection of the main models of the organization of the state cultural policy promoting formation of civil society; development of basic technologies for the implementation of models of state cultural policy focused on the development of the potential of social planning; improvement of state management of cultural processes that create

conditions for public participation in solving urgent problems of society [19,4,9]. It is necessary to identify the main trends and patterns of the process of contact of the population with different cultural values, the involvement of all members of society in socio-cultural processes; filling the gap in the study of the social effectiveness of the state cultural policy as a citizen-oriented professional activity. Equally important is the development of methodological foundations for the formation and implementation of the state cultural policy focused on the implementation of social projects; identification of the main trends and patterns of inculturation and socialization of various groups of the population as objects and subjects of cultural policy; enrichment of cultural theory with knowledge of social processes in transitional societies and appropriate probabilistic scenarios of socio-cultural development of such societies. The study of the practice of social planning shows the prospects of considering it both in the sociological and cultural aspects. Culturological aspect involves the identification of ideal normative guidelines of a social project, and sociological-socio-technological guidelines [9,14,17]. Moreover, in real state policy, these two aspects should be coordinated, providing the necessary socio-cultural dynamics of society. The main subjects of social planning should be organizations and institutions that can be a direct partner of state structures, functioning mainly in the institutional space. To non-institutional structures in this capacity can be attributed alternative to institutionalized structures of movements, communities, groups. "Breeding ground "for the last initiatives from the sphere of "life world", which have the character of social and cultural" underground", evaluated as groups that do not have a stable social status, prone to marginalization. But even with these potential subjects of social design it is necessary to build partnerships, transforming the last into constructive social and cultural initiatives. The best way to use the possibilities of social planning is to include it in the space of interaction between state and public structures. The main content of this interaction should be the formation of a culture of citizenship as a synthesis of value and legal space in society. The product of this synthesis is a constantly updated cultural semiosis of civil society values with their subsequent inclusion in the system of moral and legal norms on the basis of a balance of social positions generated by the life world and social roles as technological requirements for the implementation of these positions which present in the legal field. Identifying opportunities of institutional forms in the development of social activity of the population allows to make a conclusion about necessity of orientation of institutionalized socio-cultural activities to create a socio-cultural environment, ensuring the availability of cultural services for different population groups regardless of their cultural and educational level, abilities, etc. The environment that is optimal in this case is organized by "salon-club" principle, ensuring seamless adoption of every fan of a taking a position of "creator" or "the enlightened listener, the viewer", and also the change of these positions. At the same time this socio-cultural environment becomes a virtual space for a new lifestyle of participants in cultural activities, institutionalizing diverse cultural needs; expands the repertoire of cultural activity of various groups of the population, especially in cultural and leisure sphere; forms the new life-orientation and existential value on the basis of socialized civil behavior. Institutionalized socio-cultural initiative activity of the population is intended mainly for "cultural implementation " of everyday reality through the provision of a variety of technologies of creative self-realization of the individual, allowing to solve him or her own life problems. The individual's access to life-creating initiative activity becomes an opportunity for him to take an active social position in society on the basis of his own socio-cultural orientations. As promising trends of cultural policy that are significant for the development of the practice of social planning it is possible to allocate the implementation of territorial and sectoral principle in the management of cultural institutions, involving a wide participation of local population in cultural change, the development of local civil initiatives, which are important for regional development as holistic socio-cultural formations [20]. An important identified trend in accordance with the theme of the study can be considered the

emergence of institutional principle of state cultural policy. This trend means a gradual transition from support for cultural institutions as such to the organization of those activities that are relevant to the population itself. This tendency creates prerequisites for awakening of civic consciousness of various groups of the population as the main customer and subject of cultural processes, one way or another exercising social control over the activities of cultural institutions. The positive experience of the state cultural policy abroad, is the tendency in some countries to implement the principle of "arm's length", which assumes some distance from the state content of creative life in the cultural sector and at the same time does not leave its concern for the real support of cultural institutions. As a result, preconditions for further activation of social and cultural activity of the population in the field of culture are created [13]. A promising trend can also be considered as emerging in our country and widely spread abroad polysubject cultural policy, which contributes, one way or another, to the expansion of the influence of social structures on the activities of cultural institutions. The next positive tendency is the orientation in the world practice to a greater extent on the legal than on the administrative resource in the state cultural policy. This tendency is associated with the effective use of an important resource of social planning of society through the stimulation of cultural institutions by means of legal mechanisms [6, 3]. An important tendency should be recognized targeted involvement of the state commercial structures to support culture and relevant programs, thoughtful actions to address this problem. Moreover, in developed countries, the state assumes responsibility for the constructive use of market mechanisms (and in some cases for limiting the operation of these mechanisms) to preserve and support native culture (13). A promising tendency in cultural policy should also be recognized as the functioning of the Institute of its experts, who ultimately represent the interests of society as a whole and a variety of institutions, organizations and groups of the population. Moreover, this institution is formed both on a state and non-state basis and in some cases has a real impact on socio-cultural processes in society.
To further improvement of the state cultural policy using social planning technologies, it is necessary to use the socio-cultural resources of the entire spectrum of social and cultural initiatives, including alternative ones in relation to existing state structures. At the same time, this use is effective if it is carried out not separately to each type of socio-cultural activity, but on the basis of interrelations between them, on the basis of their mutual correction and complementarity. This implies the need for state structures to distance themselves from direct interference in the social and cultural life of citizens. Accordingly, the prerogative of the state cultural policy in the cultural process is to build a holistic ideal picture (model) of possible interactions of various structures of social and cultural activity, significant for the cultural life of society, followed by their economic and legal support on a specially created and used for this legal basis. The main requirement for such an "ideal picture" should be its consistency and aesthetic completeness, if the latter is understood as the organicity of the cultural content and legal form of the state-supported socio-cultural initiative. Achieving this organicity is the task of the state cultural policy. A special role for the formation of cultural policy, using the potential of social planning, is played by socially organized leisure, which is a space for initiatives of civil structures of all kinds and types. It is the social planning orientation of cultural policy that is a prerequisite for real interaction between the state and civil society structures in the sphere of culture. The realization of this possibility implies the change of the entire system of public administration in the sphere of culture on the basis of the project ideology involving the interaction of a variety of models and concepts within the framework of national and regional cultural development projects.

5. CONCLUSION

The study of the potential of social planning as a tool of state cultural policy allows us to draw a number of conclusions:

- it is necessary to further expand the composition of subjects of the state cultural policy by involving representatives of the emerging "middle class" as interested in the early formation of civil society. This process can contribute not only to the expansion of the social base of cultural services, but also to the identification of new sustainable sources of funding and material support;
- a special task of the state cultural policy is the constant study of the cultural interests and needs of the population of the regions, the organization of monitoring the activities of cultural institutions in accordance with these requests with the involvement of various public structures in this work;
- it is desirable to include the state cultural policy in the broader context of the state social policy and assess the effectiveness of the first on the basis of its real social efficiency – the impact on the processes of socialization and social adaptation of all groups of the population by means of cultural activities. Accordingly, such cultural institutions should have an advantage in state support, appropriate benefits, etc.

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DIGITAL SOCIAL NETWORKS IN THE FOCUS OF PUBLIC GOVERNANCE

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ABSTRACT
In this article, the authors consider the phenomenon of social networks in terms of a tool for disseminating information flows. The study is aimed at assessing the possibilities and advantages of social networks in the innovative economy. The goal of the authors is to prove the hypothesis that social networks inevitably become an object of government management because of their dialectical essence, which creates not only unique opportunities for socio-economic development, but also critical risks for the society sustainability. The subject of this scientific work is social networks as a natural tool for disseminating information flows. The result of the study is conclusion that this is the public authorities which are capable to mitigate the significant complex risks arising in the digital social environment and thus to protect the citizens from uncontrolled, unverified, and dangerous flows of information disseminated through social media. The results of the work can be used in the field of public governance, in forming and implementing of digital state systems at various levels and for various functional purposes. The novelty consists in the systematic perception of digital social media through the prism of interests of public administration, which differs from the works of other authors considered in the study.
Keywords: *digital media, public management, public governance, social media, social network*

1. INTRODUCTION

Nowadays, the opportunities that the post-industrial, information and network society are deeply contradictory and dialectical. On the one hand, there is an access to almost any desired material and almost barrier-free communication thanks to technologies that have become the basic tools we use daily, if not hourly. On the other hand, modern society is faced with manipulations of a national scale during election campaigns, which indicates the achievement of a digital social societies of such proportions that lead to the inevitability of state focus. In this article, the authors characterize the scale of the social networks phenomenon and consider the mechanisms of state influence on digital social spaces. Certain problems addressed in this article, such as network society, technological development, digitalization, influence of the media, formation of public opinion, propaganda, have already appeared in different angles in the works of M. Castells, W. Bush, E. Toffler, M. McLuhan, W. Lippman, J. Sharp. However, in conditions of rapidly changing reality, new challenges arise daily and affect all of the above-mentioned areas. In order to solve them, it is often required to resort to an interdisciplinary approach and use various variations of the combination of methods. The problem of the need for public management of social networks relates to this particular group of issues.

2. METHODS

In the theoretical part of the work, methods of analysis and synthesis of information, comparison and generalization are used. In the empirical part, methods of observation and measurement were used.

In addition, work with primary data involved a method of content analysis and logical-linguistic analysis, followed by modeling and formalization of the data. Moreover, special IT products were applied while working with raw data.

3. RESULTS

The scientific theories con the problems of digital social networks are systematized. The dialectical nature of social networks is proved, which carries both significant opportunities and risks for the sustainable development of modern society. The role of social networks in forming of protest movements and confirmation of the hypothesis of the need to govern digital communities were provided based on a real case analysis.

4. DISCUSSION

4.1. The phenomenology of digital social networks

Social networks are one of the objects of modern network society. The concept of network society was firstly used by young sociologists-theorists, such as G. Simmel, and later developed in detail at the end of the 20th century, by such scientists as M. Castells, B. Wellman, R. Hiltz and M. Turoff. In this context, the developments of the Spanish sociologist M. Castells represent the most interest. His work is dedicated to the birth of the information society and the changes that the scientific and technological revolution has brought. According to Castells these changes, are comparable to and even surpass the scales of industrial revolution. New technologies associated with the production of information as an intangible good form a fundamentally new information society. The capabilities of information technologies lead to the emergence of a single socio-economic system that unites the whole world. The information age gives rise to a society which, according to Castells, is not only global, but also characterized as network (network society). It develops spontaneously, as a result of the interaction of many social groups and individuals. A networked society is an opportunity for everyone to find himself or herself, to present themselves in the form that they would like, it also appears as a real chance to find like-minded people, wherever they are in the world. In order to become a part of society, you need only an access to the Internet and nothing more. Thus, belonging to network society is now identified with the ability to access to the Internet and social networks. They create such conditions that a person can not only transmit information, but also express his or her emotions. Such functionality is achieved through the introduction of a number of tools, for example, “like” marks or likes, which broadcast user approval to all those who saw the post. Subscriptions to pages or communities show the interest in a particular movement, demonstrate the user's political views. As for politics, nowadays it is the platforms of social networks and social media that civil society form. For example, with the help of online petitions, citizens express their dissatisfaction on a particular item of the current political agenda. In this context, it is appropriate to mention the Thomas theorem, which states that in human behavior the consequences are determined not by reality, but by person’s opinion about it. This thesis is easily extrapolated to the correlation between objective and virtual realities. Perceiving information from social networks or interacting with friends in them, a person considers this to be real, and it does not matter if his or her friend was an online-bot or not. Social media is currently the center of attraction for news, political, sports and cultural events. If something happens in reality, but is not reflected in the Internet space (for example, a person was at the concert of “One Republic” music group, but you didn’t take a video on Instagram), it can be assumed that this event did not happen at all. Thus, the reverse setting is formed: if something happened on the Internet, then it happened in reality. All types and forms of information can be transferred through the Internet. The space of information flows plays a central role in understanding the Castells network society. It is a communications network with specific centers where communities intersect.

Castells writes that information technology, in particular global networks, determine the country's place in the world hierarchy. For some countries and continents (for example, Africa) there is a threat to remain outside the global network, to be thrown out of the global information system. Thus, involvement in a network society is already not just a desire, but a necessity. In the work "Understanding Media: External Extensions of Man," the philosopher M. McLuhan argues that the media itself (regardless of their content) should become an object of research. His main idea is that the means of communication itself affects a person and society. And in the work "The Gutenberg galaxy: The making of typographic man" McLuhan examines how the media, especially the printed one, have influenced and is continuing to influence the human mind. At present, our task is to do the same work with social media, as obviously they have no less influence on the human consciousness, first of all, and secondly, on the actions. Previously, information was perceived only by ear, transmitted by word of mouth, then it was eyes that became the perceptive organ - people began to perceive writing, the next information translator was radio that transmits all spectra of information perceived by ear (that is, not only read text, but also various sounds and sound lines - cry of a child, cry of a rooster, musical works). Then came the TV, where the visual and audio transmission of information were performed together. Now we have the Internet, which unites everything, in addition, displays what is happening in real time. A person has the opportunity to read any news at any time, to rewind anything and turn it on. Moreover, today paper documents, including archival ones, are being massively digitized. Online libraries are created where it is possible to find old books, outpatient cards, award documents of participants of the First and Second World Wars. Hypertext, which is a system of pages with text linked by links, has become a separate phenomenon in the Internet space. Almost all sites, including social networks is the example. Without wasting time fo searching, hypertext allows to obtain information not only about one object, but everything related to it. The first attempt to describe a "hypertext machine" was made by W. Bush in 1945. He proposed a project of an electronic-mechanical device with which texts recorded on microfilms were interconnected so that the transition from one to another was carried out directly, even if physically they were located far from each other. The texts connected with each other left a "trace", the trajectory of movement along the text, and the text as a whole acquired a ramified structure. Today, if you visit the page of the political opposition's community on a social network, you can, without leaving it is possible to get one-click information on past and upcoming protests, their participants, current agenda, and finally to find a link to current politicians incriminating materials, etc. Thus, social networks, as part of the global Internet, have firmly entered our lives, filling it with a whole series of advantages: from the possibility of establishing a connection with a user from anywhere in the world; to a simplified search and instant information about anything.

4.2. Generic Risks of Social Media

Recently, the phrase digital detox has become fashionable, it indicates the period of time when a person consciously refuses to use smartphones, computers, tablets and other devices in order to relieve stress, immerse oneself in real communication, arts or work. The "normality" for us has become the existence with gadgets. So much so that a separate name has been invented for the period of time when we spend without them. A discussion of the dangers and threats posed by "smart devices" and phenomena such as the Internet and social networks, has become a byword. At this stage, it is proposed to focus on the formation of public opinion through social networks. W. Lippman is considered to be one of those who made a significant contribution to the development of the concept of public opinion. In his work, "Public Opinion", he builds on criticism of the surveying method, stating that opinion polls include questions of an extremely wide thematic spectrum. While each person individually can know only a small fragment of reality, be a specialist or an expert only on some specific problems.

The world that we are forced to deal with as subjects remains beyond the reachability: a person is not a god who looks around everything with a single glance, but a result of evolution that can only capture a fragment of reality sufficient to “survive and catch several moments of insights in the flow of time and happiness. " By extrapolating Lippmann’s theory to social networks, we witness that they have become a good complement to the objective reality, allowing us to see more than we are used to, adding a missing piece to our vision. In addition to the advantages of social networks discussed above in the context of discussing public opinion, it is important to mention the fact of personalization. Earlier during the rallies, the appeal was addressed to the entire group of protesters, now, each of us has messages that are sent in the form of notifications to our personal phone or computer. Two of these factors are an integral component in the process of forming public opinion using social media. The mechanism as a whole can be compared with the way we meet targeted and contextual advertising. When buying a pair of jeans on the Internet, we are more likely to receive an offer on another site to complement our look by choosing a shirt and a pair of shoes. In the same way, we will be helped to shape our political views: if trying to find out why a kindergarten is not built in a particular area, you will surely find information about the deputy whose program will indicate the construction of a kindergarten in this place. This example is the simplest, but there are a huge number of such variations; all together they work for those who promote them. A. Toffler, one of the authors of the concept of post-industrial society, which was the result of an intellectual revolution, and where information can replace a lot of material resources, wrote about the challenges we will face. In such a society, information policy becomes paramount and becomes more important than the real one. In his work “War and Anti-War” Toffler showed how it is effective to control public opinion in such society, and, as a result, the behavior of people. The author offers the reader the so-called “six keys for twisting brains”:

1. the charge of atrocities;
2. hyperbolization, inflating stakes;
3. demonization and (or) dehumanization of the enemy;
4. polarization;
5. declaration of divine mission;
6. metapropaganda, that is, propaganda aimed at discrediting enemy propaganda.

The principles of the American politician G. Sharpe seem more impressive. Some call him “the evil genius of color coups”, others “freedom fighter”, the events he was at the back of, confirm his theory. His methods of non-violent struggle, set forth in the essay "From Dictatorship to Democracy," cause not only heated discussions, but also inspire fear. Most of them fit perfectly into the context of social networks, moreover, literally in the "real time" can be witnessed in reality.

4.3. Social Media in Practice

There is a reason to believe that the capabilities of social networks have not yet been fully disclosed, but now they are actively being used by individual social groups to achieve specific goals. This is mainly due to the fact that the state is not a subject of management. According to M. Castells, the network form of social organization has existed for a long time, whereas social networks that are based on electronic devices that process information and manage it are a phenomenon of the present. The information society is not only about the fact that the main resource is information and knowledge, but also about who manages this information. Using special tools, including software, it is possible to monitor trends in social media, analyze them and predict future trends. The preparation period for the protest action on August 10, 2019 was selected as an example. The authors studied and classified several trends. All in all, more than 20 thousand messages about the protest preparation were studied.

The whole information flow was divided into topics: identifying influencers of the protest movement; introduction of entertainment component introduced by protesters; mass event – as a targeted tool; information attacks aimed at exacerbating the perception of social situations causing the clash of interests in social networks; rash measures taken by the authorities (not in favor of the authorities); other provocative news occasions.

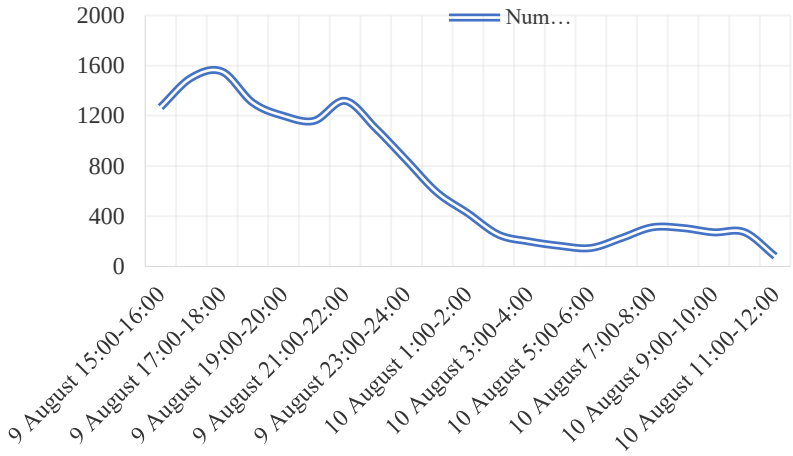

Figure 1: Dynamics of messages distribution on the topics of protests on August 10, 2019

Social media users were called to the rally through advertising: in the microblogging service Twitter, a fixed paid hashtag #meetingforfreedom appeared in the list of current trends. Mentioning the hashtag #rallyFreedom through various channels of amounted to almost 2000 messages. The main platforms for disseminating information and calls for participation in the rally and unauthorized procession were VKontakte (33% of messages), Facebook (21%) and Twitter microblogging (28%). According to various sources, from 20 to 60 thousand people participated in the rally on August 10. Such figures can be explained, among other things, by the use of social media as an instrument of propaganda, the formation of public opinion, and simply the dissemination of materials on the conduct of actions.

5. CONCLUSION

Social networks are a convenient means of communication, information, entertainment, work, etc. In the era of a network society, access to them makes us full-fledged members of society, allows us to both carry out selfrealization and take part in public life - read news, like photos, make comments on the pages of world stars. Virtual reality is no longer something ephemeral, but rather a tangible object due to the fact that the majority of events take place on their platforms, and finally, they are perceived as objectively real. Social networks have become a source of all possible types of information, we got access to materials from the past, present and current - in real time. Such phenomena as, for example, hypertext have made our activity on social networks extremely effective. At the same time, social media is a powerful tool for shaping public opinion. A number of principles used in objective reality for propaganda and information warfare are successfully translated into virtual, so that each individual's independent critical thinking is questioned. Social networks have become a tool for managing information flows. The state is the only equal player in the struggle for freedom of consciousness and opinion formation. Having entered the game, it is able to protect its citizens from uncontrolled, unchecked, and sometimes dangerous flows of information broadcast by a wide variety of entities that pose a threat, also to the state itself as an institution. The phrase of N. Rothschild “Who owns information, owns the world” in the current reality takes on a different meaning. Information ownership refers to the management of information flows.

Social media is a collection of such flows. Today, the state's task is to seize part of these flows, otherwise, it risks losing its citizens, and, as a subject and institution, the power that it has had up to now.

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MAIN DIRECTIONS OF FORMATION OF ACCESSIBLE HOME ENVIRONMENT FOR CLIENTS OF SOCIAL SERVICES

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ABSTRACT

The article analyzes the activities of social services on formation of accessible home-based environment for clients, which is innovative for the social sphere. The aim of the work is to determine the main directions of this activity using the example of social service centers of Moscow region. Authors give the results of their own theoretical and empirical studies conducted in 2018-2019. Analyzing the interview data of employees of social services, author identifies 2 main areas of organization of the home-based environment (external and internal), defines the subjects of activity, identifies 2 groups of problems (organizational/legal and resource). The results indicate the need for relevant law regulations, which would be widely used in social, healthcare, and contracting organizations. An important role would be played by charitable organizations.

Keywords: *accessible environment, home-based services, social services*

1. INTRODUCTION

The problem of accessibility and comfort of the urban environment in Russian society is discussed relatively recently – from the late 90s of XX century (Averina, 2016, pp. 44-47). In 2008, by ratifying the Convention on the Rights of Persons with Disabilities, adopted by the UN General Assembly in 2006 (Convention, 2006), Russia assumed a number of serious obligations to ensure an adequate level of guarantees for people with disabilities. The principles proclaimed in the Convention are the starting point for building an internal state system of norms in the field of social protection of the rights of persons with disabilities. Nowdays, Russia has done much to ensure an accessible environment, especially in the social services. The absolute majority of them have a special mark – a sign indicating the guaranteed internal accessibility for any persons.

Figure 1: Sign SP-101-2001: accessibility for people with disabilities of all categories

However, recipients of home-based services generally rarely visit social organizations. They spend most of their time in their home environment. As a rule, these are persons with restrictions on self-care. Social workers come to them to help manage their vital needs.

Regulatory visits to clients (2-3 times a week) cannot provide all the existing needs, for example, in movement, cooking, walking in the fresh air. Many clients cannot use their own bathroom and kitchen, independently change the position of the body on the bed, leave the apartment or even leave the room without assistance. At the same time, organizing an accessible environment could contribute to greater client self-reliance, the development of self-service skills, which would ultimately lead to more successful rehabilitation, adaptation to new living conditions, and would reduce the burden on social workers and the social environment of clients. Ensuring the availability of a home-based environment is even more important in rural areas. However, clients of home-based services are rarely able to organize and financially support accessible environment. They do not have special knowledge in this area, are not familiar with modern technic, and even more do not have sufficient resources to purchase functional equipment and install handrails, ramps and rails. This suggests the need of support for clients of home-based services and the leading role of social services in creating an affordable home-based environment. The relevance of article is emphasized by the current scientific situation: most of the available publications relate to ensuring the accessibility of the urban environment and social infrastructure. So, for example, among significant studies, we can notice the work of E. Bruma. (Bruma, 2014) and Shestopalov Yu. P. (Shestopalov, 2011), which are devoted to environmental and social aspects of organizing an accessible urban environment for people with limited mobility. There are interesting works regarding transport accessibility (Safronov, 2017; Gaidaev, 2012). Over the past 5 years, foreign sources are mainly interested in designing certain small areas of the environment: jobs (Garg, 2018), public transport (Mustafizur, Nobuaki, 2016), parking (Jackson, Green, 2015), toilets (Bichard, 2015) and so on. Such a narrowing objects are connected, first of all, with the long attention of foreign researchers to problems of universal design in general since the 60-70s of XX century. On the organization of the home-based environment, we can find only a few works that are devoted to the arrangement of houses of certain categories of the population, for example, with visual impairment (Stacy, 2015). Thus, there are no publications on accessible home environment for social work clients.

2. METHODOLOGY

The theoretical study is based on an analysis of Russian and foreign publications on the subject of an accessible environment. An empirical study was conducted in 2018-2019 on the basis of social services in Moscow: Begovoy, Arbat, Butovo. The collection of empirical data was carried out by the method of semi-formalized specialized interviews with specialists (N = 10) of institutions occupying senior positions (levels “service manager” – “department head”). During the interview, data was collected on the main activities carried out by social services organizations to create an accessible home-based environment, and expert opinions on the effectiveness of these activities were analyzed. The purpose of the interview was to identify the general directions of work of institutions and their systematization.

3. RESULTS

3.1. Regulatory and legal framework

Social services at home is one of the most popular forms of providing social services. These services, according to the Federal Law "On the Basics of Social Services for Citizens in the Russian Federation" (On the basics of social services, 2013), are provided primarily to elderly citizens and people with disabilities. The importance of home-based care can hardly be overestimated, because it helps elderly or disabled persons to satisfy his vital needs. In addition, according to the Report “On the Results of the Work of the Ministry of Labor and Social Protection of the Russian Federation in 2018 and Tasks for 2019”, the number of recipients of

home-based services is growing every year and will continue to grow due to the aging of society and the growth in morbidity, as well as the development of the social services (Report, 2018). At the same time, FZ-442 establishes federal requirements for the accessibility of social services in a semi-stationary form or in a stationary form, such as the possibility of independent movement around the territory, resting in a sitting position, placement of equipment and storage media, duplication of text messages with voice, Braille, admission of a language interpreter, etc. (On the basics of social services, 2013). But the recipients of home services also need this help, i.e. this paragraph of the law could become the basis for determining the directions of organization of the home-based environment. Order of the Ministry of Labor of Russia (On approval of the Model procedure, 2014) also does not contain requirements for the formation of an affordable home-based environment. However, today the legislation of the Russian Federation, including federal laws (On the social protection of persons with disabilities, 1995; On communication, 2003; On physical education and sport, 2007; Town-planning code, 2004; Code on administrative offenses, 2001) set the requirements for authorities and organizations, regardless of the legal form for creating conditions for recipients of social services for unhindered access to engineering, transport and social infrastructure facilities, information, as well as responsibility for evading these requirements. In addition, FZ-181 secures the free access of disabled people to their housing. Thus, we can indirectly assume that an accessible home-based environment should be created at least for the possible visit by the recipient of the services of some organizations, shops, clinics, etc. Moreover, the regional authorities and social services should take a coordinating role as subjects of social protect persons with disabilities.

3.2. Universal design concept

In foreign concepts, organizing an accessible environment is called universal design. The principles of universal design are:

1. equality in use by people with different physical abilities;
2. flexibility in application, i.e. design must match a wide variety of individual preferences and abilities;
3. simplicity and intuitive accessibility to any user, regardless of the experience, knowledge, language skills and level of concentration at the moment;
4. easy to read information, regardless of environmental conditions and the perception of the user himself and effective hints;
5. admissibility of error when the danger or negative consequences of accidental or unintentional actions are minimized;
6. minimal physical effort when the consumer must use the environment as efficiently and comfortably as possible;
7. dimensions and configuration of the space are convenient for approach, access, manipulation and use by any person, regardless of his height, shape or degree of mobility (A city without barriers, 2019).

The environment, created on principles of universal design, is convenient to use not only for people with disabilities, but for all members of society. An example of this is convenient exits and ramps, special buses, tilting toward the boarding of passengers or equipped with ramps.

3.3. Cost and organization of work

The main goal of the work to improve the flats of houses of clients is to design and transform the usual living environment for people with limited mobility, adapted to his possibilities. The change in the home environment is associated with the use of specially designed equipment and furniture, adapted to the needs of the recipients of social services, taking into account various residential areas.

Informants pointed out that re-equipment of a home-based environment is a rather rare occurrence (on average, each institution annually encounters 1.5 cases of re-equipment: mode = 1, maximum value – 4). The average amount of costs for re-equipment – 250 thousand rubles, maximum – 380. The amount of costs depends on the size of the apartment and its condition. The main category for re-equipment are WWII veterans with disabilities due to diseases of the musculoskeletal system, as well as lonely wheelchair users over the age of 80. The algorithm for refitting the environment is usually this. The client sends a statement about the need for repairs in home or flat to the district Social Welfare Department. These executive authorities decide on the allocation of funds and send an order to the State Unitary Enterprise Mossotsgarantiya and to social service. The client can also write a statement to the District Administration on the allocation of material assistance for repairs, but as a local government, the Administration does not conduct the work itself. Mossotsgarantiya determines the contractor, approves the cost estimate. The social service acts as a regulatory body, an intermediary between the client and workers, protecting its interests and monitoring compliance with the terms of re-equipment. The re-equipment of the living environment is carried out in 2 main areas: external (entrances, parking in front of the house) and internal (inside apartments or houses).

3.4. External work

Measures to change the exterior are carried out by equipping ramps, wide doorways, braille inscriptions, automatic door opening systems, etc. Tactile tiles, ramps, lifts are laid at the entrance. It should be noted that not only the recipient of services is interested in such conversion, these technical means are intended for collective use. They are convenient for absolutely everyone – for mothers with strollers, cyclists, generally for any people who carry bags from the store. The entrance is equipped with a stationary ramp, taking into account the requirements of Standard R 51261-99. Stationary ramps are made of concrete, or, if installation of such a ramp is not possible, two strips of a metal channel are laid, laid parallel to each other and equipped with handrails. A telescopic ramp is installed inside the staircase, which is suitable for any stairs: ramps can be used to climb the stairs, when entering vehicles and where it is impossible to drive in a wheelchair. It is made of durable materials that can withstand heavy loads. Folding ramps are used where a fixed model would interfere with the free movement of people. The guides of such a ramp are rigidly bonded to each other below and above. The entire structure is mounted vertically to the wall or railing running along the stairs, using hinges, heck and other locks. If the installation of ramps for some reason is not possible, then a caterpillar mobile stair lift is installed. It enables a person temporarily restricted in movement or in a wheelchair to climb stairs without using special stationary lifting devices.

3.5. Internal work

Functional zoning of the interior is designed with the condition of maximum comfort and ergonomics. Re-equipment of apartments is aimed at organizing convenient functional zoning of the apartment with the exception of “impassable” zones and sharp corners. The type of event depends on the zone of the apartment or house: kitchen-living room, bedroom, bathroom, hallway. Typically, work begins with bedroom area, then the kitchen and living room, after which a bathroom is equipped. Work in the hallway completes the process of creating an accessible home-based environment. In the bedroom, it is optimal to install a special bed that is the same height as a wheelchair. It is equipped with a handrail, a special head restraint and an L-shaped bracket with a soft loop, on which a person will sit. The bed has several options for transformation. Under the back there are electric motors with gears kinematically connecting the corresponding elements. The bed also has a mobile work surface, which allows to read, eat, take medicine and work without moving around the table.

Such functional beds significantly reduce the risk of bedsores and the burden on social workers and nurses providing home-based services. Re-equipment of the kitchen area is very expensive, requiring the attention of not only installers, but also designers, electricians, plumbers. Worktops are lowered / raised to a level of 80 cm so that they can be reached on a wheelchair. The lower containers are cleaned so as not to interfere with the location of the stroller. The upper cabinets are equipped with special lifting / lowering devices so that the recipient of the service can freely use their contents. The bathroom has a spacious shower with a tray at the floor level and a seat with grab rails. Under the washbasin a large space is arranged. The toilet seat with a seat should be located at the height of the wheelchair, and special handrails help to transfer to it. In the hallway, hangers are located at a height of 150-160 cm. In general, in the apartment all thresholds are reduced to a height of 0-1 cm, doorways expand to 1 meter, switches are located at a height of 80-100 cm. Furniture is also being adapted to the needs of a wheelchair user with taking into account the dimensions and height of the arrangement.

3.6. Smart home concept

The Ministry of Labor and Social Protection of the Russian Federation is developing standards for the re-equipment of the external and internal environment for elderly and disabled people in cooperation with the Foundation for the Promotion of Scientific Research on Disability Issues. The fund focuses on European and American developments in this area, which recommend the implementation of control systems, management, and life support services for the Smart Home apartment. Smart home - a modern automated residential building, organized for the convenience of people using high-tech devices. A “smart home” is understood as a system that must be able to recognize specific situations occurring in a building and react accordingly to them. All apartment furniture, engineering and lighting communications, as well as household appliances are controlled by the Smart Home system using touch screens located in all areas and a remote control attached to the wheelchair, and are designed so that they can independently use everything without outside help. Informants noted that the implementation of Smart Home systems is still very expensive, but undoubtedly the most convenient, reliable, safe method. These systems are useful not only for the recipient of services, but also for specialists, simplifying and optimizing the provision of services.

4. DISCUSSION

In general, the re-equipment of the home-based environment is not only useful, but also a necessary area of assistance to clients, as it allows to provide a modern quality of life. All informants unanimously noted the positive aspects of re-equipment, its necessity for clients of certain categories: wheelchairs, citizens over 80 years of age. They pointed out that if re-equipment would be offered to all clients, then 90-100% of them would like to have re-equipment at their home or in the stairwell. At the same time, informants noted a number of problems, among which 2 main groups can be distinguished:

1. organizational and legal: lack of special norms in federal and regional legislation, problems of interagency cooperation in determining the need for re-equipment and monitoring the progress of work;
2. resource: lack of allocated funds for all types of required work, complaints from service recipients about the poor quality of materials and finishes, the need to additionally use the resources of clients.

Solution of the first group of problems would be facilitated by the adoption of regional regulations for interagency cooperation in the field of ensuring the availability of a living environment for recipients of social services at home. The second group of problems could be solved together with charitable organizations.

For example, the regional public fund for legal protection and support for people with disabilities "Without Barriers", the Foundation for the support of deaf-blind people, "Soyedinenie", the Charity Fund for Helping Elderly and Disabled People "Old Age in Joy", the Fund for Helping Elderly People "Long and Happily" and many others have own programs and projects aimed at adapting the living environment. Involving such organizations in cooperation could significantly improve the quality and volume of assistance. It is also necessary to control over contractors and workers. However, during the interview, informants also concern that the cost of creating an affordable home-based environment is too heavy a burden for regional budgets. Accordingly, the development of this direction will lead to an increase in the number of applicants and an increase in costs. One of the measures could be the resettlement of elderly and disabled people in special quarters, equipped according to all requirements. But such a measure would be a violation of the rights of citizens. In this vein, additional research is required to study the opinions of the recipients of services themselves and their social environment.

5. CONSLUSION

The organization of an accessible home-based environment for clients is a new direction in the activities of social services. It is a necessary condition for the implementation of the constitutional rights of citizens, the implementation of basic state guarantees, the necessary quality of life. First of all, work is carried out in the living quarters of clients of special categories - wheelchair users, veterans and participants of the Second World War, people over the age of 80. The main directions of creating an accessible environment are external (re-equipment of porches, stairways) and internal (arrangement of residential areas in accordance with the needs of client). The process of re-equipment includes several organizations of various levels and different spheres: social protection agencies, social services and health care institutions, and contracting organizations. Social workers marked the importance of such work, but also noted 2 groups of problems: legal and resource ones. The legislative bodies, employees of state and public organizations could deal with these problems. Joint efforts could significantly improve the current situation in the field of creating an affordable home-based environment for clients.

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MUSICAL THERAPY AS AN INCENTIVE FOR EXTERNAL AND INTERNAL CHANGE

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ABSTRACT
The article focuses on the psychotherapeutic aspect of music therapy, and the effectiveness and validity of this method in existing research. In particular, music therapy is studied within the framework of ontopsychological school; the concepts of "melolistics" and "melodance" are explained. The results of our own research of the influence of melodance on the body sensations are presented; reduction of physical discomfort, feeling positive emotions - joy, peace, raise of energy levels. The relationship between the effect of classes and personality traits is shown, as well as the prospects of using this method.
Keywords: *movement, melolistics, music therapy, dance*

Where words are powerless,
a more eloquent language - music - appears fully armed.
P. I. Tchaikovsky

1. INTRODUCTION

Music has accompanied people throughout the history of human evolution. No culture existed without music, and although it is impossible to assert that music is a necessary condition for survival, it is undoubtedly fundamental to human progress and development. The healing power of music was noticed by ancient people who used it in their rituals, ceremonies, and rites. It is the ability of music to influence the state and mood of a person that modern trends in music therapy are based on. They are designed to work with various groups of people and help in many aspects - from restoring abilities to developing a person's spiritual and creative potential. We are all familiar with the importance of listening to our favorite music, as well as the effect of music on our physical condition (it allows us to relax if we are tired or nervous) and on our emotional state (feelings of tenderness, love, joy occur). In the current realities of consumer society and advanced technologies, we are increasingly feeling the need for music. Listening to music, we get closer to those metaphysical values which we need no matter what. Music is a natural and safe means of providing subjective support which occupies a special position. With the help of music, it becomes possible to approach the unconscious, freeing it from affective attachments, obsessive fantasies, and facilitate verbalization [15]. "The basis of all phenomena in the universe is an acoustic element that makes something vibrate, transforming it into existence - light, and then transforming light into matter." This is written in the Vedas, the sacred texts of Indian philosophy, which store and transmit ancient knowledge in a language far from the scientific language of modern Western culture. For several centuries in a row, philosophical concepts that appeared after Plato claimed that the world was created in accordance with musical principles. In the 20th century, a breakthrough into subatomic world revealed the nature of matter internal dynamics. Modern physics has proved that motion and rhythm are properties inherent in matter; all matter both on earth and in outer space is involved in an endless cosmic dance.

In nature, these phenomena are obvious, if you remember the daily biorhythms, the seasonal cycle, the change of day and night, etc. Here we want to touch upon an interesting discovery made by the biophysicist E. Pelling of University College London and J. Gimzevsky of the University of California in Los Angeles in 2001. A study of baker's yeast cells showed that the cell walls vibrate 1,000 times per second. Scientists suggest that this is caused by movements within the cell proteins [14]. Using a computer, they were able to convert these vibrations into sound. Moreover, these sounds changed depending on the physical conditions and internal processes in which this or that cell was located. This new direction in the study of cell sounds is called Sonocytology. The scientists R. Snook and P. Gardner from the University of Manchester in the UK were studying healthy and cancerous human cells when they found out that the cells emit vibrations under infrared radiation, and they differ depending on whether the cell is healthy or mutating. These vibrations are transmitted to air molecules, and their processing produces sound [12]. These studies will help find an alternative method for diagnosing cancer with painful biopsies. What does this mean? This means that even at the cell level there is a whole world of sounds and peculiar music, and the mutual influence and interconnection of the living world and the world of music cannot be underestimated. Next, we will examine the promising area of psychotherapy - music therapy - in more detail. The term “music therapy” has a Greek-Latin origin and means “healing with music”. This is an independent psychotherapeutic school based on the healing effect of music on the human psyche. Music therapy as a whole is developing as an integrative discipline at the interface of neurophysiology, psychology, reflexology, musicology, etc. The emergence of music therapy as an independent area of studies dates from the beginning of the 20th century. Music therapy schools have emerged and gained recognition in countries such as Argentina (R. Benenson), Great Britain (J. Alvis, 1958), Austria (A. Schmolz), France (J. Zhost, E. Lekour) and the USA (E. Hillman, Boxill). In Italy, in 1973, the first seminar on the issues of music therapy was held in Bologna, and already in 1975, the Italian Association of Music Therapy Studies was founded there. Its goal was to accelerate the process of scientific study and cultural development of this knowledge system. The Swedish school of music therapy has particular significance, being represented by A. Pontvik (1955) and others, who suggested using music therapy as an independent method of psychotherapy that does not require verbal accompaniment [2]. Pontvik put forward the idea of psychoresonance, i.e. music penetrates into the deep layers of human consciousness and causes a resonance of the psyche; this can be analyzed and discussed during the session. Also, while listening to music, a patient may experience catharsis, which facilitates his condition. There is receptive (passive) and active music therapy. With the receptive method, participants listen to music, while with the active method they themselves participate in the performance of vocal or instrumental music. Receptive music therapy, in turn, includes music psychotherapy (dynamic, regulatory) and music somatotherapy (zonal, selective). The first method normalizes the patient's psycho-emotional state, and the second one works directly with the body and human organs. Dynamic music psychotherapy contributes to emotional activation of an individual. Regulatory psychotherapy is aimed at working with emotionally-affective reactions and catharsis. There is also integrative music therapy, which includes music vocal therapy [11]. Prominent Russian psychologist and music therapist V. I. Petrushin believes that “the growth of stressful factors in society which cause psychological instability and disorganization, leads to neurotization of both children and adults, so music is traditionally considered one of the most powerful means of emotional regulation of human mental activity” [10]. Music therapy according to Nordoff-Robins involves the use of vocal and instrumental improvisation as a method of non-verbal communication in a group process, where elements of psychodrama are also used. Thus, patients have an opportunity to express their experiences through musical improvisation. This method has been successfully used in autism, aphasia, and behavioral disorders [8].

I. M. Grineva studied the influence of music on human brain activity. In particular, calm music has a sedative effect, affects alpha rhythms; and energetic music has a restorative effect and lowers alpha rhythms. Listening to classical music leads to normalization of cerebral circulation [4]. Numerous studies have shown that music affects the body. Rhythmic music speeds up the pulse, heart rate, increases blood pressure, muscle tone and body temperature. Calm music has the opposite effect. In some cases, music therapy can cause the effect of anesthesia by ejecting anesthetizing neurotransmitters - endorphin and enkephalin [11]. In his works, A. Meneghetti writes that music is individuation of a higher mental order [6]. "If physiological influence of music is caused by the influence of sound stimuli, then the whole body is involved in the musical experience. Physicality, therefore, plays a significant role in music" [15]. In 1988, the German scientist R. Hubner developed a resonant music therapy program that uses a variety of modern and ancient musical instruments, computer arrangements, etc. This method is still successfully used in the process of obstetric aid in order to prevent complications for a mother and a baby, including gestosis, miscarriage, as well as in the postpartum period for psychosomatic recovery of the mother [3]. It should be mentioned that the effect of music therapy depends not only on the music itself, but also on a person's own personality factors. We will discuss it in more detail when we get to our study. Music therapy is successfully used in treating depression, mental retardation, autism, psychosomatic disorders. It combines well with other methods of psychotherapy: art therapy, hypnotherapy, autogenic training, body-oriented therapy, etc. Ontopsychological music therapy occupies a very special place, revealing a completely new reality and defined as melolistic in order to distinguish it from all other forms of music therapy. Melolistics is the art of musical and harmonious movement. This is dance and movement to the rhythm, extracted and enhanced by percussion instruments from the visceral In-se - the epicenter of vitality. This is a body-oriented method that uses music (performed by a presenter) and dance (performed by participants) in order to restore and strengthen body health, psychophysical well-being and psycho-emotional functionality. Melolistics involves the participants' active behavior; and the more they manage to immerse themselves in their own feelings in class, the better the results can be expected in the following days, and the more aware the person will be in everyday activities [7]. Acknowledging the integrity of your own body, getting in touch with your inner world allows you to adjust yourself for the necessary change in your daily habits, to feel a surge of vitality and a general increase in well-being, to become more confident and self-trusting in professional and interpersonal sphere. A person who is becoming aware of these changes gets the opportunity to invest more strength and energy in those areas that are most significant for him [7]. A. L. Kangelosi's study (Italy, 2003) showed that weekly melolistic studies, combined with authentication psychotherapy, can lead to positive results in a person not only in terms of his body, but also in the personal, professional and social spheres. In particular, the participants show: positive change in aesthetic habits, noticeable improvement in physical activity, significant increase in self-esteem, increased ambition, positive change in their attitude to work, and beneficial effect on academic performance [9]. P. Teti's research (Italy, 2005) assessed the dynamics of change in the process of studying melolistics. The parameters were identified by which the dynamics of change can be assessed: appearance (external aesthetics), mood (intensity of positive emotions), relationships with others (lack of tension, positive communication), openness to melolistics, tone (positive energy), harmony of movements and involvement in melolistic process. The statistical analysis of the changes between the first and the third testing showed that all evaluation parameters were different with a high degree of statistical significance [9]. M. Borry's study (Italy, 2006) showed that melolistics leads to change not only in body perception, a general feeling of physicality, change in external parameters, movement characteristics, but also, indirectly, through external aspects, leads to change at deeper personal levels associated with such areas of human life as everyday life (habits, methods of action and

thinking), the professional sphere (style of action and energy investment, self-confidence, self-belief) and the sphere of interpersonal relationships [9].

2. METHODS

Let us turn to our study of the influence of Melodance classes on a person's psychological state. The study involved 40 people who completed the Melodance program we developed. The program consists of several elements: breathing gymnastics, body plastics according to the Pilates system and melodance. We used the following methods and techniques: a biographical questionnaire, a SAN differential self-assessment test of the functional state, a Big Five questionnaire, an author's questionnaire using the Human drawing projective technique, mathematical and statistical data processing, and content analysis. Principles of conducting classes: integrative approach (comprehensive impact on the body); variety and novelty in selection and application of physical exercises; relaxation; spontaneity; coordination; self-concentration. We set the task before ourselves to study the effect of our classes on a person's general well-being; record improvements in self-esteem, mood, increase in activity; achieve liberation, lower anxiety and stiffness, gain positive changes in a person's emotional and psycho-physical spheres. Before describing self-assessment of body sensations, we consider it necessary to describe a Melodance class which was carried out in the course of our research. The class was planned to be 1.5-hour long. The first part included 10-15 minutes of breathing gymnastics aimed at the diaphragm and concentration on the breathing process. In this case, Strelnikova breathing gymnastics was chosen; these exercises do not imply active physical activity but at the same time they involve all parts of the body (organs) and activate abdominal breathing (blocking the upper body, shoulders). The second block was 15-20 minutes long and included exercises for easy stretching, warming up the body, which is especially important if a person does not do any physical exercise on a regular basis; this allows you to feel the body, possible places of discomfort, or vice versa, the lightness in the body and to enjoy your movement. The exercises were accompanied by light Japanese music consisting of sounds of nature, tunes of flute, harp and harpsichord. The tempo-rhythm of the melodies was chosen from slower to faster, and each melody was designed for a specific group of muscles and body parts: from smooth circular neck and shoulder movements to intensive leg work, gradually involving the whole body and increasing the activity of the movements performed. The Melodance third block was approximately 60 minutes long. Music was chosen in advance, since the task was to find new music of different styles, tempos, instrumental or with lyrics, dynamic or calm. The teacher started the class, performing the first dance; then the teacher played different melodies, guessing the participants' style (internal music and performance method), and invited them to try themselves in the leading role while the rest of the group repeated the leader's movements. The first 3-4 compositions were more dynamic and active, chosen to set the rhythm, get the participants moving, have fun, engage them in the dance, make this moment the most important for them, so that everything else would become secondary. After that, calmer melodies were used to give a little break for the participants, and to try to enter the dance with pleasure; all participants already had the enthusiasm, and general dynamic picture was created. Next, a few quick and active melodies were played, and at the end an instrumental composition was given, very dynamic, shimmering with different rhythms and sounds, while the participants stood in a circle, and each of them stepped to the center of the circle and performed their piece to this melody.

3. RESULTS

As a result of the analysis of the Melodance class, the participants' body sensations and their verbalized emotional state, we can make a conclusion that Melodance: promotes change in body sensations, relieves back and neck discomfort, increases sensitivity in the visceral zone and

activates viscerotonal perception of reality. Melodance also encourages positive emotional experience (joy, peace, happiness, uplift), and contributes to associations of the beauty of nature. A correlation analysis of the participants' personality traits allowed us to draw the following conclusions:

1. High differential assessment of the functional state before the Melodance class characterizes those individuals who highly value their current health, mood and vitality and have a high self-assessment of stability of their physical condition.
2. The higher the participants rated their well-being and mood after the Melodance class, the higher rating they gave their current health and usual mood.
3. Those study participants who rated their health lower, have a greater difference between self-assessment of their mood before and after the Melodance class.
4. Those participants of the study who have a high level of emotional stability are characterized by a higher self-assessment of their general state before participating in the Melodance class and a lower degree of mood change after participating.
5. Those participants who have higher rates on the scale of "personal resources", i.e. having higher ability to work with new information, openness to new experience, had a higher self-assessment of activity before participating in the Melodance class and are more attentive to their own body sensations.

4. CONCLUSION

Thus, we see great potential in using music therapy and dance therapy as independent areas of psychotherapeutic work. We have studied a brief history of development of the music therapy method, illustrated the basic principles of its work, highlighted numerous studies that prove music therapy to be an incentive for external and internal personality change. In the second part of our article, we touched upon the topic of music therapy within the ontopsychological school framework - melolistics and the Melodance method which was used in our study of the effects of classes on general psycho-physical well-being, self-assessment of health and personality, and a person's emotional sphere. Despite the difference in approaches and methods of music therapy, interest in this area of psychotherapy is undoubted, and requires further research.

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FACTORS OF EMERGENCE OF SOCIAL AND PSYCHOLOGICAL THREATS STEMMED FROM THE CRISIS OF PROSOCIALITY IN THE RUSSIAN SOCIETY

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ABSTRACT
The article presents the results of the study of social ideas of Russians about safe prosocial behavior. It is established that the individualization and violation of social identity (national, religious), identified in the prosocial motives, are the factors of social and psychological threats in the Russian society. Highlights the need for programs implementation aimed at formation thereof and implementation of relevant types of social activity.
Keywords: *prosocial behavior, risk factors, socio-psychological threats, transitive society, social identity, individualization, social representations, volunteering, religiosity, safety*

1. INTRODUCTION

Deep psychological problems of the Russian society manifest themselves in progressive alienation, indifference, cynicism, aggression, immoral and antisocial behavior. The society lost many spiritual, moral, and social and cultural norms, including responsibilities towards another person or a group of people who found themselves in a difficult life situation or need help. The problems associated with social and cultural threats and destructive collective behavior lead to destruction of an individual's identity, loss of his status as a bearer of traditions and a subject of social and economic life. Social anxiety, lowering of moral standards, unsatisfied request for social justice, lack of public service models and high moral standards in a public space, and decrease in social trust have a destructive effect on social health and undermine social security. Social challenges and threats purport to deprive the majority of citizens of their vital living conditions, cause damage resulting in physical and moral degradation, and destruction of personality, ethnic group, society, and state. Global and local risks of the modern world determine the search for non-material assets (socio-psychological and spiritual resources) that can ensure safety of a human and society. Such a construct could be the education of an individual, ready for solidarity, oriented towards positive forms of interaction, towards public selfless service and having prosocial motivation (Kislyakov et al, 2019; Rogach et al, 2019). President of Russia Putin V.V. in his annual Address to the Federal Assembly on December 12, 2012, noted: “Today, Russian society faces a manifest lack of spiritual bonds: mercy, empathy, compassion for each other, support and mutual assistance — a deficit of what has always, during our history, made us tighter and stronger, what we have always been proud of ... That is why the issues of general education, culture, youth policy become decisive. These areas are not a set of services, but, above all, a space for development of a harmonious moral individual and a responsible citizen of Russia.” It is relevant to study social perceptions of a safe prosocial behavior of a human being and identify the factors of

social threats emergence stemmed from the crisis of prosociality (Ivanov, 2015; Shamionov, 2012; Sventsitsky, Kazanceva, 2015).

2. METHODS

To examine the Russians' ideas of the safe prosocial behavior, we conducted an empirical research, which involved 963 people, residents of the cities of Yekaterinburg, Ivanovo, Kaluga, Klin, Kostroma, Moscow, Saransk, Simferopol, Syktyvkar, Tyumen, Shuya, Yaroslavl, Cherkessk (25% - males, 75 % - females; average age is 22.7 years). We used a special questionnaire in order to construct a subjective semantic space of the personal safe prosocial behavior based on semantic differential method. The respondents rated the safe prosocial behavior predictors on a 66 bipolar 7-point scale (on -3 to +3). To identify students' preferences in the types of prosocial behavior, we used a specially developed questionnaire, which was a list of 29 types of prosocial behavior. We asked the respondents to evaluate the degree of social relevance of a particular type (on a scale from 1 - not important at all, up to 5 - very important). Data was collected using the Internet.

3. RESULTS

The study made it possible to rank the qualities of a person whom the respondents perceived as prosocially oriented and socially safe, that is, a person most oriented towards the welfare and safety of society. The significance of the safe prosocial behavior predictors was assessed by calculating the arithmetic mean scores (table 1).

Table following on the next page

Table 1: Preferences in the respondents' choice of the safe prosocial human behavior predictors

Safe prosocial human behavior predictors	GPA
responsible/irresponsible	2.13
cultured/uncultered	2.11
conscious/thoughtless	2.04
true/false	1.98
friendly/aggressive	1.98
caring/hating	1.95
credible/repulsive	1.95
moral/immoral	1.94
useful/useless	1.9
attentive/distracted	1.82
neat/sloppy	1.81
merciful/cruel	1.79
generous/vile	1.75
viable/weak	1.77
competent/ignorant	1.73
comforting/uncomfortable	1.72
adaptive/difficult to adjust	1.69
sociable/reserved	1.66
resilient/hesitative	1.63
sympathetic/indifferent	1.61
responsive/indifferent	1.6
peaceful/aggressive	1.6
initiative/passive	1.59
thrifty/wasteful	1.57
normative/deviant	1.53
independent/dependant	1.51
strong/weak	1.5
environmentally friendly/invading	1.5
active/passive	1.38
admitting/ignoring	1.38
bold/timorous	1.36
humanistic/misanthrope	1.33
tolerant/intolerant	1.3
ready/doubting	1.27
approved/condemned	1.23
altruistic/selfish	1.2
civil/socially unconscious	1.19
sacrificing/selfish	1.13
socially mature/infantile	1.06
evident/hidden	1.04
joint/separate	1.03
calm/anxious	1.03
talkative/silent	1.03
family man/lonely	1
selfless/prudent	0.98
creative/algorithmic	0.94
calm/impulsive	0.91
young/agerelated	0.91
predictive/spontaneous	0.89
original/standard	0.89
financially secured/in need	0.88
mindful/intuitive	0.84
indulgent/exacting	0.82
believer/atheist	0.74
group/single	0.66
collective/individual	0.57
national/cosmopolitan	0.52
risky/avoiding risk	0.33
values the social/values the personal	0.25
traditional/innovative	0.15
busy/free	0.14
politic/independent	0.13
careful/extreme	0.1
emotional/discreet	0.1
diligent/managing	0.05
receiving/assessing	0.01

Results of the factor analysis made to identify factors affecting prosocial subjectivity in modern society allowed determining seven factors that describe 50.8% of the total variance (principal component method, Varimax rotation). Let us consider two of them: «Group Identity» (variance explained 3.9%) and «National and Religious» (variance explained 3.6%). The weight of these factors is insignificant, indicating their low priority. The factor, Group Identity, has included indicators conditioning the identity of a person with the society, social group, and team. It should be noted that the leading indicators of this factor ("collective", "values the social", "group", "joint", and "politic") were estimated on average in the score range from 0.13 to 0.66. At the same time, 34% - 47% of respondents found it difficult to attribute those indicators to one or another pole of the scale (set 0 points). This suggests an ambivalent notation of prosocial behavior according to predictors in the sample under study. On the one hand, the prosocial behavior is understood as collective (oriented to others), on the other, as individual (oriented to themselves). The factor, National and Religious, indicates the religious and national values of a prosocially-oriented person. The leading indicators of this factor ("traditional", "national", and "believer") were on average ranged from 0.15 to 0.74 points. At the same time, 35% - 45% of respondents found it difficult to attribute those indicators to one or another pole of the scale (they set 0 points). This suggests an ambivalent notation of prosocial behavior according to predictors in the sample under study. On the one hand, we understood the pro-social behavior as traditional, dictated by religious norms, on the other, as liberal and cosmopolitan, and not conditioned by religious norms. The respondents' answers to the question "What can a person unselfishly do to benefit people in society?" allowed ranking the evaluation of prosocial activities that contribute most to the well-being of people in society. We made the relevance assessment of prosocial behavior types by calculating the arithmetic mean for each of 29 points of the questionnaire (table).

Table following on the next page

Table 2: Preferences in choosing types of prosocial behavior

Types of prosocial behavior	GPA
Offer help to people with disabilities, older people in public places	4.32
Respect the environment, nature and participate in ecological actions	4.31
Show empathy, provide emotional support and help people in difficult life situations	4.20
Help veterans and interact with veteran organizations	4.18
Help homeless animals (donations or care; in the streets, etc.)	4.06
Promoting healthy lifestyle, prevention of diseases, participate in arrangement of health days	4.04
Participate in landscaping (tree planting, garbage collection in the forest, Saturday cleaning day in the yard, etc.)	4.02
Assist in the search for missing people (missing, lost in the forest, etc.)	4.00
Provide assistance in caring for people, organizing leisure activities in boarding houses, centers for the elderly and disabled	4.00
Participate in collection of donations (clothing, food, other items) for socially vulnerable groups	3.96
Improve memorial sites and military graves, contribute to memorialization of those fallen while defending the Homeland	3.91
Be donors of blood and its components	3.89
Report on dangerous (illegal) Internet content (drug propaganda, extremism, a call for suicide, malicious computer programs, etc.)	3.84
Participate in conservation of historical and cultural monuments	3.78
Participate in educational work, educational programs (conducting classes in schools, universities, professional master classes, etc.)	3.77
Participate in social projects of your institution / organization	3.76
Be a volunteer in emergency response	3.74
Give money to people in need	3.74
Be an active citizen and report offenses that may be witnessed	3.72
Participate in organizing and conducting sporting events (Olympic Games, Special Olympics, University Games, championships, sports and athletics competitions)	3.64
Demonstrate a negative attitude towards corruption, both in the personal and social environment	3.64
Provide volunteer assistance in the Internet environment	3.56
Be a mentor or tutor	3.56
Participate in festivals, competitions, concerts, exhibitions, and popularize cultural traditions and practices	3.43
Assist in the restoration of religious buildings (temples, mosques, etc.)	3.40
Be a national guardsman, help the law enforcement agencies to ensure the public order	3.37
Participate in protests (rallies, demonstrations) to draw attention to a problem	3.25
Participate in mass actions of mourning and sorrow	3.23
Participate in the organization of religious mass events, festivals	3.16

4. DISCUSSION

Thus, individualization and breach of social identity (national, religious), identified in prosocial motives, are the factors for emergence of social and psychological threats in Russian society. Helping motives can be both altruistic and selfish (Ilin, 2013). However, numerous studies show that prosocial behavior and organizational (collective) behavior (identity) are interdependent (Hackel, 2017; Michel, 2017; Ramarajan, 2017). In the last decade there has been a breakdown of public consciousness with the assertion of social individualism. Modern youth, focused on their "I", their needs and interest, personal comfort, often not interested in the problems of their homeland, their compatriots, their neighbors. Individualism occupied a vacant niche of values and was the result of the collapse of unifying values in the context of new unifying values that were not formulated.

The dominance of individualistic values limits the social prospects of the country, because in the egoistic space there is no place for spiritual wealth (Kislyakov et al, 2019). Studies show that prosocial behavior depends on the level of social identity (Piff, 2017; Hackel, 2017; Busch, 2010). In modern sociocultural practice, the process of socialization, the formation of social identity (national, civil, religious, political, etc.) of the young generation is complicated by the erosion of traditional moral values. The society transitivity leads to risks associated with instability of the Russian society's value system, breach of civil, national and religious identity (Marcinkovskaya, 2016). We can determine the problem of social identity by lack of a sense of security in the main areas of life of social and territorial identities - ethnic, religious, national, political, sociocultural, economic, and informational. Insecurity in these areas determines a weakly expressed identification with the reference social and territorial group and the state as a whole or even its complete absence. Today, young people find themselves in a difficult situation of higher risk to lose their life guidance. We can observe various disruptions of sociocultural identification processes, which reduce the adaptive potential of the individual. Self-doubt, depression, cruelty, egocentrism, various forms of dependence, withdrawal from the real world, manifestation of excessive power, disintegration of personality, psychosocial and spiritual crisis – this is by no means an exhaustive list of characteristics of the social identity crisis. The process of socialization can contribute to the formation of negative social identity and increase social conformism of the individual to various destructive ideologies, including the ideology of extremism and terrorism (Kislyakov et al, 2018). Sociological studies note the following sociocultural threats: change or loss of cultural traditions; threat of cultural identity crisis in various population groups; threat of cultural foundations destruction of national-ethnic and religious identity of the population; destruction of moral values and moral standards of the population; emergence of some counter culturally orientated informal associations (Shapovalova, 2015). The source of threats in the social sphere are structural dysfunctions of the society: social splits, inequality, identity crisis, structural imbalance in professional, ethnic and other social groups. Threats to the socium can also be caused by psychological dysfunctions: anxiety, anomie, lack of solidarity, unsatisfied security demand for social justice, a state of uncertainty and the absence of long-term prospect (Selezneva, Shestopal, 2018). The Russian Federation strategy for the young people development until 2025 fixes that "the formation of civic engagement and patriotism of youth, the identity of a Russian national will make it possible to solve the key tasks of the development of our society - to ensure the security of the Russian state and society, to preserve the state sovereignty of Russia, to overcome the worldview crisis, to revive respect for the state, society, family, and historical and cultural heritage." There are two opposing points of view in the social psychology regarding religious prosociality: some authors point to the direct dependence of pro-social behavior on religiosity (Bonner, 2003; Einolf, 2013; McKay, 2013), others to its absence or even inverse dependence (Saslow, 2013, Norenzayan A., Shariff A., 2008). In Russia, they traditionally perceived any manifestations of prosocial behavior in accordance with the worldview that has developed under the influence of both Orthodox norms and age-old traditions (Zimin, 2013). The commandment "Love thy neighbor as thyself" acts as a pro-social regulator of behavior in Christianity, as in all world religions. The religious factor plays a significant role in the modern world. Moreover, it can be both the basis for stability and socio-psychological security, a champion of high morality and humanism, and have a serious conflict potential. The situation that has developed in recent years in Russia is particularly acute in this regard. The problem of Orthodox identity, especially in children and young people, faces a number of difficulties associated with an ambiguous understanding of the role of religion in modern society. On the one hand, the authority of the Russian Orthodox Church continues to increase. At the state level, it is actively involved in solving such social problems as spiritual and moral education of children through the school course "Fundamentals of Religious Cultures and Secular Ethics",

which includes the "Fundamentals of Orthodox Culture" module, the fight against alcohol and drug addiction, rehabilitation of prisoners and returnees from places of deprivation of liberty, spiritual guidance for military personnel, concern for strengthening the family, protecting cultural and historical heritage and introducing traditions by means of Orthodox holidays and observances (Christmas, Day of Slavic Writing and Culture, Day of Family, Love and Fidelity, Day of the Baptism of Russia, Day of National Unity, etc.), etc. On the other hand, there is a resistance to the strengthened Orthodox identity of the population. Some fear the harsh cultural, political, or state criteria of belonging to the Orthodox tradition or belonging to the Orthodox spiritual world. A certain percentage of parents opposes teaching children the basics of Orthodox culture. Events regularly take place that testify to the unpreparedness of young people to live in an ethno-religious environment, and to the widespread of religious extremism. This includes numerous Internet forums condemning the demonstrative religiosity of Russian politicians and public figures, and the desecration of churches, cutting down worship crosses, and exhibitions of contemporary "art" that are insulting for believers, and finally, the sensational punk prayer service in 2012 in the Cathedral of Christ the Savior and the wave of mass psychosis that followed. The comparative analysis of the volunteering activities declared in the Concept for the Volunteer Development until 2025, and the types identified during the study (table 2) showed that the survey participants estimated as important not all types of volunteering from the point of view of unselfish actions contributing to human well-being in society. (Kislyakov et al, 2019). To a lesser extent, young people would prefer such types of volunteering as assistance in Internet, mentoring, holding festivals, competitions, concerts, exhibitions, sporting events, and popularizing cultural traditions and practices. Apparently, young people associate these types of activities with professional activities. In addition, the types of prosocial activity associated with corporate volunteering and religious orientation were among the less popular for young people. Thus, people again think the types of prosociality associated with civil, religious, and professional identities to be unclaimed. We may identify a number of such unclaimed by the students types of prosocial activities, but socially significant, as socialization risk factors. Our results are consistent with trends identified in studies conducted by European sociologists. Our review of the data of the sixth wave of “World Values Survey” (WVS, 2010-2014) sociological survey showed that, evaluating their value preferences according to the Schwartz methodology 74.2% of Russians said that it was important for them to do something for the public good; and 78.2% found important to follow the traditions. Meanwhile, only 63.7% of Russians share the values of prosociality and tradition at the same time (http://www.worldvaluessurvey.org). “European Social Survey - 2016” (ESS8) study obtained the following results: 76.5% of Russians find important the value of “helping other people, providing their well-being”, 80.9% of Russians “appreciate traditions; follow religious and family customs.” However, only 66.5% of Russians share the value of prosociality and tradition simultaneously. (http://www.europeansocialsurvey.org).

5. CONCLUSION

Thus, the threat of loss of social identity, the massive spread of individualization, asocial and antisocial behavior as a new standard of social manifestation makes us turn to prosocial behavior as a category of sociology and social psychology. Prosocial behavior primarily focuses on preservation, protection, and development of social communities (of another person, team, public organization, etc.). Standards of prosocial behavior can be predictors of socio-psychological security of the individual and society. The people’s focus on conscious maintaining a safe existence of others in the modern community and the whole society, their orientation towards the common good in situations minimizing the social risks (national, religious, cultural, and moral), as well as an individual’s willingness to withstand such risk factors are the essential characteristic for the safe prosocial behavior.

In December 2018, Russia approved the Concept of volunteerism (volunteering) development until 2025, which among the priority areas for the development of volunteering, as a form of pro-social behavior, indicated volunteering in the field of civil and patriotic education, volunteering in the cultural sphere, religious volunteering, corporate volunteering. These areas directly relate to the predictors and types of the safe prosocial behavior, which are on the periphery of social understanding that highlights the need for programs implementation aimed at formation thereof and implementation of relevant types of social activity.

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INNOVATIVE THINKING OF THE LEADERS OF FOLKLORE GROUPS AS CONDITION FOR PRESERVE AND DEVELOP THE NATIONAL FOLK CULTURE IN MODERN WORLD

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ABSTRACT
Modernity is characterized as crisis in which traditional folk culture fully suffers. There is an urgent need to revitalize and preserve traditional values, to uphold and strengthen them. Cultural professionals need to find new forms of preservation and development of folk art to preserve the national cultural heritage. And here the role of professional specialists in traditional art is extremely large and diverse, i.e. they are responsible for fixing (recording) works of authentic folk art, organizing accessible archives and storing them. In the history of the modernity development, innovations play a pivotal role that permeates all spheres and levels of social reality and human life activity, including people's spiritual sphere. And in this regard, the study of the psychological nature, mechanisms, and factors of innovative thinking of cultural leaders is very modern and relevant. Innovation activities of leaders of cultural institutions or creative teams require special attention to the program-project approach. Its subject is the systems of practical activities, which be identified, described and transformed. It must include the process of creative thinking and practical implementation of the issues related to the subject of transformations. At present, experts develop the technologies of "cultivation" of a new innovation-project orientation of a cultural leader who performs as a key element of managed social development. Article improves an importance and value of innovative thinking of the folklore groups' leaders in modern sociocultural situation.
Keywords: *innovation, culture, socio-cultural project development, the leader of the folklore group, folk art culture*

1. INTRODUCTION

The understanding of modernity is fundamental to scientific discourse in Russia and abroad. There is much evidence that the modern historical period is characterized by the extinction of sacred values, as well as the destruction of traditional constituents. It is possible to describe modernity as an entire crisis in which traditional folk culture fully suffers. The revival and preservation of traditional values are increasing and play a magnificent role in maintaining conventional values. Society is actively resisting the destructive tendencies of the post-industrial paradigm of existence, as well as civilizational destruction and the transition to a new world outlook. Folklore groups and ensembles appear everywhere in Russia. Folk music festivals of various levels and scopes emerge. Russian experts organize a lot of scientific and practical conferences, ethnocultural expeditions, workshops, creative meetings and seminars [10]. In the history of the modernity development, innovations play a pivotal role that permeates all spheres and levels of social reality and human life activity, including people's spiritual

sphere [7]. Today, the sphere of values, goals, and priorities of the social-spiritual development is becoming the focus of acute problems and intractable contradictions. And in this regard, the study of the psychological nature, mechanisms, and factors of innovative thinking of cultural leaders is very modern, acute and relevant [20]. For these purposes, it is necessary to develop an innovative approach to socio-cultural project development. The leaders of folklore groups may apply this approach to the preservation and development of folklore culture. Within the framework of the national and regional cultural policy, as well as a result of a public initiative, large-scale cultural and recreational projects are a distinctive part of Russian cultural landscape based on Russian folklore material. The implementation of innovative projects allows simultaneously not only to solve many problems of the economic development of a region, but also to raise the cultural prestige of the entire country. Innovative project development began in Russia in 2005 with the introduction of national projects in the field of education and culture. The basis of national projects was a system for analyzing contemporary problems of the Russian nation and a clear formulation of approaches which contribute to solving these problems. Evidence suggests that innovative project development acts as a reflection of new technologies. It often results in a cultural product provided with substantial financial resources. However, the implementation of the product is not always successful [4]. A distinctive feature of the cultural sphere in Russia is the fact that even qualified specialists in socio-cultural project development are not able to predict how the project will be met by the public, how it can enter the established leisure practice [12].

2. METHODS

The innovation component emerges from the technology of cultural activities [2; 9], socio-cultural project design [3; 12], educational process [1; 6]. Of much importance is the area of cultural innovations in the sphere of ethnocultural field. Their essential features are described in the works of N.G. Mikhailova [14] and A.S. Yareshko [18] et al. Regarding the concept of "cultural sphere", its main constituents are as follows: the sphere of creation, preservation, the transmission of ideas, knowledge, ideas, and aesthetic values of society. The sphere of culture can be represented as the scope of organizational activities creating material and nonmaterial benefits, to satisfy certain cultural, spiritual and leisure needs of an individual or group of people, regardless of their professional affiliation. In Russia, the institutions of culture and art include museums, houses, palaces of culture, theaters, cinema organizations, media (television, radio, periodicals) [11]. As far as the essence of leisure is concerned, it embodies a social category reflecting the activities of an individual in his free time, providing recreation and his further spiritual development. The heads of cultural institutions that ensure the creation of conditions for the spiritual and moral development of society must meet several specific requirements arising from the characteristics of the cultural activity itself and its specific subjects. These requirements are as follows:

1. The cultural environment that is being formed in society is gradually transforming from the environment of consumption to the environment of involvement, collaboration, and human development. These processes make it necessary to establish and develop a special type of control, i.e. a facilitating management,
2. Management in the socio-cultural sphere stems from the specific organization and regulation of group activities that ensure the reproduction of the social and cultural life of people. Management also implies the development of strategic and current goals and objectives of socio-cultural development of the relevant region.

The methodological basis of this research emerges from the theory and methodology of organizing and implementing group creative activities of a folklore singing ensemble. Many of the conclusions stem from the practice of preserving and enhancing the national artistic

heritage, the revival of the country's regional song traditions. The concept of the study is developed in support of the findings and achievements of modern scientists, highlighting the mechanisms and tools for the formation of professional competence of managerial personnel in the field of culture and art. The current study indicates the principles and results of modern socio-cultural and ethnographic activities of groups and institutions of folk-art culture. We also outline the management theory and methodology of organizing the activities of folklore ensembles and choirs. The study generalizes the socio-cultural changes in modern society related to new professional goals and objectives of folk-art culture experts [14]. The methods of research are the analysis of scientific literature in the field of folklore, cultural studies, psychology, sociology, teaching theory, and ethnopedology. The focus of the authors' attention is directed at the socio-cultural activities, as well as the synthesis of modern experiences in organizing and managing the creative activities of folklore groups.

3. RESULTS

The implementation of various socio-cultural projects emerges from the need to revive, preserve and enhance the traditions of folk-art culture. One of the most common ways to implement socio-cultural projects is the organization of festivals. Through festivals, the organizers involve different segments of the population into creative work. The study indicates that they primarily attract children and young people because they develop cultural exchanges among the festival participants, creating a new wave of positive emotions from folk art traditions and true values, drawing the attention of young people to art, identifying talented young people and the impact of the younger generation on the development of culture [15]. With the help of festivals, the leaders of folklore groups receive a universal means for the promotion and development of various genres of folk art. "All the aesthetic categories – beautiful, tragic, ugly, scary, funny, sublime, etc. – are enclosed in the musical-poetic content of folk songs and are embodied in the sonic qualities of their performance"[10]. All this can be presented at folklore festivals, which are a synthetic type of public events. They may include concert performances of vocal, instrumental, choreographic, decorative and applied art. The program of festivals may function as workshops, seminars, round tables, meetings, contests, etc. Holding festival events helps solve the problems of leisure and employment of many children and adolescents, protecting them from the negative impact of the street environment and criminals [1]. Regarding the emotional aspect of festivals, it is important to note that joy and creative freedom make festivals more accessible to various groups of audiences than traditional concerts in cultural institutions. Most of the Russian population seldom attend cultural events in opera and concert philharmonic halls. Many young people feel alien and vulnerable in the "temple of culture", and, therefore, they do not share the idea of going to an opera and philharmonic house. However, the situation changes drastically when it comes to widely publicized cultural events that are attractive to all groups of the population. The research indicates that there are representatives of different social groups among the visitors to festivals rather than regular concerts. Alternatively, for cultural organizations, including folklore groups, such "going out to the people" serves as a pretext for new creative solutions, experiments, which creative teams do not dare to undertake under normal conditions. This study provides new insights into project development technologies. Project development in the field of culture and leisure is characterized by the fact that it is aimed at updating existing technologies or at developing and introducing new technologies that are significant for culture. They generate necessary links, prioritize artistic and spiritual values [17]. The goals, objectives, and the content of projects in different types of leisure activities have their own characteristics related to the production of a service or cultural product.

The leaders of folk groups develop projects related to the field of folk-art culture which are as follows:

- the design of audiovisual products (commercials, feature films and documentaries, screensavers);
- holding festivals, competitions, and celebrations contextualizing regional song folklore;
- the artistic and creative reconstruction of folk clothes, ornaments, folk crafts, and rituals;
- stage productions (theater, stage, show);
- the production of printing products (books, notes, ethnographic reference books, magazines);
- restoration (protection of cultural heritage);
- experimental projects in new areas of cultural activities (quests, cities of folk crafts, a virtual journey into the past of Russia).

This study has indicated that the technological process of innovative design includes the following stages: the analysis of a problem situation, the development of goals, tasks for its resolution, the design and introduction of new forms of leisure, and other activities [5]. When creating a project, special attention should be paid to combining managerial, organizational, strategical, and technical aspects. It is necessary to harmonize them with the components of the artistic, creative, spiritual and moral plan. In cultural project development, it is important to synchronize the methods of individual creativity (executed by scriptwriters, composers, chief directors) with artistic performances (implemented by artists, singers, musicians), whose activities create a new cultural and leisure product.

4. DISCUSSION

The current study found that the project approach in the field of socio-cultural activities highlights the key issues in the field of culture. Projects indicate areas of long-term activities [7]. At the same time, of much importance is the task to simultaneously realize projects and to modernize the socio-cultural sphere itself. Innovative design helps businesses rely on promising cultural projects, constructive ideas, bright personalities, dynamic public organizations. All these constituents stem from the analysis of the demand of various social groups, including low-income and socially unprotected strata [1]. The progressive cultural figures became aware of the need to find new forms of folk education for people and, most importantly, preserve their cultural heritage. This trend was reflected in the emergence and development of folk education system of music schools. This idea has been ripening for many decades in the minds of progressive cultural figures [6]. Evidence suggests that in a crisis, cultural institutions are in the process of mastering various humanitarian technologies and, above all, their strategic approaches. The strategic activities of traditional cultural institutions include project activities. This is a fundamentally new approach for Russia. As far as the role of new methodological cultural centers in Russia is concerned, it is necessary to mention that they are developing regional innovative projects to generate a creative experimental laboratory for the reconstruction of forms and activities contextualizing the traditional cultural material of Russia. The project targets the reviving of regional traditions, as well as partially lost artistic crafts (weaving, pottery, weaving, artistic processing of leather and fabrics), genres and types of folk music (singing, playing instruments, family and calendar rituals and holidays), as well as organizing the training of these types of crafts and arts. The methodical centers organize social and cultural events and activities, prepare projects for the Russian Foundation for Basic Research grant competition, hold contests, competitions, festivals and city holidays based on the musical material of regional folk music. Regarding the factors influencing the development of creativity in Russian society, it is important to describe the innovation potential. G.P. Shchedrovitskii, for example, notes that mental activities are closely connected with creative

approaches which help fulfill such cultural tasks as to organize activity games, innovative design seminars, pieces of trainings, etc. [16]. Innovation activities of leaders of cultural institutions or creative teams require special attention to the program-project approach. Its subject is the systems of practical activities, which in turn can be identified, described and transformed. It must include the process of creative thinking and practical implementation of the issues related to the subject of transformations. At present, experts develop the technologies of "cultivation" of a new innovation-project orientation of a cultural leader who performs as a key element of managed social development [16].

5. CONCLUSION

The most obvious finding to emerge from the study is the idea that for the implementation of innovative activities, the leader of a folklore team needs an appropriate management structure. According to the cultural policy of the state, the goals of managing the sphere of folk art are as follows: the preservation, creation and distribution of the ideas, knowledge, aesthetic and artistic values of folk art, as well as meeting the needs for social, cultural, and leisure-time services based on folklore material. The result of the leader's activity is a certain artistic and creative product or service that satisfies spiritual needs while using the free time of people [6]. Professional-managerial culture of a cultural leader emerges from the variable combination of two types of knowledge which are as follows:

- operational knowledge, which is focused on the implementation of specific actions and determines the professional outlook of the manager;
- meta-knowledge associated with the mechanisms and tools of management activity, its structure, rapid professional adaptation, the productivity of the implementation of abilities.

Another important finding is the fact that the professional competence of the leader of the folklore group is determined by its orientation towards cultural reproduction and cultural design activities. These activities result from the leader's collaboration with people, his abilities for public performances, improvisation, intellectual and creative self-expression. The management of communities or institutions of the cultural sphere is the essence of harmonious activity, which is based on spiritual principles, personality, human resources. All these constituents operate as a set of organizational relationships outlined by a certain socio-cultural activity. The study has outlined that the leaders of folklore groups and cultural institutions need scientifically based information for their successful development. The scientific information must describe the structural and procedural characteristics of innovative thinking and the socio-psychological determinants of creative development and actualization.

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BIG DATA TECHNOLOGY: ECONOMIC EFFECT OF IMPLEMENTATION AND SOCIO-CULTURAL RISKS

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ABSTRACT

The subject of the study is big data technology as a factor of technological and economic development and as a source of risks in the socio-cultural sphere. The purpose of the work is to identify the specifics of big data technology as a technological phenomenon with high commercial efficiency of implementation, as well as to determine those areas of society's development that are the most vulnerable due to the application of big data technology. The work is based on general logical methods of research: the observational generalization method for the analysis of situations where big data is used; the classification method for emphasizing different principles of personal data processing and identifying legislative possibilities for the realization of the data protection principle. The main outcomes of the research are related to highlighting those areas where the big data technology application is the most effective, as well as to the support of the thesis on the high complexity of personal information protection in the age of the ubiquitousness of big data technology, when there is a need to improve personal data security legislation and to deal with the relevant issue of the possibility to consider personal data as a commodity. The field where the results are applied is linked with the practices of using big data technology. Its novelty is determined by the generalization of information related to the socio-cultural and legal aspects of the functioning of big data. The conclusions of the work are associated with the postulation of the idea of complexity to ensure the following principles in modern conditions: the depersonalization of information (procedures of its identification with a specific carrier are established quite accurately); the limitation of personal information storage time (it is not observed by companies engaged in data storage); the unacceptability of personal data processing if data is incompatible with the purpose of its collection (personal data becomes the object of commercial transactions); the accuracy and relevance of personal data (cloud storages contain outdated or incorrect information causing reputational damage to its subject).

Keywords: *data anonymization, big data, data identification, data processing, personal information, management systems, socio-cultural risks*

1. INTRODUCTION

In his Address to the Federal Assembly on December 1, 2016, the President of Russia outlined the relevance of the system program of digital economy related to the development of the "economy of the new technological generation". The development of Russian information and communication technologies is carried out in several directions. One of them is large amounts of data processing. During the last decade, the big data technology attracts researchers whose work is related to the identification of socio-cultural problems associated with the application of this technology. However, there have been few of such academic efforts. We can mention only observations by V. Mayer-Schönberger, K. Cukier (Mayer-Schönberger, Cukier, 2014), C. O'Neil (O'Neil, 2016), J. Podesta, P. Pritzker, E. Moniz (Podesta, Pritzker, Moniz, 2014), D. Bollier, C. Firestone (Bollier, Firestone, 2010), M. Chen, S. Mao, Y. Zhang, V.C.M. Leung (Chen, Mao, Zhang, Leung, 2014) that are dedicated to the impact of big data on human life and activity, increasing social inequality, changing values. There are also studies by M. Braginsky, V. Vitryansky (Braginsky, Vitryansky, 2011), Y. Slesarev, A. Loshakov (Slesarev, Losyakov, 2018), E. Voinikanis (Voinikanis, 2013), P. Gude, P. Arbuzov, A. Karpika (Gude,

Arbuzov, Karpika, 2015), A. Dmitrieva, D. Savelyev (Dmitrieva, Savelyev, 2011) who aimed to examine the aspects of legal regulation in the field of big data. More often, authors (A. Morrison (Problems of work ... , 2010), T. White (White, 2013), C. Metz (Metz, 2011), T. Morgan Prickett (Prickett Morgan, 2012), Dan McCreary, Kelly A. (McCreary, Kelly, 2013)) mostly investigate the economic and technological aspects of this technology's implementation.

2. METHODS

2.1. Big data technology: opportunities and challenges

James Kobielus, the Forrester analyst, defines big data as "the three V": "volume" (petabytes of stored data), "velocity" (data retrieval, transformation, loading, analysis and survey in real time) and "variety" (processing of structured and semistructured data) (Kanaracus, 2011). The term "big data" did not appear by chance — it is not a marketspeak. It was in 2008 that the Internet reached the stage of development when the amount of information placed on its resources began to double about every year and a half — according to Cisco; from 2012 to 2020, the volume of generated network data will increase from 2.8 zettabytes to 40 zettabytes. The number of network users increased as well, accounting for 39% of the world population (2.7 billion people) in 2013 and 65-75% in 2016. The prerequisites for this "information explosion" were social networks and the Internet of things, containing and taking into account a large amount of information of various parameters and kinds that is exponentially increasing in volume, as well as a huge array of meteorological and astronomical observations, radio frequency identifiers (RFID), Earth's remote sensing, medicine, bioinformatics. The concept of big data comprises the understanding that the source of data is the hidden information that is large in volume, not structured, not differentiated, exponentially increasing in volume — that's why this concept was compared with "data tornado", "data deluge", "data tidal wave", and "data exhaust" (Cherniak, 2011). The big data technology has great potential. They make it possible to classify the most diverse phenomena with the most varying levels of detail; to establish correlations between one data set and another; to explain various phenomena in economics, politics, social sphere and to carry out a fairly accurate forecasting. The main challenge while working with big data is the scope of the work — "the volume of updates and adding new data, frequency, speed or performance of a database..., increasing proportion of unstructured pieces of data" (Problems of work ... , 2010, p. 27). John Parkinson, Director of Information Technology at TransUnion, demonstrates how big data works by using credit data the company receives annually for a total of 100 million updates: "Our products combine... information that identifies a particular person, structured data and unstructured data tied to descriptors. We store these information products... as data may change.... several times a day" (ibid). In order to improve the efficiency of information analysis of 8.5 petabytes of data, you need to change the storage every four to five years, "when your data volumes far exceed 100 terabytes" (ibid). These tasks require considerable time — the update cycle takes months and can be stopped only after finishing.

2.2. Big data applications

Big data is large amounts of information that become a source of business development and databases bought by companies are a source of income. So, when implementing the big data technology the Fortune 500 multinational companies have increased their workforce productivity by 5-7% and the volume of sales by 7-9% (Larina, Ovchinsky, 2014, p. 105). Despite the fact that the technology of big data is aimed at collecting and processing information of the industrial sector — sensors, mechanisms in case of accidents, failures, etc., however, the most promising direction determined by this technology is related to the processing of personal data and procedures for its identification. Big data is of great value in medicine — on the basis of diagnosis, various related factors presented in discharge summaries, as well as personal data,

for example, such as the lability of patients' emotional state, it allows the system to build a fairly accurate estimate of the number of repeated hospitalizations and, consequently, of insurance costs for medical services. Big data is widely used in sales and booking networks in the transportation industry. ITA Software is one of the largest flight booking networks. In order to predict dynamics of ticket prices and provide services, it sold its information to Farecast. The latter company made a huge profit from it being able to offer certain customers cheaper tickets and then from selling its shares in the market. Statistics of weather conditions and its correlation with flight delays became the basis for the FlightCaster company established by Bradford Cross and his three colleagues. The accuracy of forecasts was so high that even airline employees began to use its services. Subsequently, the same team began to work on the start-up project Prismatic. They set out to provide analysis of Internet news content on the basis of mining text data — regardless of information source — including social networks, blogs, etc. As a result, the service Prismatic became so well-known a source of news that could compete with the New York Times. Google has been collecting information (for example, about typos in search queries) to develop proofing tools (Mayer-Schönberger, Cukier, 2014, p. 135). The high significance of personal data, in the form of conclusions about consumer behaviour, has become the main source of profitability for the credit card issuers such as Visa and MasterCard. This information is used in various bonus programs, personal offers, and the promotion of new products. One of the aspects of personal data use in the big data technologies is not only its commercial orientation, but also its socio-cultural one associated with the formation of new behavioural patterns. In particular, the program Nudge was developed on the basis of the big data technology aimed at correcting consumer behaviour or electoral behaviour. The nudge theory became widespread after the publication of R. Thaler and K. Sunstein's book "Nudge: Improving Decisions About Health, Wealth, and Happiness" in 2008. R. Thaler was awarded the Nobel Prize in Economics for the development of this theory. Thus, the big data technology can function as a basis for the formation of consciousness and behaviour patterns of people not only as consumers, but also as citizens.

3. RESULTS

Article 5 of the Federal Law "On Personal Data" of 27.07.2006 No. 152-FZ is devoted to the principles of personal data processing. The law is aimed at protecting personal data that becomes a permanent object of commercial transactions and the object of the "human factor" — accidents that lead to the disclosure of information. These principles are implemented in the national legislation from the EU legal area where the main act is the Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data, adopted by the Council of Europe on January 28, 1981. It was ratified by Russia in 2005, as well as the Directive 95/46/EC of October 24, 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and 2002/58/EC of July 12, 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector. Let's determine the typological principles of the procedures for personal data handling: "legitimacy" — the need to implement personal data processing "on legal and equitable basis" (1); "target certainty" — compliance with the objectives of collecting personal data (2); "preventing integration of databases" (3); "compliance of personal data with the purpose of collection" (4); "sufficiency" — "personal data being processed must not be excessive in relation to the declared purposes of its processing" (Federal Law "On Personal Data", 2006) (5); "accuracy and relevance" — attention to the content of personal data and taking measures to remove or clarify it (6); "urgency" — storage of personal data for the period necessary to achieve the purposes of its processing (7). Let's consider some examples of violations of these principles. In Sweden, along with the vehicle register and the names of their owners people whose real names had been changed under the witness protection programme

were included in a commercial mailing list. When the error was detected, the Agency sent an open letter, but not a new version of the list without the personal data of those people, but a list of the compromised names with instructions how the subscribers can delete this data. As a result, the Transport Agency General Director Maria Agren was fired and fined $8,500 (Big data as big risks, 2017). In this situation, the principles of "sufficiency" and "accuracy and relevance" were defied. Another episode related to the violation of the principles of "legitimacy," "target certainty," "preventing integration of databases" occurred in Germany, when a database was disclosed along with the names, email addresses, bank card numbers and some with the addresses and phone numbers of approximately 90,000 MasterCard customers participating in the bonus program "Priceless Specials" (Customer Data ... , 2019). There are precedents when the most important principle of "legitimacy" is loosely interpreted: the Indian government attacked the privacy rights considering it legitimate to require citizens to provide any personal information to the government, up to fingerprints and pictures of their irises. This position was challenged by members of the Supreme Court who determined that the right to privacy was inviolable for all members of the society (Big data as big risks, 2017). It is believed that the problem of personal security can be solved through the anonymization of data, but the big data technology allows to identify them accurately enough, which violates the principles of "target certainty" and "urgency." Thus, in 2006, AOL disclosed anonymized information about 20 million old search queries from 650,000 users in order to carry out research on interesting discoveries. Although the identification procedure was carried out in a few days it was possible to find out the exact user name hidden under the number. The situation was resolved by widespread public protests and the dismissal of the technical director of AOL. In the same year, film rental service Netflix conducted a similar experiment. The company disclosed 100 million rental records having removed personal identifiers, announcing a premium to those who would improve the system by 10%. Again, user names could be identified. Analysts at the University of Texas were able to correlate anonymous information with specific names on the Internet Movie Database (IMDb) by analyzing rating of six films with accuracy up to 99% (Mayer-Schönberger, Cukier 2014, p. 160).

4. CONCLUSION

The latest digital technology adoption is a factor of the information society development in Russia, which accelerates its economic development. However, the distribution of the big data technology especially in the field of data protection which has gained global cross-border nature requires the most careful attention to information security and the socio-economic risks that become real in the process of digital technologies adoption. Working with personal data requires great caution and compliance with legislation, especially because the list of violations in this area can be replenished by an implicit personal data, for example, indications of "smart" electric meters that can not only collect data in the on-line mode up to 3,000 data points per month but to distinguish (according to the "passport load" types of appliances) their intensification, and thus habits of the owner. The same situation is in cases when car sensors that track the activation of the airbag, which can be used in court as accident evidence. One of the areas where the use of big data should be carried out with extreme caution is the sphere of law enforcement practice. In the United States, a system of "predictive police control" is implemented using the analysis of big data that identifies individuals for additional verification. In Memphis, the program Blue CRUSH is tested (Crime Reduction Utilizing Statistical History) that helps to determine the geography and the potential of committing crimes (V. Mayer-Schönberger, K. Cukier 2014, p.161). However, from data-driven prevention to punishing a potential offender is one step away. And this is another kind of threat to the person who can be held responsible for their actions not yet committed, but predicted by the system. In the digital society the protection of personal information is becoming extremely difficult.

The tools we are used to — anonymizing data, refusing to participate in surveys, individual consent — are proving ineffective in the big data era. It is required to comply with such principles of work with personal information as “legitimacy”, “target certainty”, “preventing integration of databases”, “compliance of personal data with the purposes of their collection”, “sufficiency”, “accuracy and relevance”, “urgency”. Only an attentive attitude to these principles can form the basis for the formation of a new ethics, in which commercial relations, the subject of which is personal data, will be impossible as contrary to the principles of autonomy and freedom of the individual. To sum up, digital technologies are an integral part of the digital society, and despite all the “side effects” of their use, it is impossible to bypass them. Moreover, their application is possible only in a society for which the digital regime is the natural and only reality, the opposite to what is not digitized and thus excluded from the system of natural functioning. Today, the implementation of a new generation of digital technologies in business and social sphere — “end — to-end,” which, in addition to big data, include: artificial intelligence, neurotechnology, industrial internet, robotics, distributed registry systems (blockchain), quantum technologies, new production technologies, sensorics, wireless communication, virtual and augmented reality-in the near future will determine the competitiveness of not only hotel companies, but also of entire states whose economy and social sphere is aimed at building an information society. Nevertheless, despite the absolute effectiveness of the digital technologies use, it is necessary to bear in mind the risks that accompany their implementation in the socio-economic sphere.

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COMPETITIVE ACTIVITY AS A FACTOR PROFESSIONAL DEVELOPMENT OF STUDENTS IN A MARKET ECONOMY

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ABSTRACT
The article deals with the issues of professional development of students in a market economy. One of the factors of professional development of students is competitive activity. As shown by the analysis, competitive activity creates conditions for creative self-realization of the individual, its professional development and social adaptation. In the competition, almost every student can show a good result. To participate in the competition you need knowledge, the ability to work confidently, quickly and efficiently. The main purpose of the competitions is to identify talented and creative students who are able to actively replenish their knowledge, combine personal and public interests, have the skills of communication, behavior and self-esteem. The study showed that the demand for theoretical knowledge remained high, but the attitude to the technologies of their teaching has changed, they should become more active and interactive. The most effective professional development of students in a market economy occurs in the application of gaming technologies, as well as competitive activities during the Abilympics and World Skills Championships, the competition "I am a professional", Olympiads.
Keywords: *competitive activity, professional development of the student, social work, competition, professional development of the personality in the conditions of market economy, Abilympics, World Skills, I am a professional, Olympiad*

1. INTRODUCTION

The global changes happening in today's world and problems that arise in the process of education cannot be resolved only by the introduction of more advanced methods and technologies, and require a re-evaluation of the methodological bases of professional activity, development of a new concept of education, the formation of a new type of future specialists. The main purpose of vocational education is to prepare a qualified specialist capable of effective professional work in the specialty and competitive in the labor market [2,3, 13,14]. In the conditions of market economy the professional skills of specialists become actual. The need for highly qualified specialists obliges educational institutions to strengthen the personal and developmental aspect of education, which involves the development and formation of a person as a professional throughout his life. The main trend of modern professional education is the fullest disclosure of the creative potential of the future specialist, increasing personal responsibility for the social realization of their own destiny and recognition, as well as for solving specific problems [12]. The process of professionalization reflects the totality of social, economic, industrial and pedagogical aspects of professional development of the employee's personality. This process has an integral continuous character of formation of the personality of the expert which begins from the moment of the choice of future profession and comes to an end when the person stops active labor activity. This is the direction of personal development, in which the specific complex of contradictions inherent in the socialization of the individual as a whole is solved. In the process of professionalization is the formation of specific types of labour activity of the person based on the development and structuring of its professionally oriented properties to ensure fulfillment of the functions of cognition, communication, and

regulation in specific types of work and at stages of a professional career. Therefore, the training of personnel for the social protection system is a very topical issue. The effectiveness of social protection of the population, social well-being of citizens and society as a whole depends on its solution. In Russia, social protection is provided by representatives of different professional groups, i.e. social work is a group of professions with different levels of training and different areas of training. The first level is a social worker who provides services to citizens at home at the place of residence. Its main purpose is social and consumer services. For this reason, a social worker may not have a professional education, only instruction in the workplace. Such production functions are provided in the professional standard [20]. However, at the same level of professional activity, in the presence of secondary vocational education, the functions of the social worker are expanded. It can provide specialized services: socio-psychological, socio-medical and socio-pedagogical, etc. the problem is that with a significant difference in the level and content (and significance) of the work performed – this is one position. Each social service organization draws up its own job descriptions. Although, as a rule, there are various forms of incentives for skilled work, bonuses for professional experience, it is still - one position, about which the professional standard allows "General secondary education and short-term training or instruction in the workplace". Some regions can go further. For example, in Moscow there is a high proportion of social workers with higher education. This is a very high potential. However, it is still in little demand. The predominant share of social workers ' labor is at the level of social services, which, on the one hand, no longer meets the needs of citizens, on the other, understates the potential of social workers. Another level of professional social protection and service is provided by a social work specialist with a higher education. Its labor functions include identifying citizens in need, determining the nature of difficult life circumstances faced by the person, forms and methods of assistance. If the person in need is not able to exist independently, the specialist helps to determine it in a stationary social institution. If the resources of Autonomous existence are not lost, measures of social protection and social assistance, various types of social services that can help this person are appointed [15]. The level of knowledge of such a specialist is much wider and deeper than that of a simple social worker. As for the position of a social work specialist, it may be a specialist in working with the family, a psychologist in the social sphere or a social rehabilitologist, as well as a specialist of the guardianship authorities. Such specialization is also accepted abroad, in this respect, the Russian conditions are quite consistent with the international level [5,6]. The content of education is determined by the requirements of the social protection system itself, what specific knowledge and skills should be formed in graduates to meet the requirements of the labor market [2,3]. One of the forms of increasing the level of competitiveness are competitions, the main purpose of which is to identify talented and creative students. In the process of competitions, students develop skills of professional self-education. Competitions contribute to the creative self-realization of the individual, its professional and social adaptation. In the competition, students can show their knowledge, ability to work confidently, quickly and efficiently

2. METHODS

Competitive activity of students at the University is aimed at stimulating the achievement of optimal learning outcomes, scientific, social, sports, cultural and creative activities, the development of professional and General cultural competencies. The model of competitive activity allows each student to move from stage to stage with individual speed and has an open character, promotes continuous improvement of professional competence of students, is dynamic and allows to predict development of professionally important qualities of students. The basis of student participation in the competition is the principle of competition, which is an incentive for the formation of goals, objectives, determine the means and methods of

participation in the competition in accordance with the established requirements for the quality of results. In 2019, a study was conducted, the purpose of which was to test the experimental features of the professional development of future specialists in social work. 30 people took part in the experimental work. The selection criteria were the following indicators: participation in competitive activities, motivation. As a result, the study was based on the analysis of data that were obtained during the experimental work in the study groups. The first group consisted of students of Russian state social University, 39.03.02 direction of training "Social work" that do not participate in competitions. Among the subjects 90 % - women, 10 % - men. The average age of the subjects-19 years, without work experience. The second group included students of the Russian state social University, specialty 39.03.02 Social work that participate in the competitions. Among the subjects 80% - women, 20 % - men. The average age of the subjects-19 years, without work experience. For diagnostic features of professional formation of future specialists of social work were used diagnostic techniques: research activity motivation structure of K. Zamfir; test-questionnaire G. Eysenck; identification and evaluation of communicative and organizational abilities; assessment of career orientation "Anchor career" by E. Shane.

3. RESULTS

Innovation of the University was the international Championships at the competence of Social work of Abilympics, which is held for professionals with disabilities health, World Skills (the competence of the University has developed and implemented championship for the first time in the world), the contest "I am a professional" all-Russian student Olympiad for specialty "Social work". The competence "Social work" involves the provision of social services and state assistance to citizens. Students should be able to improve the living conditions of citizens and help them to provide for their own basic living needs. Professional activity of a social work specialist includes: identification of circumstances that worsen or may worsen the living conditions of a citizen; planning of actions, selection and implementation of technologies, forms and methods of providing social services; assistance in enhancing the potential and own capabilities of citizens-recipients of social services, expanding opportunities for self-help and mutual assistance; organization of preventive work to prevent the emergence and (or) development of circumstances that worsen or can worsen the living conditions of citizens. Among the competitive tasks should be highlighted video contest on "the Mission of social work in the modern world"; computer testing on core disciplines "Scrabble", where for an hour each participant answers questions; marathon practice-oriented tasks (which law to apply to help a person? What do the signs of accessible environment for disabled people show?); a creative contest where teams present business card numbers. As a result of application of a complex of techniques results on each group of subjects about features of professional formation of future specialists of social work were received. The results obtained in the first group are dominated by external positive motivation, which can be explained by the fact that the subjects of this group have no professional experience. It should also be noted that students to a greater extent have external ideas about the features, conditions, requirements that apply to specialists of social work in institutions. In this case, the performance of professional activities by a social work specialist is associated with the motives of material security (wages, bonuses, additional payments), career growth and rapid advancement in the professional sphere. In the second group the external positive motivation prevails, however it should be noted also that in this group there is an increase in number of subjects with internal motivation of professional activity that was not characteristic for subjects of the first group. In the second group, in the process of participation in the competitive activity, there is a change of priorities, and the importance of internal motives begins to increase. It should also be noted that along with positive extrinsic motivation increases the percentage of subjects with extrinsic negative

motivation. Analysis of the results shows that this may be due to the fact that in the process of performing competitive tasks, the student faces difficult situations in professional activity, as there may be a lack of experience, knowledge, skills and competencies. Comparative analysis of the groups allowed to identify the characteristic factors for groups that affect the professional development of social work professionals. For the first group, the most significant of the motivational factors: the availability of conditions for professional growth (training and retraining), the relationship that develops in the team, the presence of a mentoring system; the most significant of the hygienic factors: income (salary), the prestige of work, a sense of security associated with work (job security, availability of social package). For the second group, the most significant of the motivational factors: the availability of conditions for professional growth (training and retraining), the possibility of promotion, career growth, relationships, emerging in the team; the most significant of the hygienic factors: satisfaction with professional activity, income (wages), a sense of security associated with work (job security, availability of social package). Due to participation in the competition program, students are provided with consolidation of knowledge and skills formed in the educational process, their mental activity is activated, creative abilities are developed, interest in educational activities and scientific creativity increases. The effectiveness of professional development of students in competitive activities is possible through the definition of the conceptual foundations of the process:

- the motivation of students to successfully participate in the competitive activities;
- the awareness of the students of the goals and objectives of the competition, conditions and tasks of competitive activities;
- guarantee opportunities for the students to define the purpose of participation in the competition means and how it is implemented;
- activity, creativity, independence and responsibility during the passage of the competition;
- the formation and development of professional competences needed for participation in competitive activities;
- formation and development of analytical skills necessary for the analysis of situations and independent decision-making based on informed choice;
- the mobilization of the interests of the students in solving actual problems, the desire to overcome difficulties in achieving goals, striving for success or self-improvement;
- the formation of students ' organizational skills based on the practical application of managerial knowledge in simulated situations.

4. CONSLUSION

Modern social education is an open socio-cultural information system that adapts to environmental changes, is ready for innovation and organically perceives the development of the social sphere. It is based on the highest spiritual and moral ideals, deep historical roots and traditions of charity and voluntary charity of the Russian society, on a rich Arsenal of socio-educational and socio-educational practice-oriented developments of previous generations. A social work specialist may have a secondary vocational education or higher education at the undergraduate level, as well as at the master's level. In this case, the graduate can apply for a higher position and perform more complex work: research, development and implementation of social projects. A professional standard has also been developed for this activity [1,10,18]. In the presence of practical experience of not less than 2 years the graduate of the magistracy can be the head of the organization of social service [1,2,3]. As we can see, in Russia there is a coordinated hierarchy in practice and in education. Problems of integration of the labor market and vocational education are regulated by the integration of standards of professional activity and vocational education [1,10, 11,17,18]. This is a complex and time-consuming process that constantly requires coordination of requirements with the labor sphere [4].

One of the most important problems in the development of professional social education is the ratio of theoretical and applied training. In recent years, attitudes to teaching applied skills are declared as dominant. However, there are several aspects to this problem. First, it is impossible to solve practical professional problems without relying on an adequate theory in social work and social protection. Students should have a high theoretical Foundation. The second aspect is the ability of students to use theoretical knowledge (when diagnosing personal and social problems, determining the causes of social anomalies or personal failures of a particular person) [21]. Theoretical knowledge is the basis for determining the appropriate technology to solve the problem of a particular person [19, p.14-18]. The third aspect is related to the prospect of professional self-development. Without a good theoretical base specialist will not be able to ensure their professional growth, improve literacy and skills. And without it he will remain only the mechanical executor of orders of the head that in the social sphere is practically not admissible since the situation of each person who addressed for the help is very not similar to others and therefore each time at decision-making it is necessary to do quite independently, with understanding of responsibility for the decisions [1,7,8,9,16]. In the process of professional development of the future specialist of social work there is a transformation of the system of relations to the profession in the personal qualities necessary for successful professional activity; as motivational factors of professional formation of the future specialist of social work positive attitude to the profession, the positive emotional attitude to employees, personal interest in further professional and personal development, formation of a professional position, orientation to success in professional activity can act. The study showed that the demand for theoretical knowledge remained high, but the attitude to the technologies of their teaching has changed, they should become more active and interactive. Practice-oriented education is a vital task, but it is based on a good theoretical basis. The most effective application of competence formed in the process of applying gaming technologies, and competitive activities in the conduct of the Championships of Abilympics and World Skills competition "I-professional" competitions.

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NEW PUBLIC MANAGEMENT IN RUSSIAN PUBLIC ADMINISTRATION (IN THE CONTEXT OF FEDERAL ANTIMONOPOLY SERVICE OF RUSSIA)

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ABSTRACT
The article studies the process of applying the provisions of the concept of new state management in Russia as an example of its Federal Antimonopoly Service. According to the results of the study, the following problems were identified: about 30% of the services and functions of the service are implemented in electronic form, while the remaining 70% require the personal presence of the applicant, representative or other third parties, which makes it difficult for citizens to receive the service and complicates the fulfillment of functions by the authority; minimal public interaction with customers, a subjective method of assessing staff performance; everyday malfunctions in the software of the electronic document management system, errors in user authentication and document registration, an unsecured network connection in which identification data can be compromised, and also, possibly, a low level of culture of the FAS department staff working with information technologies; FAS lack of tools for the development and implementation of alternative technologies in the public procurement system in electronic form makes it impossible to conduct fully competitive trading procedures.
Keywords: *new state management, Federal Antimonopoly Service of Russia*

1. INTRODUCTION

The concept of new public management appeared in the 70-80s was a response to the challenges, provoked by the dysfunctions of traditional public administration, which was based on bureaucracy, hierarchy and centralization. Policy failure and sudden decline in public confidence towards government are one of examples of these dysfunctions, which has caused the implementation of this concept in practice as part of public service reformation [Andrews, Beynon, McDermott, 2019; Mitchell, Butz, 2019; Svard, 2019; Yeboah-Assiamah, Asamoah, Adams, 2019; Parker L. D., Jacobs, Schmitz, 2019; Kim, Han, 2015; Dan, Pollitt, 2015; Yliaska, 2015]. Global trends in public administration have interfered modern-day Russia. In last two decades the concept of new public management is a well established practice in our country. Its examples are implementation of government procurement systems and e-government, the appearance and development of a network of multifunctional centers for public services, the development of a public-private partnership system etc. [Martynova, 2011; Kapoguzov, 2012; Baranova, 2016; Tyutin, 2014; Krasilnikov, Troitskaya, 2011; Baranov, 2012]. Meanwhile, the question about success of the implementation of technologies under the concept of new public management is disputable. An attempt to answer this question led authors to work on this article. If the implementation of this concept in Russian state receives more or less wide coverage, then the same issue as exemplified by particular state bodies is still poorly covered. That's why Federal Antimonopoly Service of Russia (hereinafter - FAS), as one of federal executive bodies, has been chosen as study object. Some words about this body.

This executive body adopts regulatory legal acts and monitors compliance with antitrust enforcement, advertising, foreign investment, which are of strategic importance for national security and defense.

2. METHODS

The primary method used in the analysis of the technologies for applying the new public management was the included observation, which was supplemented by a sociological survey (questionnaire) and traditional (classical) analysis of documents. The following technologies of mentioned concept have been investigated:

- Government-to-Citizen – the affordance of public services through information technology;
- Government-to-Employees – the system of public values;
- Government-to-Government – the system of e-document management at FAS;
- Government-to-Business – the system of government procurement system at FAS.

Undoubtedly, it is not the whole list of technologies under the new public management. However, authors are convinced that these four types of technologies are essential and the quality of their applying has the most significant effect on the effectiveness of the FAS functioning, as well as on the image of the latter in the public eye.
Furthermore, to cover all technologies of new public management or the most of them is overwhelming task for the format of this article.

3. RESULTS AND DISCUSSION

3.1. Government-to-Citizen: analysis of the system of the affordance of public services through information technology in the FAS

Federal Antimonopoly Service interacts with potential customers through electronic and non-electronic channels when providing services and performing functions. In information system «Central portal of public and municipal services» [Official «Central portal of public and municipal services», 2019] there are 27 categories and functions of the FAS services, 13 of which are electronic and 14 are non-electronic, i.e. more than a half of ways to apply for service and obtain result is carried out through mail, legal representative or courier, which complicates the process for the core audience of the FAS. As well as that, result of the half of electronic services/functions is obtained through direct interaction with documents of the executive body. Based on the above, it can be concluded that the reference and information portal offers a citizen only a small part of the FAS services in electronic form, while the majority of the functions require the personal presence of the applicant, representative or other third parties. Besides, a citizen has the right to interact with the service through appeals, petitions and subscriptions through personal account on the official website [The official website of the Federal Antimonopoly Service, 2019] of the FAS. However, under an elaborate treatment it turns out that there is no function to apply for the service at all, the response on the petition is sent to the mailing address, and the remaining functions do not have practical use for the average client of the FAS. It is worth noticing that the architecture of personal account is not intuitively comprehensible: 40 % of the screen is blank, 20% is the FAS logo, and the remaining area is occupied by the necessary reference information, which is allocated to critically small space. The description of personal account of citizen does not allow to use to the full extent the opportunities, that stand for every client's credit.

Figure following on the next page

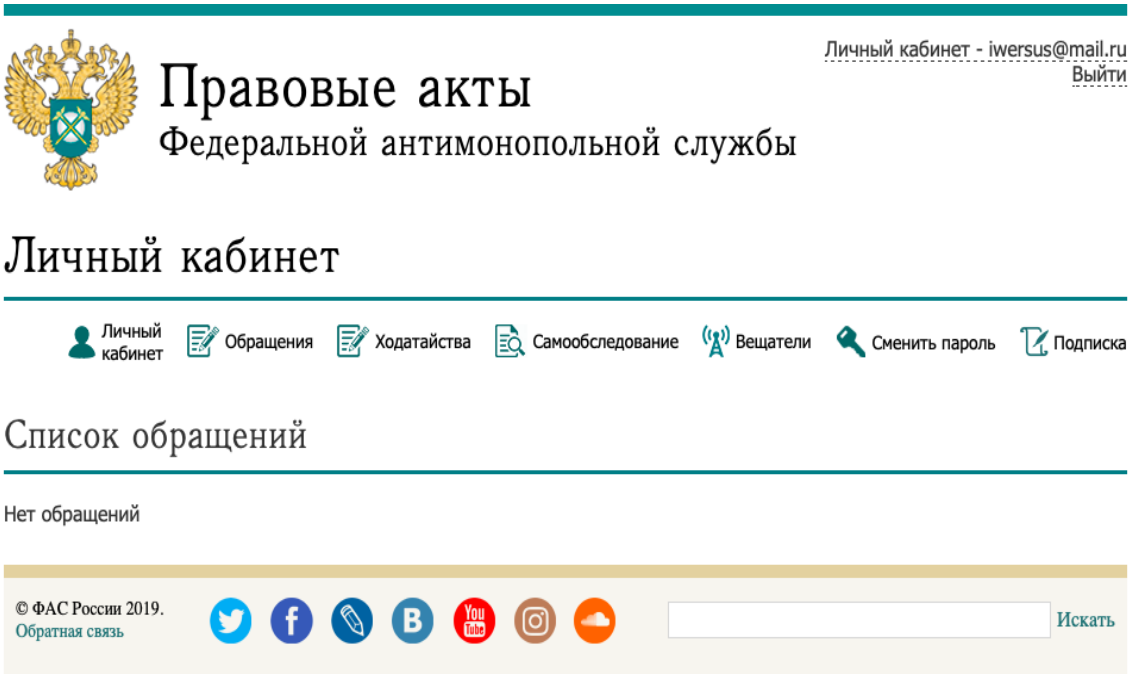

Figure 1: FAS services

The analysis of corporate documents has afforded to identify disadvantages in the implementation of the public services system in the Federal Antimonopoly Service. This executive body handles claims from applicants and it also has a right to return a document in some cases contemplated by law. The investigation of the document "Complaint return in the absence of the specified information" and "Complaint return in the absence of a valid electronic signature" draws the conclusion, that human factor can cause such mistakes as insufficient information in appeal or absence of electronic signature on it. The fact that there are no any comments about the necessity to indicate the particular information in a complaint aggravates the situation.

3.2. Government-to-Employees: the analysis of the system of public values in the FAS

In the context of research with the purpose of defining the system of public values of public officers and their challenges the questionnaire survey [Questionnaire "Analysis of NPM technologies in the FAS", 2019] was conducted with employees of the Department of purchase inspection with certain types of legal entities in the Federal Antimonopoly Service. 100 respondents have taken part in questionnaire, which includes open and closed questions, and have given the following answers, demonstrated in diagrams 1 and 2.

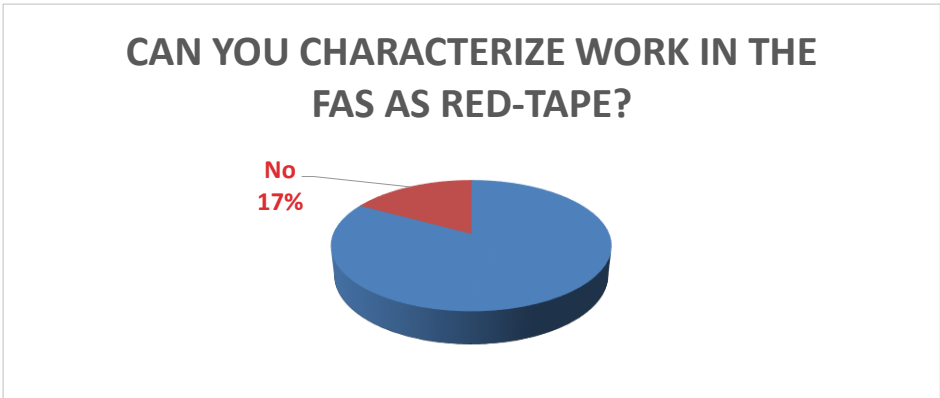

Diagram 1: Questionnaire results

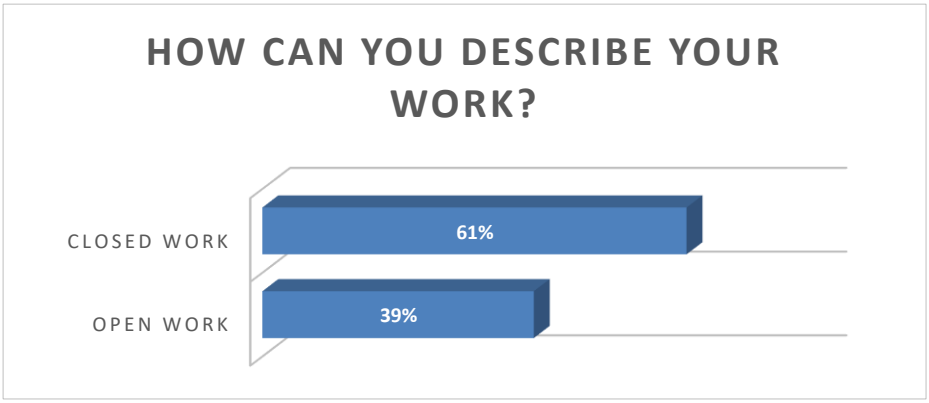

Diagram 2: Questionnaire results

Monitoring the activities of the Department employees led to the following conclusions. Interaction between Department officials and citizens, i.e. applicants of complaints and representatives of companies, takes place through mail or at a personal meeting at the commission to solve particular issue indicated in a complaint. In the former case employee's public values are not revealed, because interaction takes place distantly. In the latter case a citizen have an opportunity to get to a personal meeting within the commission, where he can evaluate the effectiveness of the department's work, but there is usually about an hour, which is not enough for any evaluations. Department officials account to the manager of Department or through the system of e-document management. However, the targeted audience of service consumers is excluded from the process of evaluating the quality of how Department officials perform their duties.

3.3. Government-to-Government: analysis of the system of e-document management at FAS

Public officials in the Federal Antimonopoly Service regardless of their position and authority, somehow interact with the e-document management system. The findings of questionnaire about this technology of new public management are demonstrated in diagram 3 and diagram 4.

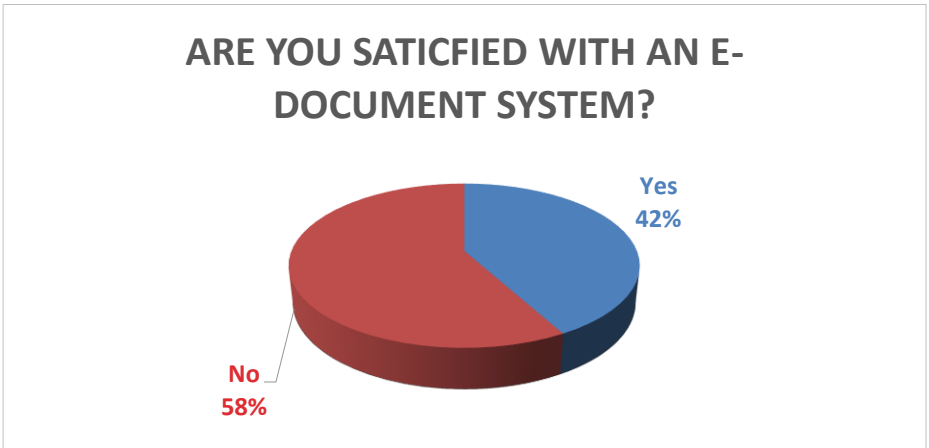

Diagram 3: The findings of questionnaire about this technology of new public management

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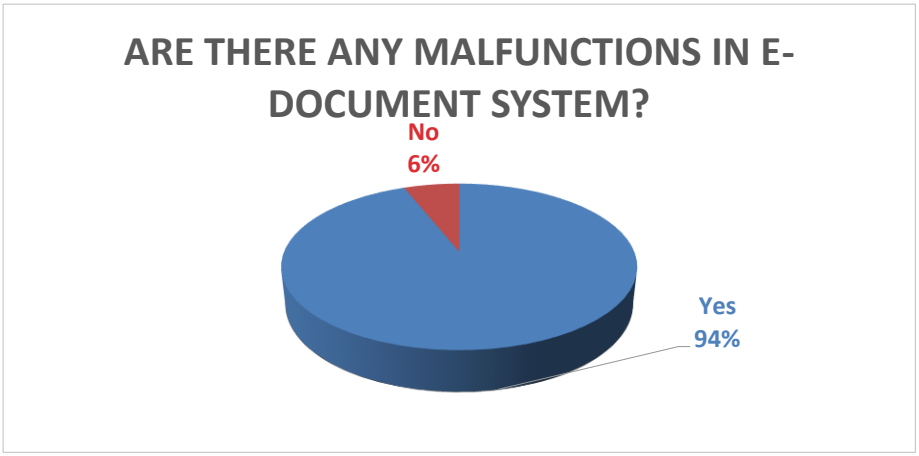

Diagram 4: The findings of questionnaire about this technology of new public management

Figures 3 and 4, which record failures in the FAS e-document management system, confirm and illustrate the results of questionnaire.

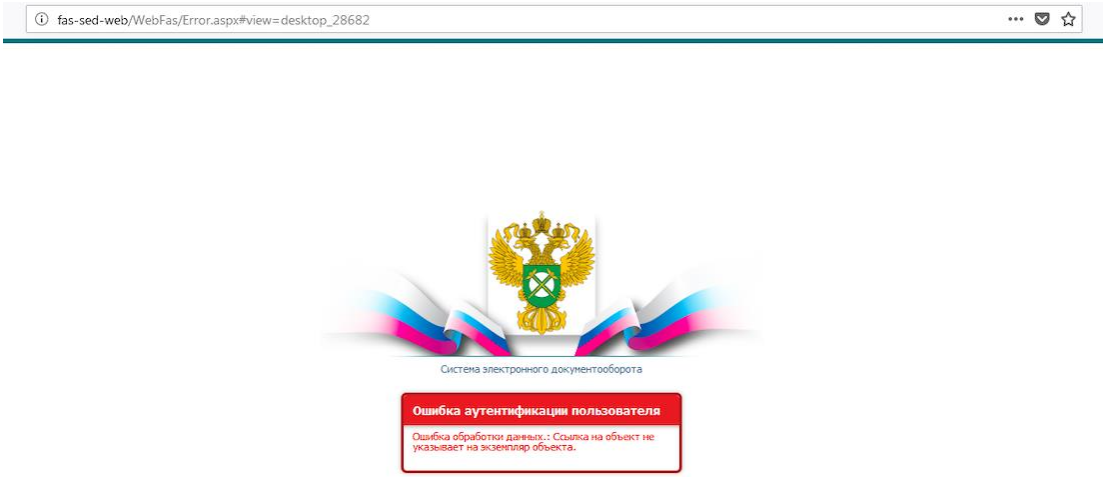

Figure 2: Failure in the FAS e-document management system

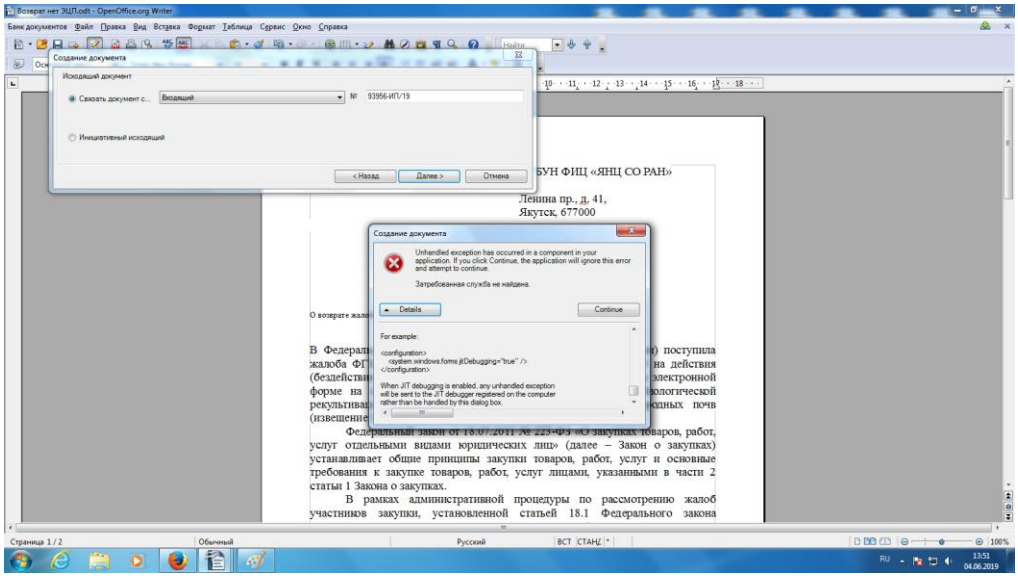

Figure 3: Failure in the FAS e-document management system

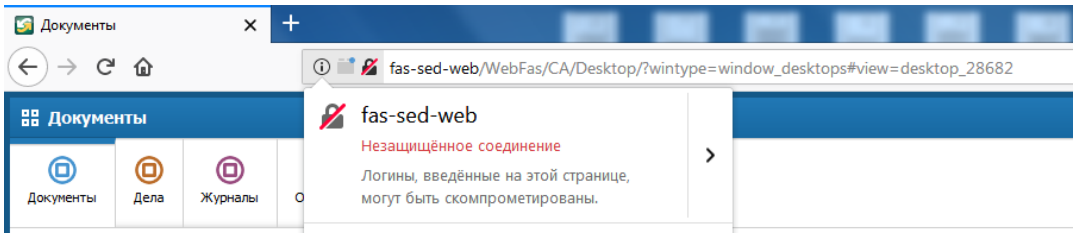

Figure 4: Failure in the FAS e-document management system

The security system of e-document management deserves particular attention. Logins and passwords entered into the e-document management system can be compromised, as the technology itself reports, due to the lack of updated antivirus software on computers, as well as due to insecure connections in the Net. During the monitoring of the work of the e-document management system's work, one regular pattern has been revealed: the system malfunctioned the most often from 13:00 to 14:00. At this particular period of time the most of FAS employees were absent at the workplace due to lunch break. As it turned out, departments' officials massively upload documents into the system, then they go to lunch, and particularly at this period of time (13:00-14:00) the e-document management system detects malfunctions. The possible reason of such emplyees' behaviour is not high enough level of working culture with information technology and a low level of control over this issue by the department management.

3.4. G2B: analysis of the system of government procurement system at FAS

A special study "Blind Procurements" [Presentation of the expert report "Blind Procurements", 2013] with the participation of the National Association of Procurement Institutes, the Higher School of Economics and independent experts from the "Open Government" was devoted to the problems of state and municipal procurements in 2013. Drawing on the analytical data of the research in 2012 information was intentionally misrepresented in 662 procurement procedures. In 2014 information security experts of company Group-IB [newspaper "Lenta". Experts managed to prove fraud during electronic trading in the FAS, 2014]] studying the activities of the Federal Antimonopoly Service, found out the fact of intentional violation of the rules for procurement by electronic trading floors. Company enumerated a list of features, indicating corruption risks: the inability for the user to enter into the system under a personal account, changing of some parts of the page interface, errors when changing the password and pressing the buy button, lack of evaluation criteria, the inability to enter a protection code from a robotic program, the indication of specific brands in the documentation, unrealistic deadlines, the electronic system ignoring the actions of the tenders, errors in the text of announcements, the inability to register on the electronic trading area and collusion of tenders. The Head of the FAS Igor Artemyev, speaking out in the State Duma in 2016, said that "the Federal law on public procurement does not work, and only one supplier participates in the majority of tenders" and "According to our estimates, approximately 95% of all tenders conducted by state corporations are an imitation of tenders" [the Head of FAS called "imitation" 95% of public procurement, 2016]. Most of problems appearing during tenders are associated with shortcomings and foibles of electronic marketplace software. The lack of tools to develop and implement alternative technologies in the public procurement system makes it impossible for the FAS to conduct fully competitive trading procedures.

4. CONCLUSION

The results of the study elicited the following problems for the implementation of a new state management in the Federal Antimonopoly Service of Russia were:

- around 30 % of services and functions of the FAS are conducted through electronic forms, 70 % of them require the personal presence of the applicant, representative or other third parties, which makes it difficult for citizens to receive services and complicates the body's functions;
- minimal public interaction with clients, a subjective method of assessing staff work, service in the Federal Antimonopoly Service is mostly closed, inaccessible to public control;
- day-to-day malfunctions in work of an e-document system, errors in user authentication and document registration, an unsecured network connection when identification data may be compromised, and, possibly, a low level of education in technologies of the staff of the service;
- lack of instruments to develop and implement alternative technologies in the system of public procurement system makes it impossible for the FAS to conduct fully competitive trading procedures.

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SOME ASPECTS OF LEGAL PROVISION OF SOCIAL EQUALITY IN THE RUSSIAN FEDERATION

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ABSTRACT
The article is devoted to a comparative analysis of both the content and the volume of various measures of social support for certain categories of pensioners - residents of different regions of the Russian Federation, as representatives of one of the most numerous socio-demographic groups in terms of ensuring the social equality of citizens guaranteed by the Constitution of the Russian Federation. In particular, we analyzed the scope and content of social benefits addressed to some low-income categories of citizens established, as a rule, by regulatory legal acts of regional legislation. The difference in the level of social support for citizens living in different regions of Russia, but who are the citizens of one country, determines the existence of a discussion in the scientific community on the compliance of such a provision with the norms of the Constitution of the Russian Federation, declaring the equality of all citizens, which turns out to depend on the level of socio-economic development of one or another subject of the Russian Federation i.e. essentially from the place of residence of the citizen. An analysis of the legislation in the field of providing social support to the poor has revealed the existing gaps and deficiencies that impede the implementation of the norms of the Constitution of the Russian Federation on the equality of all citizens and propose measures aimed at addressing them.
Keywords: *Social Protection Laws, Constitution of the Russian Federation, progressive tax system, social Security, social equality, social security standards, federal structure*

1. INTRODUCTION

1.1. Introduction of the problem back in 2013

At the present stage of social development, the question of building a social state not only remains relevant, but also requires special attention both from scientists, lawyers, economists, sociologists, and from representatives of the state. Back in 2013, the President of the Russian Federation V.V. Putin, in an interview with RIA Novosti news agency, noted that “social protection is one of the most important functions of the state ... abandonment of it will jeopardize the very existence of the institution of the state as such” (V. V. Putin. Interview with RIA Novosti news agency 14.06. 2013) and at present the situation with the implementation of constitutionally guaranteed social rights of citizens and the establishment of social justice in real life has not changed dramatically. There is still a large number of people with insufficient incomes that do not allow implementing social security standards approved by the International Labor Organization. The importance of the necessary level of social protection of citizens consists primarily in the fact that social security of citizens is the main condition for the development of human capital - as the basis for economic growth and development of the country.

Accordingly, the paradigm of ensuring the social rights of citizens, where the necessary level of social security of citizens is put at the forefront, should be revised. It is also obvious that there is a need to review the main provisions of state social policy and, first of all, to improve the sources of financing of both already implemented and newly adopted social programs, taking into account the characteristics of our country, and in particular, taking into account its federal structure, characterized by the uniqueness of socio-cultural, economic, demographic, geographical and other features, including the improvement of the legal framework in the field of social security and tax law. This is because it is taxes that ultimately form the source of funds allocated for the implementation of state social policy.

1.2. Importance of the Problem

The issues of improving social policy are always in the focus of attention of state authorities, as evidenced by the numerous statements and declarations of senior officials of the state. No less attention to this topic in history and the present is shared by scientists - historians, philosophers, sociologists and, of course, lawyers. Conceptual approaches to the construction of a social state in our country are proposed in the works of Yu.I. Skuratov. An analysis of the problems that impede the implementation of the idea of a social state in Russia is given in the works of V.N. Leksin, V.I. Bystrenko, N.N. Alekseev, Yu.V. Voronin and many others. Of particular interest from the point of view of working out the legal aspects of social security are the works of V.D. Zorkin, E.G. Azarova, N.N. Putilo. However, practical legal measures based on the opinions of scientists aimed at improving the regulatory framework of social security are largely superficial, which necessitates the scientific community to make new efforts to ensure the social rights and freedoms guaranteed by the Constitution of the Russian Federation in our country.

2. METHOD

The study is based on the dialectical method of cognition, which allows to identify the relationship of various aspects of public life, economic and social in particular, which provides a comprehensive development of measures aimed at solving the problems of ensuring the social rights of citizens. Among other general scientific methods of this study, in the process of creative refraction of the ideas and views of jurists working with the topic of building a social state in Russia, analysis and synthesis methods were used. Quite traditional, as for other studies in the field of law, was the use of the comparative legal method and the method of comparisons, which made it possible to identify positive and negative sides in solving problems of improving the legal regulation of social security of the population in various countries, for further formulation of proposals aimed at improving the national legislation in this area. The specifics of the study and its subject matter, which includes both an assessment of objective indicators of both the socio-economic situation of some regions of Russia and a comparative analysis of the living standards of their population in terms of the legal aspects of ensuring social equality in the country.

3. RESULTS

The necessity of changing the paradigm of state social policy, in which the determining condition for economic growth and development should be an adequate level of social security and the rejection of a policy in which the level of social security depends on the level of economic development is justified. The necessity of developing and implementing measures aimed at the real implementation of social security standards developed by the international community and recognized by the Russian Federation is substantiated. By changing the tax legislation, a transition to a progressive taxation system is proposed, which takes into account the characteristics of Russian federalism and the unique characteristics of the constituent

entities of the Russian Federation, which differ, including the level of socio-economic development and the standard of living of the population, since the current tax legislation does not ensure social equality of citizens - residents of different regions.

4. DISCUSSION

The Russian Federation, like the vast majority of states of the modern world, is proclaimed a social state (Article 7 of the Constitution of the Russian Federation). However, one must agree with the opinion of many domestic jurists, sociologists and philosophers that the real social state in the Russian Federation has not yet developed, and as reasons of this the still low level of socio-economic development of our country is most often called. As noted by V.N. Leksin, the number of states providing citizens with social protection and support to the best of their abilities and ideas about "social justice", is much less than those that have publicly called themselves social (Leksin V.N., 2008, p.217). The huge distance between the declaration of a social state and its actual implementation in our country is obvious, despite the differences in interpretations in the legal literature[1] of the very concept of a social state and is recognized at the highest level. So, the President of the Russian Federation V.V. Putin in his Address to the Federal Assembly of the Russian Federation dated March 1, 2018, noted in particular that “from the point of view of the most important task of ensuring the quality of life and well-being of people, we, of course, have not yet reached the level we need” (Rossiyskaya Gazeta. 2018.2 March. No. 46). The Russian Federation lags significantly behind other countries in building a real social state. For example, the minimum wage allocated by some jurists as one of the elements of ensuring social justice (Chirkin V.E. 2008, p.25) in the Russian Federation in 2019 amounted to 11.280 rubles, while in Bulgaria in terms of rubles it amounted to approximately 21,000 rubles, in Greece - 55,000 rubles, and in France - 117,000 rubles. It is quite obvious that to ensure a decent level of social security of the population, an efficiently working economy is necessary (Alekseev N.N. 1998. p.324). However, as noted by Yu.V. Voronin, poverty and uncertainty about tomorrow pose a threat to the country's economic development. Social security instruments help to increase domestic demand, contribute to improving the quality of human capital and labor productivity, and ultimately sustainable economic growth (Voronin Yu.V. 2015, p. 47). In this regard, information of the World Bank provided by N.V. Putilo is interesting. It was stated that in countries with economies in transition, only 16% of economic growth is due to physical capital (equipment, buildings and production infrastructure), 20% to natural capital, while 64% to human and social capital. So, only as a result of an effective education system, the most developed countries receive up to 40% of the gross national product (Putilo N.V. 2016, p. 18). All this allows us to argue that the issues of building a social state require analysis in the organic relationship of law and the economy. If we focus on the insufficient level of economic development, as a factor that impedes the high level of social security of Russian citizens, we note that a separate problem that needs to be resolved in the process of ensuring social justice in our country is the inequality in the level of socio-economic development of different constituent entities of the Russian Federation. According to the Federal State Statistics Service (Rosstat), the size of the Gross Regional Product[2] per capita in

[1] For a social state, see, for example: Kalashnikov S. V. Essays on the theory of a social state. M., 2006; Putilo N.V. Social Rights of Citizens: History and Present. M., 2007; Zorkin V. D. Social state in Russia: implementation problems // Comparative constitutional review. 2008. No. 1; Chirkin V. E. The Constitution and the Social State: Legal and Actual Indicators // Journal of Russian Law. 2008. No. 12; Machulskaya E. E. The concept of a social state as a scientific basis for the development of legislation on social security // Current status of legislation and science of labor law and social security law: materials of the 6th international scientific-practical. conf. / ed. K.N. Gusova. M., 2010. S. 533-540; Putilo N.V. Legal criteria of the social state: new approaches // Journal of Russian Law. 2016. No. 10; Klishas A.A. Social State: Monograph. M., 2017.

[2] Gross Regional Product (GRP) is a general indicator of the economic activity of a region that characterizes the process of production of goods and services for final use. GRP is calculated at current basic prices (nominal volume of GRP), as well as at constant prices (real volume of GRP) // Regions of Russia. Socio-economic indicators. 2018: P32 Stat. Sat / Rosstat. - M., 2018. −1162 s.

different entities may vary by an order of magnitude. In particular, in 2017 in Moscow it amounted to 1,157.373.0 rubles, and in the Republic of Ingushetia - 106.756.6 rubles. This figure is significantly different even within the same federal district. So, for example, in the same year it amounted to 371.452 rubles in Karelia, and 5.821.559.8 rubles in the Nenets Autonomous Okrug (Russian regions. Socio-economic indicators. 2018, p. 460). The same source of statistical information captures a significant difference in the living standards of the population of different constituent entities of the Russian Federation. So, for example, according to the Rosstat, the average per capita cash income in 2017 in Moscow amounted to 62.532 rubles per month, and in Karelia 26.740 rubles, the share of social payments in the total amount of cash income in Moscow and Karelia being 13% and 32.2% respectively, and the share of the population with cash incomes below the subsistence level (for the entire population: 15.397 rubles in Moscow; 12.203 rubles in Karelia) in Moscow was 8.3%, and in Karelia - 17.3%. It is noteworthy that, despite a significantly larger share of social payments in the structure of cash incomes of the population in Karelia compared to the same indicator relative to Moscow, in absolute numbers the size of social payments in the structure of cash incomes of the population is approximately the same - 8.610.28 rubles. and 8.129.16 rubles, respectively. I. e. the budget of the Republic of Karelia with a significantly lower level of economic development compared with Moscow, carries a much more sensitive burden of social spending. In existing realities, in which the opinions of scientists that the state of the country's economy should not affect the degree to which the rights of citizens stated by the Constitution of the Russian Federation are guaranteed (Azarova E.G. 2018, p. 19), they still largely remain only opinions. The difference in the level of socio-economic development and well-being of individual regions is reflected in the level of social security of the same socio-demographic groups in different regions of our country. As evidence of this thesis, we can cite the fact that only some of the entities provided fare-free passage at their own expense, not only for “federal” pensioners who use this benefit on the basis of federal law, but for all categories of pensioners. It must be understood that these are not the “poorest” subjects of the Russian Federation (Moscow, Moscow Region, St. Petersburg). The current situation becomes the cause of social tension in the Russian society, which was described by V.D. Zorkin, the source of which, in his opinion, is also the “extremely unfair distribution of the burden of the country's economic reforms”, accompanied by excessive social stratification (V.D. Zorkin. 2018). Researchers record the instability of social rights and, in general, a decrease in guarantees for the realization by citizens of our country of constitutional rights in the social sphere, along with ignoring constitutional requirements for ensuring social rights (Azarova E.G. 2018, p.17), as well as the imperfection of current pension legislation and the harmfulness of many proposals for its further "optimization"; the low levels of social benefits, especially for children, and the tightening of conditions for their provision are critically assessed; attention is drawn to the inconsistent development of legislation on the social protection of persons with disabilities and other subjects of social security law (Voronin Yu.V. 2017, p. 58). It is necessary to agree with the opinion of V.I. Bystrenko that no one of the criteria of a social state recognized in world practice has yet been achieved in Russia (V. Bystrenko 2018, p. 39). Meanwhile, the international community has developed a number of tools aimed at ensuring the state's social equality in society, which, first of all, are based on the redistribution of social benefits. It deserves attention, but the introduction of progressive taxation when the amount of tax is determined depending on the level of income, is traditionally ignored by the authorities. In some countries, the rich one’s tax reaches 60%, while in Russia, the income tax for all is 13%, regardless of income level. Note that the leaders in building a social state are traditionally classified, for example, such countries as Finland, the Netherlands, Canada, France, Switzerland, Germany, Belgium, and a progressive tax system is applied in all these countries. Of no less importance is the observance of social security standards enshrined in the most important acts of the International

Labor Organization, such as the 1952 Convention No. 102 “On Minimum Social Security Standards”, the 1962 Convention No. 118 “On the Equal Rights of Citizens of the Country and Foreigners and Persons Without citizenship in the field of social security”, ILO Convention 1967 No. 128 “On disability, old age and survivors benefits”, and the 1982 Convention No. 157 “On the establishment of an international system for maintaining social security rights”, ratified by the Russian Federation, as evidenced by the examples. It must be borne in mind that Russia is a federal state characterized by a two-level system of legislation and a multi-level system of taxes. At the same time, “template” approaches to the legal regulation of the social sphere in the regions without adequate consideration of all socio-cultural, economic, demographic and other conditions and factors that objectively characterize the specifics of each of the constituent entities of the Russian Federation do not provide in this case the social equality of residents of different regions. It is known that, in accordance with the Constitution of the Russian Federation, laws and other regulatory legal acts of the constituent entities of the Russian Federation cannot contradict federal laws. A side effect of this legal definition is that the imperfection of federal legislation in the field of social security significantly affects the effectiveness of measures taken in this area by regional authorities. Given the fact that the basics of public policy incl. the social sphere are formed by the federal authorities, an adjustment of the social policy is necessary regarding the assessment of legislation in the social sphere with a view to its compliance with a) the requirements of constitutional guarantees of citizens' rights and social equality; b) the requirements of social security standards recognized by the international community. It should be borne in mind that the tax system acts as the basis for financial support of the state’s activities in the social sphere, and the possibilities for improving the taxation systems in order to ensure the activities of state authorities of the Russian constituent entities in the social sphere are legislatively limited by the federal law - the Tax Code of the Russian Federation. It is necessary to improve tax legislation, for example, through the development and implementation of a progressive tax system that takes into account the peculiarities of the federal structure of Russia as a whole, and the socio-economic, demographic, geographic and other features of the regions, in particular, based on the experience of leading countries in terms of social security, using different models of progressive taxation. Currently, the needs of financial support for social policy in the constituent entities of the Russian Federation are being met through the redistribution of federal budget funds. This scheme must be recognized as ineffective. In addition, a progressive taxation scale, the introduced model of which will take into account the particularities of the regions of our country, will ensure uniformity in the economic development of various constituent entities of the Russian Federation. Thus, social policy in general, and legal regulation in the social sphere in particular, require further improvement. This is all the more necessary, taking into account the primary importance of the social function of law. As noted by Yu.I. Skuratov, “speaking of a social state, we cannot forget about the social role of law. None of the functions of the Russian state exerts on the nature and role of law such a powerful influence as its social function, social nature ”(Skuratov Yu.I. 2018, p.17). It is worth noting that the problem of imperfection of federal legislation on the subjects of joint jurisdiction of the Russian Federation and the constituent entities of the Russian Federation is characteristic not only of legal regulation in the social sphere. Thus, the authors of this article investigated the problem of a similar property in the field of legislation on administrative responsibility (Kuchenin E.S., Lavrentieva M.S. 2019.p.101). As already noted, in the scientific literature there is no single definition of a social state, therefore, as a starting point for its construction, it is necessary to designate both real security and observance of basic economic and social human rights and freedoms, and the fulfillment of social obligations of the state to society and citizens (Ivanenko V . A., Ivanenko V.S. 2003.p.24). It is this problem that must be solved in the process of improving legal regulation in the field of social security.

5. CONCLUSION

Ensuring social equality of citizens of the Russian Federation reducing the number of citizens with incomes below the poverty level is of primary importance for ensuring sustainable economic growth through the development of human capital. Note that the question is posed in this way: social security as a condition for economic development, and not vice versa. The existing system of legislation does not ensure the implementation of constitutionally guaranteed social rights of citizens and social equality, since it does not fully take into account the peculiarities of Russian federalism based on the identity and uniqueness of each of the constituent entities of the Russian Federation. Federal legislation in the field of taxation and social security requires at least adjustment, and, as maximum, deep processing, in order to ensure that the federal structure of the regions is taken into account on the basis of compliance with the Constitution of the Russian Federation in terms of ensuring social rights of citizens and social equality, and in terms of ensuring unity systems of federal law and the legislation of entities. There is a need to develop and implement a progressive taxation system that takes into account regional development features, which will contribute to both the economic development of the regions, taking into account the objective factors and conditions of each specific constituent entity of the Russian Federation, and the improvement of the social security system. The guidelines should be social security standards worked out by the international community and recognized by the Russian Federation, which also requires the implementation of certain organizational and legal measures aimed at fulfilling by our country the obligations arising from acts of the International Labor Organization.

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LEGAL REGULATION OF ENVIRONMENTAL SAFETY IN RUSSIA AND THE EUROPEAN UNION

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ABSTRACT
The article makes an attempt to consider some issues of improving the legislation of the Russian Federation governing relations in the field of environmental safety, as well as issues of the treatment of production and consumption waste, civil liability for environmental damage, the main directions of development of legislative regulation in this area are considered, an assessment is given to prospects for its development in the context of modernization of environmental legislation. A comparative analysis of the legal regulation of the issue of recycling and disposal of production and consumption waste in the countries of the European Union is also carried out.
Keywords: *legal regulation, environmental safety, environmental control, recycling, waste, production waste, consumption waste, responsibility, licensing*

1. INTRODUCTION

1.1. Introduction of the Problem

Speaking about environmental safety, in our opinion, it should be noted that the legal regulation of this sphere is carried out through the publication of certain norms and rules by the state established at the legislative level. However, it is worth noting that environmental safety issues cannot be a problem of only one state, they are international. We believe that acts of environmental legislation of the countries of the European Union can serve as a good example in this case. So, first of all, the Directive No. 2004/35/EC of the European Parliament and of the Council of April 21, 2004 on environmental responsibility in connection with the prevention and restoration of environmental damage; Regulation (EU) No 1013/2006 of the European Parliament and of the Council of 14 June 2006 on the transport of waste; Directive No. 2006/21/EC of the European Parliament and of the Council of March 15, 2006 on the management of extractive industry waste. We believe that Directive 90/313/EEC on freedom of access to environmental information of July 7, 1990 (hereinafter referred to as the Directive) may be considered the most important of the normative acts of European law adopted in the area under consideration. It was adopted in order to ensure freedom of access and distribution of environmental information available to the authorities, as well as to determine the limits of accessibility of such information. Article 3 of the Directive obliges Member States to make available information on the state of the environment for any person (physical or legal) regardless of their nationality. Moreover, in paragraph 2 of Art. 3 provides a list of environmental information that, at the discretion of Member States, may not be subject to public access (information affecting international and state security, constituting commercial or personal secrets, etc.).

The main objective of the European Union countries' environmental safety policy is to form a unified state policy in order to preserve and restore the environment; accordingly, environmental protection is one of the priorities of the European Union (Matveeva, 2010). The United Nations Environment Program (UNEP) has been operating at the United Nations (UN) level since 1972. Its functions and organizational structure were determined by the General Assembly in its Resolution 2997 (XXVII) of December 15, 1972. UNEP is developing a global environmental program, contributing to the implementation of the environmental component of sustainable development within the UN system, and has been steadfastly advocating for the natural environment of the globe. In addition, UNEP guides and promotes environmental partnerships by creating opportunities to improve the quality of life of nations and peoples without harming future generations. Various acts in the field of environmental protection and environmental safety are also adopted at the level of individual European Union states. So, in Norway, Lov om naturvern 1970-06-19 nr 63 ("Nature Conservation Act" of June 19, 1970 N 63) and Lov om vern mot forurensninger og om avfall (Forurensningsloven) 1981- 03-13 nr 06 ("Act on Pollution Prevention and Waste Act (Pollution Control Act)" - (http://www.fao.org/faolex/results/details/en/c/LEX-FAOC013923/). “Lov om naturvern 1970-06-19 nr 63” establishes that the conservation of nature consists in the disposal of natural resources based on an understanding of the relationship between man and nature and the need to preserve the quality of nature for the future, and the impact on nature should be based on a long-term and universal distribution of resources , which takes into account the need to preserve nature for the future as a basis for human activity, health and well-being, and § 1 Forurensningsloven 1981-03-13 nr 06 indicates that the the law aims to protect the environment from pollution and to reduce its current level, to reduce the amount of waste and to promote improved waste management, and should also ensure an environmental quality in which pollution and waste do not pose a risk to human health and well-being, harm nature and its ability to self-renew (Agafonov, Ignatiev, 2018). Today's environmental tension is manifested in a large number of environmentally disadvantaged regions, conservation a significant number of hazardous industries, problems of air purity in large cities and megacities (Ernst, 2015). Speaking about the legal regulation of environmental safety in Russia, it should be noted that the basis of regulatory legal regulation of environmental safety is the Constitution of the Russian Federation, in accordance with which land and other natural resources are used and protected as the basis for the life and work of peoples living in the corresponding territory; ownership, use and disposal of land and other natural resources is carried out by their owners freely, if this does not harm the environment and does not violate the rights and legitimate interests of other persons. The Constitution establishes the right of everyone to reliable information about the state of the environment and to compensation for damage caused to his health or property by an environmental offense, proclaims that everyone is obliged to preserve nature and the environment, and take care of natural resources. Issues of ensuring environmental safety are referred to the subjects of joint jurisdiction of the Russian Federation and its constituent entities. The content of the term “environmental safety” is quite unique. In accordance with Art. 1 of the Federal Law "On Environmental Protection" environmental safety is a state of protection of the natural environment and vital human interests from the possible negative effects of economic and other activities, natural and man-made emergencies, their consequences. There are various scientific approaches to the interpretation of this definition (one should pay attention to the fact that in the process of law enforcement new characteristics or environmental safety criteria has not been developed yet). So, it is believed that environmental safety is “a set of actions, conditions and processes that do not directly or indirectly lead to vital damage (or threats to such damage) to the environment, individuals and humanity”, as well as “a set of conditions, phenomena and actions that ensure the ecological

balance on the Earth and in any of its regions at a level to which humanity is physically, socially, economically, technologically and politically ready (without serious damage) "(Reimers, 1990). Some authors argue that environmental safety is a state of protection of the vital environmental interests of a person, primarily the rights to a clean, healthy, favorable for living environment (Petrov, 1993). There is another point of view: “The concept of environmental safety is complex and includes technogenic (technological), fire, industrial, radiation, chemical, biological and other types of safety of the state and society (Belokrylova, 2011). To summarize, it should be concluded that environmental safety can be considered as part of the global international security system. Taking into account the processes of globalization and the integration of states into the international legal space, it can be argued that environmental security becomes an international legal category and its provision assumes not just a conciliatory, but sometimes a supranational character (Kolbasov, 1988). The main legislative acts of Russia in the field of environmental safety and environmental management are Federal Law of January 10, 2002 No. 7-ФЗ “On Environmental Protection” (hereinafter - the Federal Law on Environmental Protection), the Land Code of the Russian Federation and the Code of the Russian Federation on Administrative Offenses, Urban Planning, Water, Forestry Codes of the Russian Federation, Law of the Russian Federation dated February 21, 1992 No. 2395-1 “On Subsoil”, Federal Laws dated 23.11.1995 No. 174-ФЗ “On Environmental Expertise”, dated March 14, 1995 No. 33-ФЗ “On Specially Protected Natural Areas”, dated May 04, 1999 No. 96-ФЗ“ On the protection of atmospheric air ”, dated March 30, 1999 No. 52-ФЗ“ On the sanitary and epidemiological well-being of the population ”, etc. It seems that at present a number of problems have ripened, for the solution of which two federal laws that significantly change the legal regulation in the field of environmental protection and environmental safety have been adopted. We believe that the main problem in the field of environmental safety is the accumulation of industrial and municipal waste (Matvienko, 2015). So, due to the deteriorating environmental situation, landfill problems and the lack of recycling of secondary raw materials in Russia, the supreme legislative body has passed the Law amending the Federal Law on Industrial and Consumer Waste in force for 20 years. Municipalities had to decide on regional operators and set tariffs for garbage disposal. But, despite the fact that the “garbage” legislation has been in force for many years, in some regions, for example, on Sakhalin, there were no licensed operators, somewhere with licensed operators there were problems of spontaneous dumps. Therefore, the reform should eliminate the problems that arise with the disposal of waste. The reform started on January 1, 2019 (Federal Law dated December 31, 2017 No. 503-ФЗ “On Amending the Federal Law “On Production and Consumption Wastes” and certain legislative acts of the Russian Federation). The essence of this reform is as follows:

- in the collection and disposal of waste by specialized operators licensed;
- in strengthening control over waste collection by companies and even offices;
- in the separate collection of waste raw materials.

Now the state shifted the obligation to collect and dispose of garbage from municipal services to special companies - regional operators. The reform is carried out not at the expense of taxes already collected, but at the expense of citizens and legal entities, for which its implementation will be associated with an increase in the cost of waste disposal, as well as an increase in penalties. The money received from the increase in tariffs will be directed to the construction of recycling plants and the closure of old landfills. The principle of garbage disposal will change. Full control over the movement of waste is introduced - from the container to the landfill. The strategic objective is to minimize the amount of landfills and cleanse the country from illegal landfills. Reforming the industry involves:

- the establishment of containers for separate collection of garbage;
- construction of waste sorting stations and waste disposal plants;

- the closure of old landfills and their gradual elimination.

Legislation also provides for:
- fight against unauthorized dumping of garbage;
- the establishment of uniform payment requirements.

1.2. Importance of the Problem
Certain issues of the legal regulation of environmental safety are considered in the articles: Ernst (2015), Zhavoronkova (2017), Kodolova (2018), Ternovaya (2017) and others.

2. METHOD
In the process of the study, the authors were guided by general scientific and private law methods of cognition, the most actively applied such general scientific methods as analysis and synthesis, generalization and analogy, as well as special methods of cognition: formal legal and legal analysis methods. The combination of these methods made it possible to comprehensively and thoroughly analyze the investigated phenomenon: identify problematic issues in the field of environmental safety and waste dosposal, analyze national legislation and international legal acts within the framework of the issue and scientific literature.

3. RESULTS
We want to immediately make a reservation that the term "garbage" itself is legally incorrect. Legal acts use the term “household solid waste” (hereinafter - HSW). HSW - this is waste generated in residential premises during consumption by individuals, as well as goods that lost their consumer properties in the process of their use by individuals in residential buildings in order to satisfy personal and domestic needs (Federal Law of June 24, 1998 No. 89-ФЗ “On production and consumption wastes”). HSW also includes waste generated in the course of activities of legal entities, individual entrepreneurs and similar in composition waste generated in residential premises in the process of consumption by individuals. Some legal acts also use the term “household waste”, which to some extent should be regarded as a synonym for the term “municipal solid waste”, although the latter is somewhat wider in composition. So, in the Comprehensive Strategy for the Treatment of Solid Municipal (Household) Waste in the Russian Federation, solid municipal (household) waste refers to waste that is part of consumption waste and generated in apartment buildings and residential buildings as a result of consumption of goods (products) by citizens, as well as goods (products) that they used in these houses to meet personal needs and have lost their consumer properties (Order of the Ministry of Natural Resources and Ecology of the Russian Federation of August 14, 2013 No. 298 “On Approval of an Integrated Management Strategy with Solid Municipal (Household) Waste Management in the Russian Federation"). The fundamental legal act in this area is Federal Law of June 24, 1998 No. 89-ФЗ “On Production and Consumption Wastes”, which defines the legal framework for the management of production and consumption waste in order to prevent the harmful effects of production and consumption waste on human health and environment, as well as the involvement of such waste in economic circulation as additional sources of raw materials. In particular, the Federal Law of December 29, 2014 No. 458-ФЗ amends the definition of the concept of "waste", the principles of legal regulation of the relevant field. The criterion for classifying a substance or object as “waste” now is not the loss of consumer properties, but the desire to throw it out (dispose of). Instead of the concept of “household solid waste” (HSW), the concept of “municipal solid waste” (MSW) is introduced. Federal Law No. 89-ФЗ is aimed at stimulating the reduction of the areas occupied by MSW landfills. The priorities of the state policy in the field of waste management were established in order of priority: maximum use of raw materials and supplies; waste prevention; reduction of

waste generation and reduction of hazard class of waste in the sources of its generation; waste treatment; recycling; waste neutralization. So, in accordance with Article 1 of this Federal Law, waste management includes collection, accumulation, use, neutralization, transportation and placement (storage and disposal) of waste. All these types of activities in the field of waste management, which are actually stages of the waste life cycle, must be carried out taking into account the whole system of environmental and sanitary-epidemiological requirements provided for by current legislation and by complex system of by-laws and environmental documentation enterprises (Ponomarev, 2013). We believe that the main problem in this area is the need to adopt a large number of by-laws of various levels (Ernst, 2015). So, for example, Decree of the Government of the Russian Federation of March 28, 2012 N 255 "On licensing activities for the collection, use, disposal and disposal of waste of I-IV hazard classes" and Order of Rosprirodnadzor of November 30, 2011 N 885 "On approval forms of documents used by the Federal Service for Supervision of Natural Resources in the licensing process for the collection, use, neutralization and disposal of waste of I - IV hazard class ", which have not yet taken into account changes in the list of licensed types of activities ty in the field of waste management, which occurred in connection with the adoption of Law N 93-ФЗ. Thus, from the sphere of licensing control carried out by licensing authorities, such an important activity from the point of view of accounting for environmental requirements as the transportation of waste, and then their use and neutralization, was excluded. At the same time, the degree to which environmental requirements are taken into account when carrying out licensed activities for the neutralization and disposal of waste can also hardly be fully assessed in the framework of activities on state environmental supervision or industrial, public environmental control - licensing control has played and should play a large role in this area. Also, in the framework of ensuring environmental safety, the Government of the Russian Federation approved the Federal Target Programs (FTP) by Decrees of January 9, 2013 No. DM-P9-2pr "Elimination of accumulated environmental damage" for 2014 - 2025, dated December 22, 2010 No. 1092 "Pure water "for 2011 - 2017, dated July 28, 2011 N 1316-r" Development of the water economy of the Russian Federation in 2012 - 2020 ", dated July 20, 2011 No. 1274-r "Protection of Lake Baikal and socio-economic development Baikal Natural Territory for 2012 – 2020”. Special attention deserves the issue of environmental responsibility. The grounds, conditions and procedure for holding liable for harm caused to the environment and human health are regulated by civil law. According to European scholars, one of the main problems in resolving the issue of compensation for environmental harm in the framework of classical tort law is the necessity of belonging of an environmental good that is public in nature to any person. Another equally significant problem that characterizes environmental responsibility to a greater extent as public law is the methods for assessing harm (Monika Hinteregger Environmental Liability and Ecological Damage in European Law. Cambridge University Press, 2008. P. 12.). Following the experience of the United States, where public-law mechanisms for compensation for environmental harm have been used for several decades, in Europe, due to the supranational level of environmental regulation, the institution of compensation for environmental harm has evolved from private to public law (Kodolova, 2014). In order to harmonize EU legislation on environmental liability based on the polluter pays principle, as well as to prevent environmental damage, Directive N 2004/35/CE of the European Parliament and the Council of the European Union “On environmental responsibility aimed at preventing environmental damage and elimination of its consequences" was developed. (Winter G., Jans JH, Macrory R., Krumer L., 2008). In May 1993, the European Commission (EC) published a recommendation paper, the Green Book on Restoring the Environment from Environmental Damage (the Green Book) (See: Communication from the Commission to the Council and Parliament and the Economic and Social Committee: Green Paper on remedying environmental damage, 1993 // URL: http://ec.europa.eu/greenpapers/index_en.html.).

As noted in the introduction, “the issues covered by this document are posed in order to provoke a wide discussion on environmental damage compensation in order to better determine the future actions of the EC in this direction” (Deikalo, 2014). The Russian legislation does not specify the restoration of the environment as the purpose of compensation for harm caused to the environment. The need for harm compensation in money in the first place follows from the obligation compensate full amount of damages, since the priority of compensation for environmental harm in natural form is not established by law (Kodolova, 2018). In order to understand the features of bringing to civil liability, it is necessary to highlight the objects that can be harmed, and the sources of causing it. Objects of environmental relations that can be harmed:

- environment;
- human health;
- property (property interests).

Sources of harm:

- unlawful act;
- a source of increased danger;
- a lawful act.

Damage can be caused to one or several objects of environmental relations at the same time. The first object of environmental relations that could be danaged, we identified the environment. It must be understood that, as a rule, harm to the whole environment cannot be caused, since it acts as a kind of generalized object. The object of harm is one or more components of the environment, for example, a water body and land (soil). In accordance with Part 1 of Art. 77 of the Federal Law "On Environmental Protection", legal entities and individuals who have harmed the environment as a result of pollution, depletion, damage, destruction, wasteful use of natural resources, degradation and destruction of natural ecological systems, natural complexes and natural landscapes and other violations of the law in areas of environmental protection are required to reimburse it in full in accordance with the legislation (Demichev, Gracheva, 2017). It should be noted that at present in the Russian legislation there are no provisions on the target nature of funds collected in budgets of various levels in claims for compensation for environmental damage. Such a legislative gap makes the provisions on liability for causing environmental harm ineffective, since compensation for harm in monetary terms, even in full, does not guarantee environmental restoration.

4. DISCUSSION

At present, the Russian Federation’s Environmental Security Strategy has been developed for the period up to 2025, which, undoubtedly, is an important sectoral document of strategic planning in the development of the environmental security system of the Russian Federation, designed to determine a set of interrelated priorities, goals, objectives and measures in internal and foreign environmental policy (Rusin, 2014). This document, which interprets environmental safety as an important part of national security, is the basis for the formation and implementation of state environmental policy, its goals, objectives and mechanisms. And over time, evaluating the results of its implementation will become an important indicator of ensuring environmental safety in the Russian Federation. The main objectives of state policy in the field of environmental safety are the preservation and restoration of the natural environment, ensuring the quality of the environment necessary for a favorable human life and sustainable development of the economy, eliminating accumulated environmental damage due to economic and other activities in the context of increasing economic activity and global climate change.

As the main priority areas in the field of environmental safety (paragraph 26 of the Environmental Safety Strategy), in particular, we can distinguish:

- the introduction of innovative and environmentally friendly technologies, the development of environmentally friendly industries;
- development of a system for the efficient management of production and consumption waste;
- increasing the effectiveness of monitoring in the field of radiation, chemically and biologically hazardous waste;
- construction and modernization of treatment facilities;
- minimizing the risks of accidents at hazardous production facilities and other emergencies of a technogenic nature;
- development of the system of environmental education and enlightenment, advanced training of personnel in the field of environmental safety, etc. (Dolgopolov, 2019).

The Strategy calls the unfavorable quality of water in water bodies as the main threats to environmental safety on the basis of assessing its current state; in almost all regions of the country, there is a tendency to deteriorate the condition of lands and soils, and the volume of production and consumption waste is significantly growing (Kirrilovyh, 2018). It follows from the Strategy that the solution of the main tasks in the field of environmental safety should be carried out in priority areas, which also include the improvement of legislation in the field of environmental protection and nature management, as well as the institutional system for ensuring environmental safety. In addition, the main mechanisms for implementing state policy in the field of environmental safety include:

- adoption of measures of state regulation of greenhouse gas emissions, development of long-term strategies for socio-economic development, providing for a low level of greenhouse gas emissions and economic stability to climate change;
- increasing the effectiveness of state environmental supervision, industrial control in the field of environmental protection (industrial environmental control), public control in the field of environmental protection (public environmental control) and state environmental monitoring (state environmental monitoring), including in relation to animal objects and flora, land;
- increasing the effectiveness of supervision over the execution by state authorities of the constituent entities of the Russian Federation of the powers delegated by the Russian Federation in the field of protection and use of wildlife
- creation of an environmental audit system (Suleimenova N., Zharaspayeva S., Kuandykova E., Filipova M., 2016).

5. CONCLUSION

Summing up, it should be concluded that environmental safety is an extremely complex multidimensional institution, regulated by the norms of various branches of law, designed to ensure a high quality environment and the protection of individuals, society and the state from natural and technological threats and disasters through the use of the complex not only legal, but also social, economic and informational measures, which allows us to consider it as an independent multidisciplinary institution, which first, however, it is a priority for environmentally-oriented public relations and the development of which is one of the primary tasks for the national legislator (Klyukanova, 2017). The most pressing issue, in our opinion, today, both in the countries of the European Union and in Russia, is the issue of environmental pollution by production and consumption waste. With the gradual growth of productive forces and the development of the consumer market, the volume of industrial waste and waste generated as a result of the consumption of goods and products by the population rapidly

increased. Currently, waste is not only a source of significant environmental pollution (soil layer, water bodies, atmospheric air), but also destroy natural ecological systems, litter vast territories and have a negative impact on human health. In accordance with the latest official statistics, more than 30 billion tons of waste has been accumulated in Russia, with an increase in waste volumes. A special danger in the waste accumulated on the territory of Russia is associated with the possible content of highly toxic substances in them that can harm the environment and human health. Waste is contained not only in specially equipped facilities for minimizing environmental damage, but also in places of unauthorized landfills, which can be foci of infectious diseases for people. Thus, up to 10 thousand hectares of land, including agricultural land, are disposed of annually for landfills only for solid household waste, while about 110 thousand hectares of land located in the immediate vicinity of settlements and recreation areas are occupied by landfills for solid household waste (See .: decision of the Supreme Ecological Council of the Committee on Natural Resources, Nature Management and Ecology of the State Duma of the Federal Assembly of the Russian Federation dated April 14, 2011 // URL: http://www.komitet2-21.km.duma.gov.ru/.). The essence of legislative reform in the field of collection and disposal of production and consumption waste is:

- in the collection and disposal of waste by specialized operators licensed;
- in strengthening control over waste collection by companies and even offices;
- in the separate collection of waste raw materials.

Since 2019, the state shifted the obligation to collect and dispose of garbage from municipal services to special companies - regional operators. The reform will be carried out at the expense of citizens and legal entities, for which its implementation will be associated with an increase in the cost of waste disposal, as well as an increase in penalties. The money received from the increase in tariffs will be directed to the construction of recycling plants and the closure of old landfills. The principle of garbage disposal will change. Full control over the movement of waste is introduced - from the container to the landfill. The strategic objective is to minimize the amount of landfills and cleanse the country from illegal landfills. Reforming the “garbage industry” involves:

- the establishment of containers for separate collection of garbage;
- construction of waste sorting stations and waste disposal plants;
- The closure of old landfills and their gradual elimination.

Legislation also provides for:

- fight against unauthorized dumping of garbage;
- the establishment of uniform payment requirements.

At the same time, in our opinion, the issue of state assistance to business, which has chosen recycling and waste disposal as its goal, looks appropriate. It seems that the aforementioned assistance may be the reduction of the tax burden for these enterprises, and the elimination of administrative barriers in licensing these activities. However, it is also worth noting that the introduction of only "draconian" sanctions for environmental violations will not lead to the desired results. The resolution of the problems indicated in the article is possible only by consolidating the efforts of all branches of government in Russia, by constantly monitoring waste management and recycling activities, both by government agencies, public organizations, and citizens. Currently, Russian legislation regulating relations in the field of waste management of production and consumption does not meet the needs of the time and needs to be systematically improved. Moreover, in this case, it is hardly possible to limit ourselves to a simple systematization of the rules governing relations under the Federal Law of June 24, 1998 N 89-ФЗ "On Production and Consumption Wastes"; legislative regulation in this area needs to

be modernized, i.e. significant improvement in accordance with the requirements of the time, taking into account the changes that have occurred during the period of its operation in the socio-economic situation in the country, and in connection with the emerging of new technologies in the field of waste management (Bogolyubov, 2010).

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INNOVATIVE POLITICAL STRATEGY OF THE RUSSIAN POLYMER INDUSTRY DEVELOPMENT UNDER THE SANCTIONS REGIME: INSTITUTIONAL OBSTACLES AND PROSPECTS FOR IMPLEMENTATION

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ABSTRACT
In the article the authors analyzed the key features of the modern strategy for the development of the polymer industry in the Russian Federation in the context of the ongoing sanctions regime. Special attention is paid to the study of the innovative component of the planning process and coordination of various actors during the implementation of plans. The priority areas for improving the development strategy of the polymer industry include the following: the need for comprehensive modernization of the chemical industry as a whole, overcoming the shortage of qualified personnel, the restoration of the network of research centers, strengthening the coordinating role of state institutions, increasing the effectiveness of export policy of the Russian Federation.
Keywords: *export policy, innovations, innovative governance, institutional framework, import policy, polymer industry, sanctions*

1. INTRODUCTION

Due to growing political and economic competition and ongoing sanctions against Russia, Russian economy is desperate to develop an effective import phase-out strategy, in particular on the regional and the macro-regional levels. The new digital economy is characterized by acute economic risks. Consequently, much emphasis is placed upon new leadership features. These include, apart from high innovative potential, communication viability (the ability to create effective communication networks), information arrangement and analysis skills as well as a propensity to use new information transmitting and processing technologies to determine the most productive methods of innovation policy, namely, select the most relevant and competitive innovations and add them to the production process (Aleinikov, Kurochkin, Mal'tseva, Nikiforov, 2018). This article analyzes polymer industry, which has an extremely important place on the present-day market. As International Energy Agency claims, by 2050, the petrochemical industry will increase its demands for oil by 50% (Energy Agency report, 2018). This makes about a half of the projected growth the world oil demand will experience (IEA and AIE, 2018). With increasing international competition and heightened attention to environmental problems, polymer industry holds the most potential for export of produce with high added value as well as for integration in the basic processes of the “fourth industrial revolution” such as development of 3D printing or creation of new materials, which makes this industry an ideal foundation for the development of circular economics (Schwab, 2017; Kurochkin, 2018; Kurochkin, 2019). Compared to 2010, Russian manufacture of basic raw polymer materials increased by 61%, while the proportion of imported produce went down by 6% (Aralov, 2015; Basaeva, Totieva, 2018).

However, the import phase-out potential was not uniformly developed across various consumers. For several important consumers, import reliance is still high and even growing. In particular, this is the case with cheap raw polymer materials imported from Central Asia as well as finished products such as pipes, film, sheets etc. (Ogrel', 2019). Considering that the Russian state is a major agent when it comes to planning and maintaining the economic policy, these trends call for a reconsideration of and changes in state management strategy as well as consolidated efforts to develop the Russian polymer industry. With the rapid development of chemical industry, construction of new plants and refurbishing of old ones, the shortage or complete absence of Russian-manufactured basic components and raw materials became apparent. Currently, the industry is highly dependent on foreign suppliers such as China and the European Union. As Russia faces economic sanctions, it can be expected that with time, chemical industry may be unable to complete the government's strategic and defense orders, creating threats to national security.

2. RESULTS

As part of problem solution plan, a new politic strategy for the development of polymer industry is required. Its key components will include:

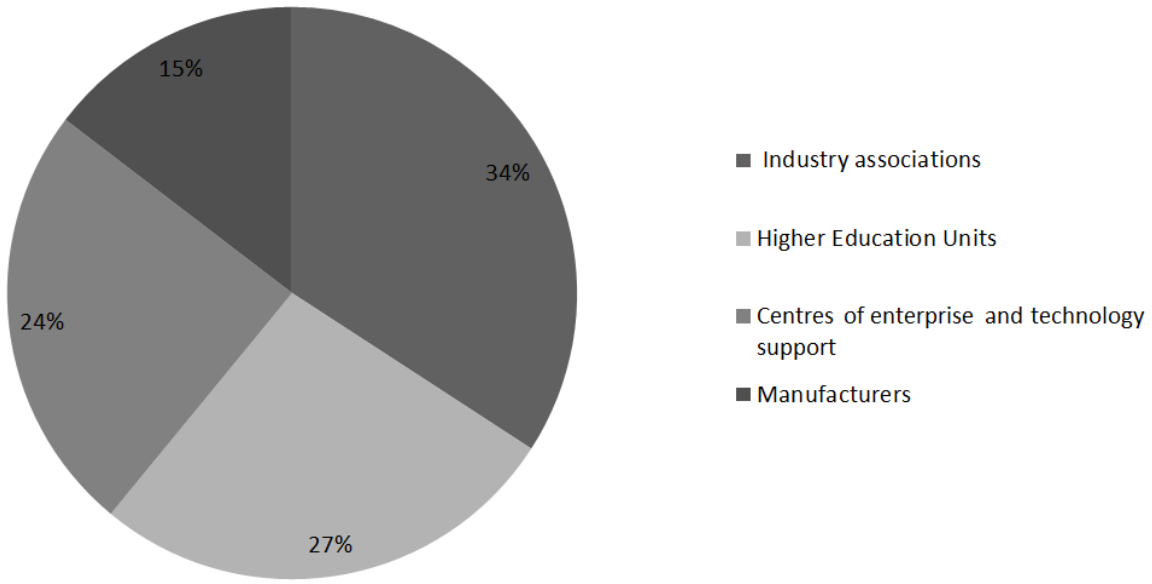
- Creation of a new institutional balance with a set of legislative measures and formal mechanisms of strategic planning (Kurochkin, Mal'tseva, 2018);
- Regular expert support and consultations in decision-making fueled by crowdsourcing;
- Direct allocation of resources to relevant plants in the industry, overseen by specialized financial institutions;
- Stimulating the growth of innovations in the industry thanks to a set of measures aimed at supporting start-ups and developing venture funding (Kurochkin, 2000; Kurochkin and Eremeev, 2014).

What follows is a detailed overview of the measures taken to further each of the above components within the last five years. As part of creating new legal and regulatory framework for the industry and developing import phase-out policy, the Russian Ministry of Industry and Trade issued order no. 646 of March 31, 2015, which set in motion the Plan of Import Phase-out Measures in Russian Chemical Industry. The plan's aim is to increase manufacture of raw materials and spread the use of efficient technologies. Around 40% of the measures included in the plan concern the polymer industry. The plan was later extended following the Ministry of Industry and Trade's orders no. 506 of February 29, 2016, no. 2147 of June 24, 2016 and no. 3725 of October 20, 2016, increasing the share of polymer manufacture and related technologies up to 45%. In total, the strategy of chemical and petrochemical industry development for the period up to 2030 allocates an 18% share (36 projects) to polymer industry (Kirienkova, 2017, p.29). To increase the efficacy of knowledge management and expert support in decision-making, Russian Government issued resolution no. 328 of April 15, 2014 and direction no. 1307-p of July 24, 2013, setting down the plan of actions (a "roadmap") to develop the production of composite materials. As a result, the Electronic classification and unification system of materials, technologies, equipment and potentially productive developments ("Composite Register") was created for the industry in order to put together and structure the previously dispersed information about production samples and main organizations as well as other relevant details (Kirienkova 2017; Golubetskaja, Aralov, 2015). In 2014, to provide regular expert support and consultations for the new development strategy, which was then being formed, the Russian Ministry of Energy and Ministry of Industry and Trade created the Interdepartmental expert council for the development of chemical and petrochemical industry, which united relevant scientific and research organizations. In 2012, the Federal Anti-Monopoly Service created its own expert council.

Both councils included representatives of organizations in the industry, relevant ministries' departments, oil and gas companies (Gazprom, Rosneft′ etc.), large chemical companies (Sibur, Uralkalii, Evrokhim etc.) and scholars affiliated with relevant scientific and research institutes (Raiskaja, 2018, Eremeev, Kurochkin, 2014). Financial investments were the main factor in the new industry development program and a major help in maintaining the efficiency of import phase-out. In 2016-2017, the chemical industry received preferential loans from Industry Development fund as well as subsidies to fund research and development work and cover loan interests; export support mechanisms were put in place to partly compensate production costs etc. 30% of total funding in the industry were given out during this period to support the manufacturers of plastic materials only. The most important import phase-out projects under this framework are related to production of chemical fiber and yarn, including carbonic materials based on such products (14 items), plastic products (10 items), including polymer films and packaging, plastic materials and synthetic resins, including compounds based on such materials (12 items). Interestingly, most of the above-listed import phase-out solutions for chemical industry aimed to support or restart the manufacture of old and familiar polymer materials that have long been produced in Russia and in other countries, although the Russian production levels dropped down in the 1990s. (Farrahova, 2011; Shinkevich, Shinkevich, Leonova, 2010). Financial support of import phase-out does not extend to recent developments in innovative polymer materials with high spectrum of applications in various industry branches. As such, the use of these materials can stimulate complex scientific and technological development not only in the chemical industry, but also in other spheres. Among the new materials are polymers with polyconjugated chain structure, also known as electroconductive polymers (ECP), such as polyaniline (PANI) and polypyrrole (PPy). These polymers are capable of electronic conduction, ionic transport, reduction-oxidation activity, paramagnetism, electrochromism and nonlinear optic characteristics. Thanks to that, development and search for new applications of these materials has become a priority for large companies in Europe and America such as Milliken & Company, DuPont, Zipperling Kessler etc. PANI is capable of changing its optical absorption band, i.e. color, as part of reduction or oxidation process, which makes it suitable for electrochromic products. Gentex and Schortt & Flabeg offer a large variety of solid and flexible electrochromic materials that can control the amount of light transmission. PANI and PPy are used as sensors' detector elements as they are sensitive towards various chemical agents, providing a consistent response to their action. PANI and PPy have also shown high potential for biomedical research. These polymers are non-toxic, and their bio-compatibility has recently been proven. The great variety of PANI и PPy applications is due to their capability of extensive reversible changes, especially since they are electroconductive and used as part of composites with various other materials that complement their characteristics. This means that one polymer can be used to create tens and hundreds of materials that will find application in many spheres of human activity. In contemporary Russia major institutional means of innovative industrial policy are cluster-based. The data of Russia cluster mapping project shows, that polymer industrial initiatives are specifically related with economic sectors and manufacturing in particular. Analysis of the 118 regional-based clusters defines 19% share of polymer sector (22 cluster initiatives). Clusters mainly develop the following specialization in production (in number of clusters descending order): creation of new materials (6); automobile production (4); means for environmental protections and recycling (3); medicine and hygiene (3); chemical engineering (3); aircraft industry (1); textile product, clothing, and footwear (1). According to organization development level at average the highest potential is typical for clusters with specialization in production of means for environmental protections and recycling. At the same time clusters with specialization in chemical engineering and creation of new materials are on initial level. Analysis of parthnership structure of regional polymer clusters (Figure 1) supports the argument that polymer producers independently play

limited role in cluster development. Institutionalized level of relations predominantly is set up on the level of coordination between expert and industry associations as well as with the participation of high education units. On the other hand, partnership from the side of manufactures is mostly limited to government-owned companies with strategic industries orientation (electric-power engineering, military equipment). Fine chemical industry producers still have limited impact on cluster development strategies.

Figure 1: Parthnership structure of regional polymer clusters



Source: data from cluster official web-sources

3. CONCLUSION

Taken together, this calls for a correction of the accepted polymer industry development program, considering the necessity of investing into innovative materials with high market potential. A prerequisite is the removal of some important barriers to breakthrough innovative development in the industry, which will be described below. First, at the current state of the industry, polymer production has almost exhausted its innovative development opportunities. The primary reason is the high degree of equipment wear combined with increasing production load. A modernization is required, supported by large investments into the industry. At that, foreign investments are limited, considering the sanctions. Most chemical plants do not possess the required monetary funds. Large projects with good potential have investment periods of up to 8 or 12 years, with the loans going as high as to cover around 75-80% of the project costs. Currently, banks are hesitant to provide such loans. Secondly, the accepted import phase-out program is stalled due to a general lack of competent scholars and scientific organizations in the industry, as its scientific base (in particular, specialized research institutes) was destroyed. There is a lack of new research as well as competent staff who can bring this research to production and maintain a stable high product standard. This last problem is critical considering the importance of a stable quality standard for products that will later be used in other chemical manufactures, as the physical and chemical qualities of the raw materials should remain unchanged from batch to batch. Thirdly, import phase-out policy will only become efficient if state institutions increase their activity as coordinators and communication facilitators, providing access to vital knowledge for all agents of the innovation development and production process: manufacturers of the end product and their customers, scholarly research

groups, suppliers of raw materials, investors etc. Currently, these institutions are not flexible, which hinders the general development of the state's role as a platform for information, expert and service support of various interactions in the industry. For example, the Electronic classification and unification system of materials, technologies, equipment and potentially productive developments ("Composite Register") currently does not provide the desired opportunities for all above-listed agents. Fourth, the export policy could be more efficient, considering that export in chemical industry is now mostly oriented towards goods with low and average process grade. These products have low added value. An export acceleration program is required to stimulate export of high-technology goods. A third part of all Russian chemical products is exported, but these products belong to groups with low added value, such as mineral fertilizers, methanol, ammonia and caprolactam. Low-tonnage chemical products for Russian plants are bought in other countries, with import dependency approaching 100% in key industry branches. Financially speaking, import towers over export. In developed countries, the share of low-tonnage chemistry products is typically around 40%, while in Russia it is as low as 10-15%. The official development strategy for petrochecmical and chemical industries up to 2030 aims to reduce the share of imported chemical products from 46 to 28%, while increasing the export of products with high process grade from 21 to 45% (Tolstouhova, 2018). To conclude, launching massive production of innovative electroconductive materials can be a viable solution for increasing the efficiency of import phase-out. Deducing the mechanics of this launch should be a priority for scholars and technology developers, as it will contribute greatly to the development of systems of innovative production on regional level and in the whole country (Kurochkin, 2018).

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THE CONCEPT OF ART IN THE WORLDVIEW CONTEXT: HISTORICAL AND PHILOLOGICAL ANALYSIS

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ABSTRACT
In the process of development of science, periods of accumulation of scientific knowledge are interrupted by a change of paradigms. The content of scientific concepts is transformed depending on the historical era. To see how the content of the concept of art changes, allows historical and philosophical analysis of ideas about artistic creativity. Clarification of the content of the concept of art in the modern postmodern era contributes to the quality of scientific research.
Keywords: *concept, art, creativity, personality, tradition, modern, postmodern*

1. INTRODUCTION

The idea that scientific knowledge accumulates cumulatively and in this process the old theory is part of the new theory is problematic. As shown by a number of studies on the history of science (T. Kuhn, P. p. Gaidenko, etc.) the periods of gradual accumulation of knowledge are completed by revolutionary changes, radically changing the content of scientific facts [4; 10]. The reason for these changes is a new view of the world, which requires a new picture of the world. As a rule, the theories of the "scientific revolution" are based on the material of natural science. For example, in the "Structure of scientific revolutions", T. Kuna describes in detail how the physics of the ancient world is radically different from the physics of Modern times [10]. The ancient world is finite, spherical, has a center and periphery. Every thing here tends to its natural place. As for the world, as it is understood in Modern times – it is infinite, formless, the natural movement of things has no meaning. T. Kuhn rightly notes that despite the same terms (matter, motion, etc.) the content of the concepts in the physics of Aristotle and Newton are fundamentally different. However, T. Kuhn is not concerned with the consideration of the concepts of social and humanitarian science. The fact that researchers in the analysis of changes in the content of concepts are limited to the natural Sciences, leaves relevant appeal to the cultural sphere. The purpose of this article is to conduct research in this direction. Namely, to show how the content of the concepts of social and humanitarian science changes depending on the ideological paradigm prevailing in a particular era.

2. RESEARCH

We have chosen the concept of art as an example for the analysis of these changes. The fact that the concept of art has long been in the focus of philosophical thought can be seen in the aesthetic works of ancient authors. If we talk about antiquity, these are the works of Plato, Aristotle and other ancient thinkers. To understand the ancient aesthetics it is necessary to analyze the ancient ontology, that is, the idea of the originals of the world, since aesthetics is largely the result of conclusions from ontological premises. Ancient thinkers proceed from the fact that the source of the world –a beautiful, reasonable and good beginning, and therefore every thing in the world has a meaning. That is, the thing is rationally organized, involved in beauty and goodness.

Pantheistic ideas about the direct link thing with the divine makes this thing autonomy. The divine meaning of a thing directly connected with the other world is interpreted by the ancients as the immortal soul of a thing that forms formless matter into a concrete object. The body of a thing is the entelechy of the soul, its continuation. The soul (meaning) of a thing exists before the physical appearance of a thing - for example, in Plato's world of ideas - and after its disappearance. Within these representations the specificity of author's creativity in antiquity is shown. Thinkers believe that because of his soul, the author has direct access to the Bank of divine meanings of things around him or created by him. He needs to find the objective meaning of the thing, not invent it. Moreover, the author does not need to invent a new meaning in principle, new for ancient thinkers is not ideal. With the help of certain techniques, the author contemplates the originally existing divine meanings of things and materializes them in the earthly world. It should be noted that this process of materialization is difficult to call creativity in our understanding, rather it is handicraft. Not by chance, and the gods in ancient times are not creators, but are the demiurge (Plato), which translated from Greek into Russian just means "artisans". It is no coincidence that in order to accurately copy the objective meaning of things, the author in his "work" must suppress his personal beginning, he must become anonymous. The origins of such views are obviously related to the priestly practices of communication with the other world. To understand this approach, we propose to evaluate the content of the passage from Plato's dialogue "ion". "So the Muse herself makes some inspired, and from these runs a chain of other possessed divine inspiration. All good epic poets compose their beautiful poems not through art, but only in a state of inspiration and obsession ... they become bacchantes and possessed." And further – " and here poets create and say many beautiful things about various things, as you about Homer, not by means of art, but by divine definition. And everyone can do only what it spodvignulo Muse ... it is not a skill they say it, and thanks to the divine power; if they are due to art could well say one thing you could say about everything else; but for the sake of God and robs them of reason and makes them his servants, broadcasters and divine prophets, so we listened to them, knew that they were not deprived of reason, saying such a precious words, and God himself speaks through them and gives us your vote. ... God has most clearly shown us that we must not doubt that these beautiful creations are not human, nor do they belong to men; they are divine and belong to the gods, while the poets are nothing but interpreters of the will of the gods, possessed by each one by the God who owns them" [15, 376-379]. A slightly different idea of the author and work formed in the Middle ages. With the development of the monotheistic idea, the divine principle acquires personality and becomes a conscious Creator. Thus things now have no ontological autonomy, since their meanings (souls) are not eternal, but are called by God out of nothingness along with their bodies. In this case, the author does not need to engage in self-knowledge in search of access to the divine consciousness, as his soul has no connection with the real reality, and is "Tabula rasa" (clean Board). The idea of revelation comes to the fore for medieval thinkers. The meaning of a thing is revealed in the process of communion with God. In this case, the identity of the author begins to play a primary role. The author enters into a dialogue with God and interprets the result according to his understanding. The problem of early medieval ideas about the author is that ancient culture latently continued to exert its cultural influence on medieval culture [1]. It was believed that a person can adequately understand the words of God in the process of dialogue, thereby preserving the mystical unity of the interlocutors. God for the early medieval consciousness is, first of all, a rational being, possessing all the attributes corresponding to such a being, namely: the logic of thinking, the meaningfulness of action and aesthetic taste. Therefore, for example, the universe is produced by God in strict accordance with "measure, number and weight" [2, Prem. 11,21]. The proportionality of the world makes it beautiful. The Bible describes how, looking at his writings, God notes with satisfaction that "it is good" [2, Gen. 1].

This approach fully expresses the popular in the Middle ages genre "hexameron" [9], ie, arguments about the six days of the creation of the world and, accordingly, the world order as a whole. As a rule, it is an emotional revelation of divine Wisdom in nature. An example is the "Conversations on six days" of the famous father of the Church of the IV century. Basil of Caesarea, whose theological work, according to the domestic researcher of his work G. G. Mayorov, "became for many centuries the basis for the dominant doctrine of Christianity" [12, 155]. For example, Basil of Caesarea admires the "beauty of the sky" [3, 31], for him "delightfully... the sight of the sea... in purple or azure color "[3, 63]," worthy " marine life [3, 115]. On land "meadows were filled with abundant grass, fertile plains... the fluctuation of the ears" [3, 73], got "vegetable hair" tops of the mountains, "got gardens", "rivers was decorated with thousands of genera of plants; and some gotovilis decorate them human meals, while others offered food cattle, and the leaves and fruit" [3, 81]. Nature for Basil of Caesarea is arranged expediently, it is "a nature more pleasant to pleasure and nothing can be imagined by the human mind" [3, 31]. After the above quotations, we can only agree With G. G. Mayorov, who believed that " the cosmos of Basil is a cosmos in the high, ancient sense of the term. He is full of life, beauty, energy..."[12, 154]. Another example of this essentially pantheistic approach in medieval art is the phenomenon of icons. The very principles of painting the icon, primarily the principle of "reverse perspective", indicate the possibility of a person to enter the divine world. Recall the feature of this principle is that "farther" object, so its image "more." If a classic pattern with a straight perspective parallel lines meet in the object on the horizon, the figure from the reverse perspective – in front of the subject. The ontological meaning of the" reverse perspective "is that, representing a kind of window into" our world", it conveys the subject from the point of view of the" other world " (i.e., in fact, as God sees it). This position is more characteristic of the pantheistic worldview in which the connection with the other world and its inhabitants is possible due to the spark of the divine within man. Under strict monotheism, such a representation is impossible, because the connection with the other world is broken and awareness of the plans, ideas, thoughts, look at things of God is inaccessible to man [17, 46-98]. This strict monotheism is demonstrated later, when the end of the European middle ages. An example of a break with traditional, essentially pantheistic views was the dispute between realists and nominalists about the status of concepts (XIV - XV centuries). Realists, in the spirit of ancient ideas, considered the concept to exist objectively, in a certain sense, the concept of a thing had a divine character - "before creating" a thing, " God thinks about it." Nominalists also proposed a new way, they called "modern" (ie - "modernity", "new way") [16]. In their opinion, the meanings of things that people operate on are not invented by God, Since his consciousness (unlike the world of things) is inaccessible, but by man, that is, they are subjective. The position of nominalists has become a qualitatively new stage in the development of world culture. The loss of man's connection with the other world meant the loss of absolute knowledge of things. The idea of the world became conditional and required proof, confirmation by experience. How did this attitude of "modern" affect the idea of art? The author in this paradigm finally ceased to be a translator of the "other" world, lost access to this world in principle. He is in the process of creation demonstrates his human perspective on our earthly world. This can be seen, for example, by the change in the status of secular painting compared to icon painting. Even paintings on a religious theme in the European new age (from the Renaissance) are based on the principles of direct perspective, revealing the human view of the situation. An example of the classical position of art Nouveau in art can serve as such direction as "realism" - aesthetic position, according to which the task of art is as accurate and objective fixation of reality [19]. "Painting – says a representative of this direction in the nineteenth century, Jean Désiré Gustave Courbet - is to present the things that an artist can see and touch... I firmly adhere to the view that painting is a very concrete art and can only consist of the real image that we have of things Is a completely physical language" [11, 88].

However, the worldview paradigm of "modern" eventually goes through a crisis. In the late 19th and early 20th centuries occurs, a qualitatively new approach to the problem of creativity and author. The impetus for such aesthetic representations was a previously unknown worldview, which is as follows: the objective reality for a person is unknown, and the material world is a product of his consciousness [20]. The development of such a worldview took place within the framework of the philosophical direction called postmodernism (neo-Kantianism, phenomenology, existentialism, positivism, etc.) [7, 165-175]. It is obvious that the ideological source of postmodernism was the works Of I. Kant, according to which objective reality is unknowable, and what we "naively" consider things are phenomena of human consciousness [8]. The doctrine Of I. Kant is considered to be a revolution in philosophy, since it brought to the fore the personality as the original of the surrounding world. The next step in postmodernism was the development of the problem of semantics. In art, this point of view put forward in the first place the author, who became not a translator (paradigm of tradition) not an imitator (paradigm of modernity), but a true Creator. It is interesting to note that the struggle for the emancipation of the artist's personality from society led to an attempt to look at things as they really are. A number of cognitive techniques have shown that the structuring of reality occurs in the process of human socialization. An example of such a technique is the phenomenological reduction developed By E. Husserl [5,140-141]. The task, which was to see the subject outside the cultural context. As a result, the meaningless whole thing disintegrated the chaos of sensations and disappeared. In art, the result of these philosophical searches were such areas as impressionism, cubism, abstractionism, surrealism, Suprematism and others [16]. As noted by the artists of these directions - "art is abstract only because it destroyed or revealed that in this function of man there is no sense" [13,177]. "Abstract painting is a painting which does not reproduce the appearance of the external world and which is not determined by this reproduction either for its own purposes, or in its means, or in its spirit. Abstract painting does not aspire to any reproduction of the external world, in other words, painting is only abstract in the proper sense of the word, when the intention to depict something from the objective world, voluntary or involuntary, consciously or not, is not mixed with the pictorial creation" [6].

3. CONCLUSION

The historical and philosophical analysis shows that the idea of the immutability of the content of the concept of "art" and the associated concepts of "creativity" and "author", which we observe in the domestic scientific literature, is debatable. One can find at least three worldview paradigms (tradition, modern, postmodern) in which this content changes. Moreover, it is difficult for a person who is formed within a certain paradigm to restructure in order to understand the worldview of a different content. For example, V. Lenin, who as a classical Marxist was within the framework of philosophical modernism, denied the value of works of art, the meaning of which is clear within the framework of philosophical postmodernism. According to his memoirs, discussing these works, he said: "I can not consider the works of expressionism, futurism, cubism and other "isms" the highest manifestation of artistic genius. I don't understand them." [18, 34]. In our opinion, the understanding of deep ideological reasons, under the influence of which the content of key aesthetic concepts has changed, will allow specialists to improve the quality of their research.

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SOCIO-PEDAGOGICAL REASONS FOR ORGANIZATION OF INCLUSIVE EDUCATION AT ACADEMIC INSTITUTIONS IN RUSSIAN FEDERATION

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ABSTRACT
The article considers the issues of rationale and advisability of use of socio-pedagogical approach to inclusive education foundation at academic institutions as well as technology for the organization of inclusive education in general education institutions based on the introduction and implementation of socio-pedagogical conditions as a tool for the implementation of conscious educational activities by the general educational institutions mentioned. At the same time the article contains the complex of social and pedagogical conditions necessary for inclusive education elaboration and implementation at general educational institutions and also stages of inclusive education development and implementation at general educational institutions a new educational prospect tool.
Keywords: *Inclusion, inclusive education, inclusive educational environment, socio-pedagogical approach, inclusive education regulatory support*

1. INTRODUCTION

Inclusive education is a natural stage of the world educational system development in general at the same time a part of special children education evolution while they have peculiar educational needs by reasons of health problems (E.I. Purgina,2014). Russia ratified The United Nations Convention on the Rights of Persons with Disabilities in 2012 thereby entering the new phase of democratic society formation. The states parties of the Convention are obliged by the Article 24 to provide lifelong and layered inclusive education. This form of education is recognized not only as basic but major disabled persons (including children) means of exercising of these persons` right to education. Also a stimulating as well as learner center and humanistic approach to education in general is being emphasized. This article of the Convention implements framework of inclusive education guaranteeing, reasonable environment adaptation and individualized educational process support (S.V.Alekhina, 2013). Ratification of international Conventions by Russia represents a change in State and society view of disabled persons (including children) right to education and reports that all students from 0 to 23 years old with any health status should be able to exercise this right to education. The right to get relevant and fully using development options is becoming legitimate to any citizen that leads to necessity of structural, functional as well as substantive and technological renovation of the whole educational system in the country. An important aspect of the contemporary educational system reformation in Russia is needed to create conditions to development and self-realization of any child in general educational institutions, including children with disabilities. This right is being guaranteed now by the Constitution of the Russian Federation. It is the foundation of inclusive and individually oriented education, the educational accessibility as a whole to any child regardless of his/her physical or mental health status. The concept of accessible education for persons with special educational needs is legislated by the Federal Act on education in the Russian Federation. Universal human values are prioritized by this law.

Contemporary general schooling must meet all pupils` educational demands without prejudice to their health or social status. Today's modern general school in Russia seeks to develop inclusive education to be a methodological mechanism designed for all children and recognizing the identity of any child with his/her special educational needs which can be easily implemented. Fundamental principles of inclusive education excludes any kind of children discrimination as well as treats all pupils equally and poses special educational conditions for children with special health status on any level of education and concerns any kind of education, among them general school. Inclusive education has sought to develop an educational approach which would better respond all pupils` educational demands at school. The idea of inclusive approach in education has become the principle of state policy and made the need for credible educational right imperative apart from being enshrined. Good-quality general education must be available to all children and this concept provides the idea of «education for everyone». The aforesaid statement leads to the necessity of new educational environment establishing both in general education system and in schools too. This environment should be inclusive to children in all areas: it should be both effective and friendly as well as sound and secure. (S.V. Alekhina, 2013). Involvement of children with special educational needs in the social system where they are invited to live is an essential condition for harmonic personal development. Sharing with ordinary children and education in general school offers children with disabilities a model of normative social behavior and ways of their own livelihoods and socialization in whole. In case the education and upbringing becomes more effective as a result of inclusive education implementation not only children with special health status will win. Children with ordinary health status can get the experience of tolerant communicating, form a sense of responsibility and respect for other people rights. A teacher at the same time gets an opportunity of an individually and person-oriented approach.

2. METHODOLOGY

The above-mentioned review is based on theoretical (synthesis and classification, modeling and designing etc) and empirical (pedagogical experience assessment, monitoring, especially included monitoring, interviews, questionnaires, a method of expert assessment, pedagogical experiment etc) methods as well as on mathematical statistic techniques.

3. RESULTS

The data provided by Ministry of Education says that the number of children handicapped and children with disabilities shows a 5 per cent growth every year in Russia. As of January 1, 2018, the number of handicapped persons in Russia is 11 750 000,0 while the population size is 146 800 000,0, that accounts for 8% of the whole population. 1 083 000,0 it's the number of citizens disabled from childhood and their part in the whole number of persons with disabilities in Russia accounts for 9,21%. The data as of January 1, 2018 shows that the number of handicapped children under 18 year old in Russian Federation is 655 000,0 that represents 5,6% from the whole number of handicapped persons while the number of children with disabilities is 751 000,0. No more than 10% of preschool children and 4% of teenagers can be considered as totally healthy.

Table 1: The number of handicapped children registered Pension Fund of the Russian Federation

Year	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**
Number	**541 000**	**560 000**	**568 000**	**580 000**	**605 000**	**617 000**	**636 000**	**655 000**

The number of children with disabilities living in Russia is about 2 million. At the same time the number of handicapped children grows every year and as of 2018 their quantity reached 651 000,0 of people. 78% of them live now in their families while the rest belong to boarding institutions system. The population of Moscow region is 7423470 people and there are 23325 handicapped children under 18 years old among them.

Table 2: The number schoolchildren with disabilities aged under 18

General quantity of schoolchildren with disabilities			
Indicator	**Urban settlements**		**Total**
General educational institutions			
Pupils in total	285317	285317	**405510**
Boarding institutions implementing general educational programs			
Pupils in total	4567	2042	**2042**

Table 3: The number of schoolchildren with disabilities

The number of schoolchildren with disabilities			
Indicator	Urban settlements	Urban settlements	Total
General educational institutions			
Pupils in total	165831	57475	223306
Boarding institutions implementing general educational programs			
Pupils in total	1094	433	1527

Based on the data above we can make a conclusion that the education of children with special educational demand is a high-priority task for the country at nowadays. At the heart of education of students from 0 to 23 year old with different health and social status a system of inclusive education comes to be commonly abused. Inclusive education ensures the right of any person with any health and social status to education proclaimed by the Universal Declaration of Human Rights. Inclusive education as «an equal access to education of all students based on variety of special educational demands and individual capacities» was enshrined in law in 2012 in Russia. It is an advanced move in educational system development in Russia and requires the revision of methodological foundations of socio-pedagogical efforts and general education values.

4. DISCUSSION

Both children with disabilities and handicapped children need to be educated in general educational institutions to be socialized successfully and to provide their meaningful participation in social life. In that regard ensuring the rights of children with disabilities to education can be considered one of the main state policy tasks both in area of education and demographic and socio-economic development of contemporary society. Investing in the development of students with different health and social status are important due to the following reasons:

- the State has moral and legal obligations to protect and respects the rights of children and teenagers with special educational demands, which are legally enshrined in Convention on the Rights of Child;
- in future this kind of investment help to establish a more sound society resulting in better effects on the society in general, local communities and individuals.

At nowadays the socio-pedagogical formation of an educational process at school is a powerful force for both mental and physical progress of a child. Contemporary educational process may create extreme growth environment exacerbating detrimental impact of the educational environment. Meanwhile the crucial periods of educational adaptation can be overcome with

the help of educational environment. The category «educational environment» connects interpretation of education as a sphere of social life and environment as a factor providing education. Educational environment is a complex of impacts and conditions for personality development and a set of opportunities for personal growth which can be found in social, spatial and subject environment (A.S.Suntsova,2013). M. Csikszentmihayi paid our attention to challenges and capabilities balance as to the factor that impacts the development. In case personal potentials exceed his/her objectives to be carried out the person is bored, passive and apathetic. Anxiety dominates whenever the goals to be achieved exceed personal abilities. In the case of personal tasks, set up himself/herself or by the will of circumstances, are on the verge of personal potentials, make him/her work hard but not don`t call a feeling of failure and despair they help the person to go up on himself/herself and develop his/her skills and abilities(D.A. Leontyev, 2014). An inclusive general education institution is a school of equal opportunities where students learn from one another, help each other and all together form a united community with its interoperable members. Inclusive educational environment at contemporary general education institutions is a multi-component system united with educational and teachable process. Meanwhile not only horizontal but also a vertical continuous and successive hoist of education of children with disabilities and handicapped children is being constructed. It starts with an early assistance service for these children and their families and also supports their education in psycho-pedagogical, medical and social spheres up to their vocational rehabilitation. This goal is achieved with the help of inclusive educational environment formation including correctional-developing practice, psycho-pedagogical, medical and social assistance. It is important to note that students` health promotion today is demanded by society on an equal basis with educational quality improvement. According to Ministry of Education data 85% of children attending preschool and school institutions need medical, psychological or pedagogical assistance. Inclusive educational system is a kind of educational system that provides opportunities foe effective self-development to all educational process participants including children with disabilities. This educational system solves the problem of children with different health and social status to be educated through the educational space to be adapted to educational demands of any student that involves such factors as educational process reformation, methodological flexibility and variability, favorable psychological climate, classes remodeling in order all special educational needs to be met and every student to be fully involved in the educational process (A.S.Suntsova,2013). The main problems of inclusive educational environment in contemporary general school system are as follows:

- autonomous subsystems of general educational and pedagogical scheme i.e. discrete character of some educational steps should be sustained;
- the absence of effective pedagogical interaction between school teachers. Educational formation and development at every link is being implemented unsupported by previous steps and excluding further prospects;
- unstructured education content selection and sudden educational process organization;
- lack of principle of continuity. Discrepancy between final goals and demands on different educational steps teaching various subjects. Input and output students` data have not been agreed to special educational demands, preschool and general school requirements;
- an educational process in successive education systems has not been provided with teaching materials and didactic manuals. Current handbooks are imperfect and do not correspond to new educational goals and demands;
- the principle of mental continuity has not been respected;
- imperfection of current diagnostic system in the transition from one educational level to another;

- insufficient level of pedagogical stuff training who does not meet the requirement of the current system of constant inclusive education;
- poor managerial and organizational continuity i.e. general educational, bringing up and development process difficulties in both pre-schooling and schooling subsystems;
- lack of effective interdepartmental cooperation. (E.N. Likhacheva, 2014)

Solution of existing problems and inclusive environment development in general education institutions may become the scheme of external factors ensuring the normal course of growth, evolution and shaping of a children`s organism on the step of its maturing. The maturing phase occurs on the school period and school-based influence can be changed to positive. In recent years the number of inclusive classes and groups in Russia has significantly increased. At the same time the quantity of groups exclusively compensation focused has been reduced which meant a tendency towards strong inclusive education development. Over the last 3 years quantitative indicators of inclusive professional education has been on the rise: the number of handicapped students and student with disabilities participating in secondary vocational education programs has increased. The quantity of vocational education institutions hosting handicapped student and students with disabilities has also risen. Basic educational vocational organizations operate successfully supporting functionality of regional inclusive vocal educational systems designed for handicapped students and students with disabilities. In total 21 000 individuals with all kinds of disabilities are involved in secondary vocal educational programs, among whom approximately 14 300 students are children with disabilities. To compare with the previous academic year their number increased by 12.7%. Handicapped persons and students with disabilities are being educated in 2 109 secondary vocational educational institutions that represents 64% of the total educational institutions as mentioned. Approximately 320 educational professional systems are used to educate young people with disabilities. This programs comprise almost all huge groups of occupations and professions. Education of young people with disabilities plays a significant role in their professional rehabilitation because it justifies the principle of equal opportunities for persons with disabilities. Projects engaging distance learning network expansion coping with Internet studying can be efficient in solving problems mentioned above. This kind of learning as well as further employment helps persons with disabilities to implement the concept of independent life, have their own earnings and is also commercially beneficial for the State. Education creates conditions for multiple young disabled persons` needs to be addressed and the process of disabled persons` marginalization is being reduced. Availability of higher educational institutions to receive «special» students is challenging and requires a comprehensive approach (L.F. Tikhomirova, T.V. Makeyeva, 2017). The main criteria of inclusive education of children with any health condition and status as well as disabled children at general education institutions should be the following: reception of high-quality education, maximum social adaptation and eventually professional and occupational disabled children adaptation.

5. CONCLUSION

Inclusive educational environment possesses certain socio-pedagogical requirements resulting from adaptive demands of particular categories of students with special adaptive needs. These requirements were enshrined in legislative, regulating and recommendatory documents. These demands can be conventionally separated into some groups, which determine the area of educational institution work and implement inclusive educational operation. These requirements should be classified under the following categories:

- legislative integrated framework creation in order to provide legal and other kinds of inclusive educational environment implementation at an institution;

- creation of a universal barrier-free environment allowing to fully integrate children with special adaptive demands to inclusive educational context. In doing so, an educational institution fulfills this requirement creating general sound adaptive educational environment;
- equipping the educational environment with necessary facilities. Opportunities to organize distance learning;
- managerial support for the educational process;
- organizational and pedagogical support;
- comprehensive students` maintenance pedagogical and psychological areas;
- remedial activities with students if needed;
- HR support. Special stuff training for dealing with disabled children and work at inclusive educational area.

One of the most significant task of inclusive education development is professional training comprising directors of inclusive educational institutions, teachers and experts practicing inclusive education. All foreign reforms of the State connected with inclusive education implementation entail ambitious programs intended to stuff teaching and training. These goals are achieved with the help of refresher courses. The courses are attended by higher school and college educators as well as teachers dealing with students from 0 to 23 years old with all kinds of health status and various educational difficulties. The Ministry of Labour issued the order №10n on 10, January 2017 and approved a professional benchmark «An educational expert» whose labour role is students` tutor support. This function includes pedagogical maintenance of students, comprising pupils with disabilities, on their individual educational routes and projects furthermore organization of educational context to help students including the ones with disabilities on their personal educational routs and projects. Organizational and methodological support is also offered to above-mentioned kinds of pupils on their personal educational routs and projects by tutors. Legislative resources used for conceptual design: the Constitution of Russian Federation; Russian Federation Education Act of 12 July, 1992 №3266-1; Russian Federation Law on social protection of disabled persons of 24 November, 1995 №181-F; Russian Federation Law №124 of 24 July, 1998 on basic guarantees of the rights of the child in the Russian Federation; Protocol №1 of European Convention for the protection of human rights and fundamental freedoms; European strategy «Child and adolescent health and development»; Millennium Declaration adopted on the 53rd WHO session in 2003; Strategic Directions child and adolescent health and development improvement, adopted by WHO in 2003; UN Convention on the rights of the child.

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EXTERNAL LABOR MIGRATIONS IN RUSSIA: BASIC DEVELOPMENT TRENDS

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ABSTRACT
The purpose of the article is to identify the basic trends in the development of external labor migration in Russia. The basic tendencies of the development of external labor migration in Russia are investigated. The share of migrants in the total number of employed in the Russian Federation is revealed, the distribution structure of labor migrants by federal districts is studied. The basis of the migratory labor is considered, the countries-suppliers of labor for Russia are established. Professional groups of migrants with a valid work permit in Russia were established, the most demanded specialties by Russian employers were identified. The issue of ethnic entrepreneurship is being raised.
Keywords: *foreign citizens, skilled workers, migrants, labor force, labor migration*

1. INTRODUCTION

A comprehensive analysis of international labor migration over the past decade remains an urgent task for many countries of the world. The main problem of studying labor migration is, first of all, the lack of complete and reliable information about this phenomenon. The main goal of the presented study is to identify the basic trends in the development of external labor migration in Russia. The share of migrants in the total number of employed in the economy of the Russian Federation is insignificant and amounts to about 3%. From year to year, this value fluctuates by tenths of a percent (table 1). However, according to experts, this number reaches 10% of the workforce. Earlier periods indicate that the number of migrants was much larger. According to a UN report, in 2013 Russia ranked second in the world in the number of migrants after the United States. In 2013, 11 million migrants lived in the country, that is, 8% of the total population of our country and 16% of the able-bodied population [11].

Table 1: Share of migrants in the total number of employed in the Russian Federation (Based on data from the Russian Ministry of Internal Affairs)

Year	**2015**	**2016**	**2017**
The share of migrants in the total number of employed in the Russian economy by years, %	2,6	2,3	2,4

Labor migration has certain trends, including those associated with labor supplying countries, with concentration segments in the federal districts of the Russian Federation, the nature of work and areas of employment, as well as the legality / illegality of working in Russia. At present, two main trends in external labor migration in the Russian Federation can be distinguished.

On the one hand, the influx of migrants, in particular, immigrants from Ukraine and Uzbekistan, is declining. Compared to 2017, in 2018 the number of arrivals decreased by 4% and amounted to 124.9 thousand people. It should be emphasized that this is the lowest figure for the period - since the collapse of the USSR. On the other hand, there is a significant outflow of labor migrants from Russia. In 2018, the increase was 16.9% compared to 2017. In general, migrants turned their attention to the West, having culturally mastered the very idea of the possibility of life and a successful arrangement in this macro-territory, which initially seemed hostile to the unknown to representatives of many categories of inhabitants of the post-Soviet space. In addition, due to the growth of economies, countries such as Kazakhstan and Azerbaijan began to act as the main competitors of the Russian Federation in attracting labor migrants, in particular, immigrants from Central Asia [18]. Also, in the last decade, the Chinese direction has also been increasingly mastered by labor migrants from Central Asia.

2. METHODS

The data sources were materials on migration registration of the Ministry of the Interior. The information base was compiled by statistical data and analytical indicators of dynamics characterizing migration processes in Russia and its individual regions, methods of measuring and aggregating data, as well as materials on studying Internet resources reflecting the representation in the public opinion of various aspects of the relationship between local representatives of the host community living in Moscow and migrants. Considering the migration processes of the Russian Federation, it is necessary to find out which regions of Russia are preferable for migration.

Table 2: Distribution structure of labor migrants by federal districts for 2017 (Based on data from the Russian Ministry of Internal Affairs[1])

Federal District	**The number of migrants, thousands of people**	**The share of migrants, %**
CFD	652	46,7
NWFD	285	20,4
SFD	108	7,7
NKFD	10	0,7
VFD	133	9,5
Ural Federal District	122	8,7
SFO	76	5,4
Far Eastern Federal District	10	0,7
Total	1396	100

3. RESULTS

According to the data in Table 2, about half of the migration flows are in the Central Federal District. In particular, labor migration is seriously manifesting itself in Moscow and the Moscow region, Kaluga, Tula and Ryazan regions. A fifth of migrants carry out labor activities in the Northwestern Federal District, which is represented mainly in St. Petersburg and the Leningrad Region. The shares of migrants dispersed in other federal districts are significantly inferior to the Central Federal District and the North-Western Federal District (see Table 2). Thus, we can say that the regions with higher business activity are of the greatest interest to migrants. Consequently, foreign citizens are more focused on the search for jobs already created in Russia, and not on the development of the territory and available resources.

[1] The table included the highest rates in federal districts, including indicators - over three thousand people

Despite the conventional wisdom that immigrants from Central Asian countries of the former Soviet republics, in particular, Tajikistan, Uzbekistan and Kyrgyzstan, constitute the main migrant workforce, China, the People's Democratic Republic of China were the main labor supplying countries for Russia in 2015. (DPRK) and Turkey. At the same time, the proportion of immigrants from China and North Korea has a positive trend at the present time. However, in 2017, Turkish migrants were replaced by immigrants from Vietnam (see Table 3).

Table 3: Countries-suppliers of labor for Russia (Based on data from the Russian Ministry of Internal Affairs)

	Thousands of people			**Percentage**		
Country / Year	2015	2016	2017	2015	2016	2017
Armenia	1,5	1,5	1,4	0,8	1	1,2
Kazakhstan	0,2	0,2	0,2	0,1	0,1	0,1
Kyrgyzstan	2,5	1,1	1,1	1,4	0,8	1
The Republic of Moldova	1,5	0,9	0,9	0,8	0,6	0,8
Tajikistan	10,7	8,3	4,4	5,9	5,8	3,8
Uzbekistan	10	7,8	7,7	5,5	5,4	6,7
Ukraine	4,2	2,7	2	2,3	1,9	1,8
Vietnam	14,1	12,5	13	7,7	8,7	11,3
China	49,4	40,5	34,4	27,1	28,1	29,9
DPRK	30,4	29,1	24,1	16,7	20,2	21
USA	1,2	1	0,5	0,6	0,7	0,4
Turkey	19,3	9,9	5,4	10,6	6,9	4,7

4. DISCUSSION

Currently, Russia is experiencing a difficult demographic and economic situation. In the country, there is not only a decrease in the population, but also a decrease in the working-age population, i.e. the working population of the country is older and younger than working age [1, 2, 20]. According to opinion polls, illegal migration has acquired a stable scale, introduces an imbalance and affects sociocultural, economic and political processes [6, 9, 12, 13]. The growth of illegal labor migration may be due to an increase in the shadow economy in Russia. In 2015 and 2016, the share of the shadow economy in our country amounted to about 30% of GDP, and in 2017 reached the level of 38% [16]. According to ACCA, until 2025 it will remain at the same level, since changes in conditions and factors that are capable of exerting a direct lowering effect on it are not expected. Among the factors of the business environment of Russian reality, the following stand out: the presence of strong, including tax and administrative pressure on the business, an increase in the share of the self-employed, and therefore the market is characterized by fierce competition. Sociodemographic factors that determine a high share of the shadow economy as a percentage of GDP include the increase in unemployment and poverty, and the restrictive access of the Russian population to educational services. Social factors: increasing corruption, as well as the lack of business ethics associated with traditions of honesty and openness [6]. Due to the fact that the shadow economy in the Russian Federation, if characterized as a percentage of GDP, is significant, there is a reduction in the share of migrants who have arrived from the CIS countries and are engaged in legal activities (see Table 4).

Table 4: Migrants who arrived from the CIS countries and legally carry out labor activities (Based on data from the Russian Ministry of Internal Affairs)

Year	**2015**	**2016**	**2017**
Percentage of migrants who arrived in Russia from the CIS countries and legally carry out labor activities	33,5	25,0	19,9

According to table 4, the share of migrants who left for the shadow sector of the Russian economy in 2017 compared to 2015 increased by 13.6%. Talking about the shadow economy of Russia, it should also be noted that the number of migrants with a valid permit to work in Russia is declining every year (see table 5).

Table 5: Number of migrants with a valid work permit in the Russian Federation (Based on data from the Russian Ministry of Internal Affairs)

Year	**2013**	**2014**	**2015**	**2016**	**2017**
The number of migrants with a valid work permit in Russia, thousands of people	1111,5	1043,8	182,0	143,9	114,9

According to table 5, a sharp jump in the negative dynamics of the number of migrants with a valid work permit in Russia took place in 2015. We can conclude that Russia, represented by employers, is not interested in the social adaptation of foreign citizens, since in this case they will have the opportunity to lower their wages in relation to the subsistence minimum and not to worry about adequate working conditions, in accordance with the current legislation of the Russian Federation Federations, as well as - not to pay for universally included in the daily practice of using the labor of migrant workers of processing. It should be noted that migrants, because of their willingness to work cheaply (since they often have nowhere to go or find it difficult to find another job), to some extent restrain consumer inflation and also ensure the survival of business in a number of segments of the Russian economy. Wage dumping by labor migrants allows Russian employers to save on production costs and distribution costs. In this regard, the businessman gets the opportunity not to raise prices for manufactured / sold products, works, services. In addition, labor migrants agree to carry out labor activities without concluding an employment contract and receive a “gray” salary, which both Russian employers and the state as a whole use for their own purposes. The local population is also satisfied with the disenfranchised position of migrant workers, since “migrant workers” mainly pretend to be unskilled, low-paid labor, thereby generally not creating too much competition in the labor market for Russians in large cities such as Moscow and St. Petersburg (although the latter situation seems controversial and requires further study). In this regard, there is a widespread opinion that immigrants from Central Asia are uncivilized, uneducated and not qualified. However, this is not always the case. This is confirmed by the data of the study “Interethnic Tension in a Changing Social Context” of 2017, conducted in relation to immigrants from Uzbekistan working in St. Petersburg, a team of authors led by M. Chernysh (see table. 7).

Table 6: Level of education of immigrants from Uzbekistan, engaged in labor activities in St. Petersburg (Source: based on sociological research under the guidance of M. Chernysh [8])

The level of education	**Percentage**
General secondary education	47,2%
Secondary special education	27,7%
Incomplete higher education	3,6%
Higher education	19,3%
Graduate degree	2,2%

According to table 6, less than half of the migrants from Uzbekistan have a general secondary education. All the rest are workers of sufficient skilled labor. Of these, 52.4% in the homeland held positions in accordance with their qualification level. At the same time, 20.2% are former doctors, teachers and office workers. In many ways, the skilled labor of people from Central Asia in Russia remains unclaimed, but, in some cases, is in high demand. Even though the disempowered position of migrants is to some extent cultivated, nevertheless, some

encouraging measures are applied to labor migration in Russia, which are practiced in connection with the revision of migration policy. So, since 2010 in the territory of the Russian Federation there are migration patents for the implementation of labor activities without a visa in the host country. Organizations may be involved in such patents; individual entrepreneurs; private notaries; lawyers with a lawyer office; persons whose professional activities are subject to state registration and (or) licensing in accordance with the legislation of the Russian Federation; Russian citizens who need help in personal and domestic affairs and whether in other matters of this kind. However, the use of labor of a migrant who has a patent for entrepreneurial activity is not allowed. At the same time, entrepreneurial activity, first of all, is understood as the receipt of profit on a systematic basis. Immigrants from the following countries can use the immigration patent in the Russian Federation: Abkhazia, Azerbaijan, Moldova, Tajikistan, Uzbekistan and Ukraine. It should be noted that this list does not include labor migrants from Kyrgyzstan.

Table 7: Number of migrants who have received patents for work in the Russian Federation (Based on data from the Russian Ministry of Internal Affairs)

Year	**2015**	**2016**	**2017**
The number of migrants who have received patents for labor activity, thousands of people	1868,7	1686,3	1773,9

According to table 7, the increase and decrease in the number of migrants who received a migration patent for work in the Russian Federation deviates from 5 to 10% from one year to another. In general, there is an opportunity to obtain a migration patent from foreign citizens. Although, there is reason to believe that the state, Russian employers, and the local population are quite ambivalent about this practice, this social phenomenon - both in general and in relation to migrants. We emphasize that the issuance of migration patents has a beneficial effect on the budget of the Russian Federation, including at the regional level, since an advance tax in the form of monthly payments is levied on a migrant. So, in 2014 the volume of such fees amounted to 18 billion rubles, in 2015 - 33 billion rubles, in 2016 - 45 billion rubles, in 2017 - 55 billion rubles. On the face - a positive trend with an impressive increment. However, at the same time, the question arises of the demand for such patents by foreign citizens. It is assumed that the main factor in the involvement of labor migration in the Russian economy is not so much the elaborated legislation and conditions of migration stay as the economic situation in the host country (in this case in Russia). At the peak of business activity, migration flows from other countries rolls over. During crises, an outflow of migrants is observed, as well as preference is given to other countries. In this regard, the market is very sensitive. Therefore, the behavior of migrant workers can be considered as an indicator of the economic condition of the host country. So, for example, since 2015, the number of labor migrants in Russia began to decline against the background of the imposition of sanctions, the devaluation of the ruble, and the transition of the economy to the recession phase. And this trend continues. In 2018, compared with 2017, there was a decrease in the migration flow from Tajikistan and Uzbekistan by 15%. Returning to the topic of the so-called skilled migration, it is necessary to find out what professions are in demand in the Russian Federation, and also to consider the areas of employment of labor migrants that are most popular. Among Russian employers, the demand for skilled workers is quite large. Nevertheless, it is only partially satisfied. The existing gap between supply and demand can potentially be filled by immigrants from Tajikistan, Uzbekistan and Kyrgyzstan. In particular, specialists with a qualification level higher than the third category are required. However, Russian employers hire migrants from Central Asia to perform jobs that require low qualifications or do not require any qualifications at all [2]. And there is a reasonable explanation for this.

Often, immigrants from Central Asia do not meet the requirements for qualifications in the Russian labor market. The main problem is that a manpower having professional fourth to sixth grades is required. However, vocational schools in Tajikistan, Uzbekistan and Kyrgyzstan offer to obtain qualifications at the level not higher than the third category in professions: locksmith, mechanic, carpenter, turner, etc. Therefore, Russian employers offer migrants a different kind of work.

Table 8: Most popular specialties by Russian employers (Based on the research data of V. Lokosov [5])

Profession	**Demand by Russian employes, %**
Cleaner	28,0
Handyman	22,0
Welder	6,0
Driver	14,0
Waiter	12,0
Plasterer	6,0
Seller	10,0
Mason	4,0
Cook	8,0
Janitor	8,0
Loader	8,0
Installer	2,0
Cashier	6,0
Seamstress	6,0

According to Table 8, the greatest demand among Russian employers is enjoyed by such professions as a cleaner, handyman, driver, waiter, seller. In accordance with another study conducted in 2006, gas welders and turners, bricklayers, plasterers, electricians, builders (carpenters, facing workers, plumbers), drivers, sellers, cooks, as well as cutters, tailors and seamstresses are in demand [3]. According to a study conducted by the ILO in 2008, among applications from Russian employers to attract migrants to work, the greatest demand is for laborers, masons, molars, carpenters, molders and plasterers. Thus, we can conclude that the demand for certain professions is quite stable and their list varies slightly. Earlier it was revealed that mainly migrants carry out labor activities in the Central Federal District and the North-Western Federal District (see Table 2). However, not a small demand for labor is observed in such regions as the Krasnoyarsk District, Irkutsk, Novosibirsk, Sverdlovsk and Chelyabinsk Regions. Since they are developing mineral deposits. If we talk about the prospects for demand for foreign labor, then since the construction sector is likely to remain one of the fastest growing sectors of the Russian economy, jobs will be created in it [10]. At the same time, both skilled and unskilled labor will be in demand there. Consider the areas in which migrants work in the Russian Federation.

Table following on the next page

Table 9: Professional groups of migrants with a valid work permit in the Russian Federation (Source: Rosstat [17])

Professional groups		**thousands of people**		**% to total**	
		2015	**2016**	**2015**	**2016**
№	Total, thousands of people	182,4	143,9	100	100
1	Head of institutions, organizations and enterprises, their structural divisions	24,8	20,7	13,6	14,4
2	Specialists in the field of natural and engineering sciences	14,6	10,8	8,0	7,5
3	Mid-level specialists in physical and engineering activities	6,0	2,9	3,3	2,0
4	Medium staff in the field of financial, economic, administrative and social activities	4,1	3	2,25	2,08
5	Workers in the field of individual services and the protection of citizens and property	3,9	2,5	2,14	1,74
6	Sellers, product demonstrators, sitters and clothing demonstrators	1,0	0,8	0,55	0,55
7	Qualified market-oriented agricultural, forestry, hunting, fish farming and fishing workers	4,1	3,6	2,25	2,5
8	Workers employed in mining, mining and construction, installation and repair works	45,4	36,8	24,9	25,6
9	Metalworking and machine-building industry workers	5,1	3,5	2,8	2,4
10	Other professions of skilled workers in industrial enterprises	10,6	8,6	5,8	6,0
11	Operators, apparatchiks and machinists of industrial plants	2,3	2,1	1,27	1,46
12	Operators, machine operators and industrial equipment operators	6,6	5,0	3,6	3,5
13	Drivers and drivers of mobile equipment	2,9	2,5	1,59	1,74
14	Unskilled workers common to all sectors of the economy	10,9	6,5	6,0	4,5
15	Other vocational qualification groups	40,0	34,9	21,9	24,3

According to Table 9, the main sector occupied by migrants in the Russian Federation is construction. 25.6% of migrants are employed in mining, mining, construction and repair and construction works. At the same time, there are 4.4 times more migrants in this sphere than Russians. Also, a significant share of the presence is in the field of natural and engineering sciences. Recently, this sector in the Russian Federation is in great need of labor. Nevertheless, it remains unclaimed among the Russians, especially the younger generation. Therefore, competition between the local population and migrants as a whole does not arise. At the same time, on this basis it can be said that there is a demand for skilled labor of migrants in individual sectors, in particular, in natural sciences and engineering.

5. CONCLUSION

The issues of regulating illegal migration flows remain unresolved. As part of the study of the areas of migrant employment, it is necessary to mention ethnic entrepreneurship in the Russian Federation, which includes the conduct of small and medium-sized businesses. In particular, foreign citizens are engaged in small retail trade, and also open catering establishments. The scale of ethnic entrepreneurship in Russia can be indirectly judged by the data presented in Table 8, from which it can be seen that a significant share of employment among migrants after mining, mining, capital construction, installation and repair and construction work is occupied by heads of institutions, organizations and enterprises, and their structural units. At the same time, migrants from different countries have a certain specialization. For example, immigrants from Azerbaijan trade in fruits and vegetables. Armenians mastered the fur, jewelry and shoe business. Migrants from Georgia are engaged in gambling. The sphere of labor activity of immigrants from China and Vietnam is clothing markets. Specialization is largely due to historical traditions, including those related to the territorial socio-economic specifics of the homelands of labor migrants [4].

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GENDER SPECIFICITY AND FEMINIST MANIFESTATIONS OF LABOR MIGRATION IN THE MOSCOW CAPITAL REGION

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ABSTRACT

The purpose of the article is to study the characteristic features of labor migration in the Moscow region, which is distinguished by gender identity and feminist manifestations. The structure of the number of migrants engaged in labor activities in the Russian Federation by gender and age composition is being studied. It raises the issue of non-observance of human rights in relation to migrants, which has a pronounced gender specificity - from violation of labor rights, the existence of informal employment sectors to extremely burdensome forms of coercion, sexual exploitation, human trafficking, slavery. It is emphasized that women migrants show greater social adaptability than men. It is summarized that labor migration of women in most cases is more effective for maintaining the level of well-being of their family and ensuring its safety as a whole.

Keywords: *Gender specifics, women migrants, capital region, the shadow economy, labor migration, feminist tendencies*

1. INTRODUCTION

Gender characteristics in the process of labor migration in recent years are manifested especially clearly and obviously for the receiving side. If in the migration processes of refugees and immigrants to their permanent place of residence they are committed to a greater degree by families, then men and women are most often involved in labor migration [6, 10]. The gender specificity of migration has not been adequately studied regarding the peculiarities of the intrafamily distribution of roles in situations of forced separation of families; the subordinate position of the family at home from transfers of funds left for the earnings of relatives. Considering that the majority of labor migration is carried out by young people, issues related to education, reproductive, role-based individual or family settings, etc. are relevant. [4, 10]. Another specific feature of labor migration with pronounced gender characteristics can be noted the close relationship of labor migration with the shadow and informal economy, characteristic of host countries, including Russia. A feature of the Russian market is the presence of a shadow economy and the involvement of labor migrants in the “gray” sector of management [12, 13].

2. METHODS

The data sources were materials on migration registration of the Ministry of the Interior. The information base was compiled by statistical data and analytical dynamics indicators characterizing migration processes in Russia and its individual regions, methods of measuring and aggregating data, as well as materials on studying Internet resources reflecting the

representation in the public opinion of the gender specifics of labor migration in the Moscow metropolitan area. Labor migration is characterized by gender and age composition.

Table 1: The structure of the number of migrants engaged in labor activity in the Russian Federation by gender and age composition, % (Source: Rosstat [17])

Years	Age, y. o.											
	18-29		30-39		40-49		50-54		55-59		over 60	
	Husband	Wives	Husband	Wives	Husband	Wives	Husband	Wives	Husband	Wives	Husband	Wives
2015	21,0	29,0	28,0	32,0	32,0	29,0	11,0	7,3	5,6	2,9	2,1	1,2
2016	18,0	26,0	28,0	30,0	33,0	30,0	13,0	8,6	6,3	3,5	2,4	1,8

According to table 12, the proportion of men and women among migrants is approximately the same, but in two age groups the share of migrants even exceeds. If we talk about the age composition, then mainly labor migration is typical for men and women aged 18 to 49 years, less often for migrants whose age composition varies from 50 years and above. Based on the research, the Sreda service compiled a portrait of labor migrants, in particular, immigrants from Uzbekistan, Tajikistan and Kyrgyzstan, in which 400 respondents took part. Gender-demographic analysis showed that the vast majority of visitors (90%) from these countries are men aged 18 to 34 years. Of these, 70% have secondary specialized education. The purpose of the visit is “for earnings” in 99% of respondents. The average income of 74% is less than 30 thousand rubles. per month. 75% of respondents have families remaining at home. In this regard, 73% of male migrants send money earned in Russia to their family. Labor migration of men and women has individual characteristics and is characterized by feminist tendencies [1, 14, 16, 19]. Recently, the feminist movement of women migrants is gaining momentum in Russia [7, 9, 15]. Although, as applied to the social group of migrant women from Central Asia, located in modern Russia, one can rather speak not so much of a “movement" as a social or political phenomenon that has taken shape, but rather of an increase in the social environment of migrant women of mindsets associated with increased tendencies of self-perception as the subject of programming your life, and not the object of male manipulation in the areas of gender and labor relations. At the same time, the flow of migrants from Kyrgyzstan is the most feminized. Women come from Tajikistan and Uzbekistan who are less educated and have a lower knowledge of the Russian language and are relatively more influenced by the traditional values of Islamic culture (although, here, there is quite clearly differentiated along the “watershed” line of commitment to secular or orthodox cultural norms and values in depending on the region and the type of the settlement (large, small city or village) from which the migrant comes. The main purpose of labor migration of Central Asian women - ensuring the survival of the family. For the most part, women migrants from Uzbekistan are engaged in trade, while migrants from Tajikistan and Kyrgyzstan are engaged in public services, the demand for which will only grow in Russia. Unlike the typical situation of male migrants, the family or household plays a leading role in deciding on the migration of women. This is due to the fact that in the countries of Central Asia the influence of traditional Islamic culture in the everyday life of people is strong. Accordingly, women are less independent in making such decisions. Therefore, it is especially important for them to have social networks in the host country. However, women migrants from Kyrgyzstan can show a greater degree of independence in matters of leaving for work, and they do this much more often.

3. RESULTS

Feminization in Russia is different from feminization of migrants in Europe and North America. These countries provide an opportunity to migrate after the husband through family

reunification programs. In Russia, this issue has a weak legal development. However, according to Article 97 of the Treaty on the EAEU, a citizen carrying out labor activities in the territory of the Russian Federation and his family have the right to stay in Russia for the period specified in the contract concluded with the customer for work and services. At the same time, an immigration patent plays an important role. Family members of a migrant can be renewed on the basis of a migration patent from the head of the family - the husband. However, this applies to immigrants from Kyrgyzstan, Belarus, Kazakhstan and Armenia. Women from Tajikistan and Uzbekistan do not have such an opportunity. We emphasize that in general the labor market in Russia is experiencing a need not only for male migrants, but also for women. They occupy certain niches in the economy. So, there is a demand among wealthy sections of the local population for housekeepers, nannies for children, nurses for elderly relatives, etc. In addition, Russians are increasingly turning to specialized services that provide cleaning services. This situation is largely due to the growing role of Russian women in the economy [2, 3, 11]. At the same time, we can say that the female labor of migrant women has distinctive features:

1. Usually has an individual character, and not a brigade one, as in male migrants;
2. Often hardly noticeable, since it comes down to the daily routine of performing the same functions, for example, those related to cleaning apartments, houses, premises, cooking, caring for children and patients;
3. Characterized by interchangeability, since the labor of migrant women usually does not require special qualifications and special knowledge;
4. Often not seasonal [5].

Further, it is necessary to mention that the labor migration of women has had a serious impact on the lifestyle of their families and, through this, on the lifestyle of their countries. The financial difficulties experienced by Central Asian families have led to a redistribution of roles in the family life of traditional societies of Tajikistan, Uzbekistan and Kyrgyzstan. The woman takes on the functions of the breadwinner and the “earner”, and the man takes on the performance of domestic duties. However, it is worth noting that the labor migration of women may be shorter than that of men. So women come to Moscow to work for a period of two months, returning home for a month - to relax due to severe fatigue. At the same time, husbands are reluctant to let their wives go to another country, as a result of which family life is filled with constant scandals. One reason for this may be the sexual discrimination faced by migrant women. In our country, there are frequent cases when women migrants are forced to “please” the employer, who, at the same time, is often also a fellow countryman to get the desired work. Nevertheless, the family is forced to make decisions to send the woman into migration, because often she can earn more. Another reason is security considerations - that male migrants more often than women in large cities of Russia are stopped and subsequently detained by the police regarding the legality of finding and performing labor activities in the Russian Federation. It should be noted that migrant women show greater social adaptability than men. Moreover, their men, in a new socio-cultural and socio-economic situation for the Central Asian society, often show their inability to support and provide for their families financially at critical moments in life. A curious detail is that migrant women are often quite poorly informed about the realities of life in Moscow and the Moscow Region, in particular, on the question of how difficult it is to find a job and what kind of work can be found [5, 8, 11]. Poor awareness of this arises for a number of reasons, but, first of all, due to the almost absolute absence of official information sources, or due to the extremely low efficiency of existing ones. Applying to commercial recruitment organizations requires prior information, and sometimes money, but often the plight of women migrants does not allow them to resort to this method of job search. At the same time, migrant women from Central Asia, not being afraid, come to Moscow to work. But a specific feature of Central Asian migrant workers is their naivety.

Conventional opinion circulates among them: “if Moscow is the capital, it means that there is always work in it where you can make money”; and it’s hard for them to foresee at what price this money can be earned - in other words, how difficult it is.

4. DISCUSSION

Speaking of a higher degree of social adaptability of migrant women compared with men, it is worth noting that a number of objectively existing factors contribute to this: in general, law enforcement officers are less “harsh” to women (including corruption), it is easier for women to find housing in Moscow, as local “retired grandmothers” can rent them rooms at a more affordable price, more willing to accept women and be wary of men. Most of the migrant women work on the territory of the Russian Federation on an illegal basis, since they do not have the opportunity to pay for registration, to issue a health book. Many have a strong fear of sexual harassment from the employing owners. Therefore, most often they prefer self-employment. At the same time, women migrants from Tajikistan, Uzbekistan and Kyrgyzstan have a heightened sense of national solidarity: they try to stay together for 2-3 people, which, among other things, not only facilitates their mutual assistance in the process of work and its search, but also allows them to effectively defend against possible outrages or unfounded claims by the local police. One of the advantages of self-employment is that you can afford not to go to work on any of the days, for example, due to severe tiredness. In addition to the service sector, in which migrant women participate, they are also actively involved in the trade in agricultural products (primarily vegetables and fruits). In general, they turn out to be fairly honest with respect to both employers and buyers: this is the main goal - honest work, earnings for the whole family, attempts to cheat in their midst, which in all cases are caused by fear. lose their job due to the precarious migration situation. Work in the market can be considered as self-employment, as well as work for the "owner". In the second case, in the course of their labor activity, there is another real threat, which is associated with a high probability of non-payment by the employer of the agreed amount of money. In general, the salary in this segment is not fixed, but mobile. Moreover, its level can be arbitrarily changed by the "owner". And the day off, in addition, relies only on the day when the marketplace is closed. It is also worth noting another aspect, the general problematic situation of Central Asian women migrants. Often scandals in the family lead to a breakdown in relations with her husband. And then the woman ceases to be the nurse, and the man does housekeeping for the benefit of the family as a whole. This is largely due to the fact that a woman, being brought up in a traditional environment in which a man is the head of the family and the “earner”, cannot accept the fact that she earns and the man does not. Central Asian families in which both spouses do not shun any work in order to support themselves and children have more stable relations than those families in which one acts as a breadwinner and the second gets used to the current situation and does not even look for work. In particular, women often find it difficult to come to terms with the fact that the husband is not trying to find work. In this context, the peculiarity of women migrants in comparison with men is that they are ready to take on the most difficult or hard work, despite the fact that the earnings may not be very large. Men are more likely to find quick and easy money. Which, in our opinion, does not contradict some tradition that has historically developed in the homeland of Central Asian migrants, which has only revived now in the new conditions of life in a new quality. So, for example, back in Soviet times, in Tajikistan it was often possible to observe the following picture in cotton fields: women and children carry heavy bales with the cotton they collected, while men in the same fields work as drivers or weight-tellers. And now, already in the status of migrant workers, a small number of men agree to painstaking and exhausting work. Consequently, we can say that for this reason, migrant women are more socially adaptive than men [20]. We emphasize that the problem of abandoned, broken up families of labor migrants is one of the most acute in Tajikistan and Kyrgyzstan.

In particular, this is due to some moral aspects of male migration. In a number of cases, a man does not become a breadwinner for his family, having left to work: in a new place, in another country, he begins a new life, new interests appear, and he "disappears" from the field of view of the family, and families actually remain to their own devices fate At present, it is impossible to accurately calculate the total number of wives and children abandoned by migrants, but it is obvious that their number is growing every year. Usually abandoned women run their household without receiving material support from their husband or ex-spouse. According to a study conducted by the Panorama public foundation on behalf of the ONU between May 12 and July 31, 2014 - "Women in the framework of the regional migration program", which involved 12 regions of Tajikistan, the average age of respondents abandoned by husbands is about 40 years and varies from 24 to 64 years. Moreover, formally interviewed have the status of married women. About half of the respondents lost contact with their husband and lost material support for more than five years. There are those with whom husbands do not maintain contact for about 10-12 years. At the same time, it should be noted that male migrants who abandoned their families to their own devices are people of different ages and have different levels of education. These are men both with higher education, and without education at all. Although at first, while in immigration, they kept in touch with their family by telephone and helped financially. The amount of material assistance varied, but overall were small. Gradually, communications ceased [18]. Interesting practices are the accumulation of funds and strategies for their use among labor migrants. The choice of a particular strategy turned out to be largely determined by the gender of the respondent. Often, adult men limit the amount of money sent to the spouse and children in accordance with their ideas about their needs, independently engaged in the accumulation of money during their stay in immigration. In this regard, in such families a woman, while remaining at home with her children, is trying to find any additional sources of income. On the contrary, in men staying at home, while the wife is in labor migration, such zeal is not observed. At the same time, migrant women maximize the volume of funds sent, reducing personal consumption and meeting basic needs. To ensure that husbands who remain at home do not sit idle, they send money to accumulate, for example, to buy a car, so that the husband has the opportunity to engage in private transportation. However, men use purchased cars as personal vehicles [14, 16, 19]. In addition, the following feature should be highlighted. In Tajik families, it is customary to give or send money not to the name of the wife, but to the name of the mother. In practice, it turns out that the husband sends money to his homeland, but they do not reach his wife and children, since it is difficult for mother-in-law to get money for decent living. Mother-in-law restricts daughter-in-law's means, especially those whose husbands are in labor immigration on duty. At the same time, women are subjected to financial violence from their own family, and often to physical violence from the relatives of the husband. At the same time, a woman simply cannot leave her husband's family, as this is not approved and condemned by local society. According to the national traditions of Tajikistan, the parental home goes to the youngest son. And the family is usually not happy with the return of the daughter with the children. Thus, women have virtually nowhere to go. This is another reason why they often prefer labor migration.

5. CONCLUSION

Labor migration of women in most cases is more effective for maintaining the level of well-being of the family and ensuring its safety as a whole. Including due to the greater sense of responsibility inherent in women. This may also be due to the lower adaptive capabilities of male migrants, because, perhaps, they manage to earn enough to provide for their own life, but not enough for the survival of their families.

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ORTHODOX UNIVERSALISM AS AN ALTERNATIVE TO GLOBALISM

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ABSTRACT
The politics of globalism, which negative consequences far exceed the progressive results of the globalization process, must be confronted with other projects for uniting countries and people based on the principles of justice and taking into account national and cultural characteristics. One of the ways to counter the volatile and subjective position of globalism is the cultural and political experience of Russian Orthodoxy, the philosophical content of which lies at the foundation of Russian civilization.
Keywords: *globalization, globalism, Orthodoxy*

1. INTRODUCTION

Our era is still characterized by an unprecedentedly high dynamics in the development of global processes that are of fundamental importance for the fate of the whole world and each particular country. These processes are considered by researchers, both in the general methodological plan [1; 2; 3; 7], and in the aspect of separate issues [9; 11; 12]. The negative consequences of the deliberate policies of a number of states, felt by other countries in an acute form, gave rise to forecasts and expectations regarding the prospects of globalization in the scientific sphere and in the general public, reflecting too optimistic or, on the contrary, too pessimistic expectations [4; 5; 6]. The social consequences of globalization, which actually arise as a result of the policy of globalism, boil down to the following: the rapid increase in inequality in the development of states; widening of the gap between the poor and rich inhabitants of the planet; the difference between the living standards of people in developed and developing countries; the contradiction between the extravagance in nature management of developed countries and the deterioration of the environmental situation in the world; the mismatch between the growth of the world's population and the growth of food supply. As a result of the policy of globalism, which does not remove, but exacerbates the contradictions of globalization, changes are taking place not only in economic and political life. The personality type of the active participant in social processes is changing, the criteria of his spiritual life, the meanings and goals of existence are evolving. The new global personality, neglecting the established social group and cultural identity and the value codes associated with it, enters into unregulated transnational contacts, which gives rise to a new monster - a person without norms. To resist such a person without norms, or rather, with the norms of rampant hedonism and decadent relaxation, can only a community of individuals with completely opposite qualities. A mere return to discipline and responsibility, diligence and patriotism will not be enough to compensate for the losses incurred by society from the activities of apologists for globalism. It will take not just self-restraint, but a conscious austerity of consumption and creative tension in order to give both nature and society the restoration of their resources and new opportunities for development. Of course, one person, or even a large group, will not be able to resist globalism and offer an alternative option for participation in global processes - this is only possible under the cultural system, civilization. Orthodoxy and the Russian civilization created by it can be the most convincing response to globalism, since the Orthodox worldview is aimed at the growth of general knowledge about the world, which should exceed the amount of useful, technically applicable knowledge, and highly appreciates scientific or other creativity in the search for ideas that push the historical horizons of humankind.

2. METHODS

Among the features of Orthodox worldview, one should single out the attitude to the leading methods of mastering the world, when moral will occupies the main place in culture and all the energy of transforming the world leads a person to establish such a state of personal consciousness, which is called "blagodat'" ("grace") in Orthodoxy, that is, the full realization of the personality's abilities in the limits of goodness, justice and expediency of the world. Based on this, there are such forms of social practice as asceticism and sacrifice, a creative impulse of giving, maximum mercy to all who need it. The conflict between the Orthodox culture and the globalizers of the modern world consists not only in upholding one's own identity, it is a struggle for all of humanity [8; 10]. The paradigm of Orthodox universalism in the face of global problems is based on the following grounds:

- Global problems affect our whole life - all spheres of life and all subjects. Unable to find an answer to the challenge of global problems, humanity will not be able to survive.
- Global problems form a kind of system that requires a systemic solution.
- Such a systemic solution requires the combined efforts of all mankind, first acting as a conscious planetary subject.

Orthodox universalism, in fact, is at odds with liberal globalism [3], which seeks to push aside possible limitations at the expense of the additional resources of the global periphery, to ascribe the origin of global problems to traditionalism and the "backwardness" of the world's outskirts.

3. RESULTS

Orthodox outlook is able to give a new chance to humanity. From the very beginning, our identity was not content with characteristics of an ethnic, geographical and administrative-sovereign nature, but was primarily a value-normative, spiritual one. The Orthodox world region is characterized by a peculiar alloy of civilizational and formation mechanisms; it is distinguished by an ongoing polemic with local characteristics (with itself) in the name of a movement towards the universal. As soon as the next planetary illusion appears in the world regarding something perfect and impeccable, we will definitely have people who take it into service and put it into practice with maximum fervor, making the failure of yet another project obvious. The first planetary project that Russia buried was the project of a nomadic empire. Since then, Russia periodically overcomes the attempts of new nomads to enslave the archetype of the "plowman" - a hard worker who makes an ultimate effort to provide for himself. The second planetary project that had been successfully overcome by Russia was expressed in the idea of the International. The third raid of nomad predators took place in the 90s of the twentieth century, starting a new stage in the internal civilizational conflict, which incorporated a global conflict between the West and the East. The cultural identity that modern globalism seeks to destroy is based in its foundations, primarily on confessional affiliation. That is why Orthodoxy is being attacked by representatives of the liberal ideology of globalism. The world significance of Orthodoxy lies in the fact that it was able not to suppress, but to translate and convey in a preformed form to the modern life the living energy of a person's involvement in humanity, nature and the world of higher and good ideas. Orthodox patristic is constantly concerned that there would be no separation of man from the created world, from outer space, that a space outcast, even "righteous", would not become a lot of man. Because there is not, and cannot be, a separate salvation of man - he is saved along with the whole world, thereby deciding the fate of the cosmos. In our type of civilization there is no labor, production, social activity, existing only on the principles of an equivalent exchange of values. When a Russian person believes in a social system, he invariably gives more than what is envisaged by the "exchange"; when he stops believing, he gives immeasurably less, and the whole social life is upset, turning into chaos.

In Orthodox Christianity there are no "objective laws", if by objectivity we mean morally neutral processes that go beyond the struggle between light and dark. Orthodox Christianity is ethicocentric: it does not abolish universal necessity, but gives it the status of a moral law. It is in this that the positive possibilities of the influence of Orthodox civilization on the global processes of modernity, which require a planetary approach to their decision, are concluded. Christian compassion is not just one of the historically formed traits of consciousness and psychology that can be viewed from the perspective of modernity, but a condition for the existence of the human race. Deprived of compassion, humanity immediately breaks up, loses the unity of its dimensions and its fate, and goes into global mutual destruction. Forces capable of reversing the logic of natural selection in the social environment, interchanging the weak and the strong, triumphant and suffering, are contained in the spirit of Christian humanism, fully represented in the Orthodox dogma. A feature of the manifestation of Orthodox energy is its not linear, but an avalanche-like manifestation, which does not make it possible to use it for a planned social construction. However, this is precisely what allows Orthodox moral energy to manifest itself in a concentrated form during periods of greatest social tension, when cardinal turns and tremendous efforts are needed. A characteristic of the manifestation of Orthodox moral energy is that charity and compassion are decisive in relations with other people, and asceticism and sacrifice - in relations with oneself. Orthodox universalism as a methodology and practice of building humane relations between the subjects of the global political and cultural space is a positive and optimistic alternative to the politics of globalism. Orthodox universalism proceeds from the principle of respect for the identity of each culture and the independence of each territorial political entity, recognizing all countries and peoples the right to self-determination, the choice of a unique own path of development. At the same time, Orthodox universalism advocates recognition of the principle of equal responsibility for social consequences as the basis of international activity. Recongnizing conscious of humanity as a single planetary entity, Orthodox universalism is aimed at solving common global problems by harmonizing the essentially close interests of different countries, peoples and social strata of society. For the practical solution of the complex tasks of international interaction in the Orthodox worldview, a methodology for harmonizing relations, ties, and interests is contained.

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PROBLEMS OF REFORMING THE JUDICIAL SYSTEM OF RUSSIA - GENERAL JURISDICTION COURTS OF APPEAL AND CASSATION

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ABSTRACT

Since the merger of the Supreme Arbitration Court and the Supreme Court of the Russian Federation, legal experts have been expecting new changes related to the structural optimization of the national judicial system. Given the active use of contractual jurisdiction in a number of cities, the load on the judicial system has grown significantly. According to certain subjective criteria, subjects of civil and other legal relations consider applying to the courts of large cities more favorable for a fair investigation of the dispute. Accordingly, the subject of the research is the latest innovations in the field of judicial reform, their background, goals and objectives set in the framework of these structural changes. In parallel, the procedural norms introduced for the implementation of judicial reforms are also being studied. The objective of the study is to search and develop criteria for evaluating the reforms made, where positions of international courts are used for these purposes. The question is also raised about the advisability of introducing new judicial institutions. The judicial system of the Russian Federation is at the final stage of introducing new courts of domestic law - cassation and appeal courts of general jurisdiction, but there is currently no concept of further development.

Keywords: *cassational instance, appeal body, general jurisdiction court, Russian Federation judicial reform, within jurisdiction, judicial knowledge, declaration of intent, European Court og Human Rights*

1. INTRODUCTION

The Constitution of the Russian Federation (hereinafter - the CRF) establishes openness and publicity [Constitution of the Russian Federation Art. 123.], equal protection of the law [Constitution of the Russian Federation Art. 19], as well as other principles of judicial proceedings. Since 2014, a large-scale judicial reform has been underway in the Russian Federation, initiated by the Supreme Court of the Russian Federation. The aim of the research of this article is a comprehensive study of the status of the reforms made, their impact on existing social relations. In the course of the study, the task is to study the proposals of the Supreme Court of the Russian Federation, their implementation in legislative acts, as well as the analysis of law enforcement practice. Ultimately, the purpose of the article is to identify problems in the implementation of judicial reform, as well as suggesting ways to solve them. The reform of the judicial system has recently been a fairly relevant topic for discussion in the legal community. The beginning of the judicial reform is associated with the merger of the Supreme Court of the Russian Federation (hereinafter - the SC RF) and the Supreme Arbitration Court of the Russian Federation (hereinafter – SAC RF). This association has been the first step towards the reorganization of the judicial system, which, as indicated in the explanatory note

to the bill, was to ensure the unity of judicial practice [Draft law No. 466627-6 "On Amendments to the Federal Constitutional Law" On Arbitration Courts in the Russian Federation "]. This merger has had both supporters and opponents. Since a considerable amount of time has already passed since the merger of these courts, it can be said that this merger did not bring negative aspects to the legislation practice. This example can show that the reform of the judicial system at the beginning had a rather large number of shortcomings and criticisms, but later this association did not bring any negative factors into the legal regime.

2. METHODS

In the course of researching the reform of general jurisdiction courts, the authors used the dialectical and metaphysical methods, analysis, synthesis, and private law methods, formal legal and comparative legal among them. At the initial stage, the works of scientists and officials have been analyzed, and the range of sources studied has been determined. The study has been based on information from official sources of publication of regulatory legal acts, as well as scientific papers. In the course of the study, the authors have identified the goal of reforming the judicial system by synthesizing the currently available information. By analyzing the causal relationship, the individual stages of judicial reform are identified. Using the comparative legal method, the authors come to the conclusion and assess the need for ongoing reforms in the system of general jurisdiction courts. Using a formal legal method, the authors assess the need for changes in the concepts within jurisdiction and judicial knowledge. When studying the analysis of the changes proposed to the declaration intent, the authors use the method of comparative analysis by considering the variation of situations. The study also uses the statistics method. The course of the study is based on the study of consistently published information by both officials of the SC RF and specific bills that were published from 2014 to 2019 related to the topic of the study.

3. RESULTS

At the moment, the same amount of criticism accompanies the second part of the judicial reform related to global changes in the structure of general jurisdiction courts. The Supreme Court of the Russian Federation substantiates the further modernization of the judicial system by the successful unification of the SC RF and the SAC RF. However, deciding on this association, it cannot be said that it does not have negative components, namely: pursuing the goal of having a uniform judicial practice, the confrontation of views between the Supreme Arbitration Court of the Russian Federation and the Supreme Court of the Russian Federation has been lost. A number of scientists note an increase in the size of state duties immediately after the merger. An increase in the size of state duties falls on individuals and legal entities participating in the process. It is important to understand that the merger of the Supreme Arbitration Court of the Russian Federation and the Supreme Court of the Russian Federation has been only the beginning of judicial reform and gradually, after testing these legislative changes, the debates and discussions in the scientific community have calmed down, right up to the moment when the Supreme Court of the Russian Federation on December 8, 2016, did not adopted the resolution "On the main results of the functioning of the judicial system in the Russian Federation and the priority directions of its development at the present stage" [Resolution of the IX All-Russian Congress of Judges of December 8, 2016 N 1 "On the main results of the functioning of the judiciary debt system of the Russian Federation and the priority directions of its development at the present stage "]. In general, per se the concept of the development of the judicial system is absent, which subsequently leads to a series of discussions. The main novelty of this congress can be considered the planned changes to the current system, namely, ideas have been identified regarding the introduction of new individual independent judicial authorities, existing on the principle: one instance - one court.

At the time of examining the materials to write this article, the authors first of all began to worry about the extent to which structural changes in the current judicial system would affect the availability of judicial protection for society, since earlier the SC RF has repeatedly pointed out the need to increase state fees, citing the fact that the judicial system does not reach self-sufficiency. Therefore, it can be assumed that the planned relocation of judges, other expenses in the future will require the issue of increasing the state duty. On the other hand, the SC RF have always motivated an increase in state duty by an increasing load on the judicial system. As Viktor Viktorovich Momotov, Secretary of the Plenum of the SC RF, points out: “Justice is not a public service, justice is a legal value.” On the one hand, this statement can be considered as a call to refuse the state duty, on the other hand, as the author of this statement clarifies, the costs of paying the state duty are borne by the person whose position was not based on the law. However, here it is necessary to pay attention to the following point: if in the future the stamp duty will increase regardless of what factors, this situation in society may result in the inability of some citizens to afford the payment of the state fee and thereby be deprived of the right to judicial protection, what is a violation of Art. 19 of the Constitution of the Russian Federation. At the moment, the current legislation has been supplemented by the following acts: Federal Constitutional Law (hereinafter - FCL) dated July 29, 2018 No. 1-FCL "On Amendments to the Federal Constitutional Law" On the Judicial System of the Russian Federation "and certain federal constitutional laws in connection with the creation of cassation courts of general jurisdiction and courts of appeal of general jurisdiction "and the Federal Law (hereinafter - the FL)" On Amending Certain Legislative Acts of the Russian Federation in Connection with the Creation of Cassation Courts of general jurisdiction and courts of appeal of general jurisdiction "dated July 29, 2018 No. 266-FZ The Plenum of the SC RF claims that the appeal body considers no more than 11.5% of the total volume of cases in courts of general jurisdiction, indicating that about 90% of all decisions of the first instance of the courts of general jurisdiction are not appealed by the parties [V. Kulikov 05/20/2018 full: the Supreme Court will expand the list of cases where a full decision will be made. Russian newspaper]. From the point of view of the proposed changes, the reform involves the exclusion of the declaration intent from the court decision. These proposals have both a positive and a negative side. The indicated 90% of cases of general jurisdiction courts that are not appealed in the appeal and cassation instances are prepared together with the declaration of intent, although this declaration of intent is not of interest to the parties in the opinion of the SC RF, they do not use it when filing appeals and cassation complaints. The draft bills consider three situations where the declaration of intent may not be indicated in the court decision:

- Situation No. 1: the party did not submit an application to produce the declaration of intent, i.e. the draft bill provides for a declarative procedure to obtain the declaration of intent. Moreover, such a procedure is not new for the Russian legislator, and it operates in arbitration courts in cases considered in simplified proceedings, as well as in the proceedings of magistrate judges.
- Situation No. 2: in the event that a citizen wants to receive a declaration of intent of a court decision with a view to further appeal.
- Situation No. 3: in the event that the public interests and interests of a group of citizens are affected, the judge is obliged to issue a reasoning part of the decision to the parties.

On the one hand, this will reduce the burden on the judicial apparatus, and on the other hand, individuals and legal entities will load the courts even more to submit applications for providing a declaration of intent, as the preparation of the declaration of intent of the decisions will not incur property costs for the parties, while the separate preparation of the declaration of intent of the decision will increase the time for appeal, which will help the unscrupulous party to abuse the right and delay the entry into force of the court decision.

Thus, the basis of the initiative to exclude the declaration of intent from the court decision is the international principles of the lack of production of the declaration of intent in case of procedural disinterest of the parties to the case, this practice is common in European countries, for example, in Germany and the UK. Note that Germany, like the Russian Federation, belongs to the Romano-German legal family. It is also necessary to note the position of international courts, for example, the European Court of Human Rights (hereinafter - the ECHR). As early as the early 1990s, the ECHR indicated that the domestic courts should clearly state the reasons for their decisions in its decisions, for example: "A statement of a reasoned decision is the only way for the public to trace the administration of justice" [ECHR Resolution of September 27, 2001 to case No. 49684/99 (Hirvisaari v. Finland) p. 30]. The ECHR considers that the absence of a reasoned part of a court decision may constitute a ground to violate Art. 6 Convention for the Protection of Human Rights and Fundamental Freedoms, namely the provision "Right to a Fair Trial" [Convention for the Protection of Human Rights and Fundamental Freedoms ETS N 005 (Rome, November 4, 1950)]. However, the public, in particular the media, do not take into account the fact that there remains the opportunity to obtain a reasoning decision in draft bills and current legislation, and a declarative procedure is introduced to obtain the reasoning for the decision. The question may arise about the appropriateness to introduce such measures. The SC RF clarifies that a decrease in the judicial burden in this area will be offset by an increase in the judicial burden in another profile. In addition to the declaration of intent, the SC RF decided to change the institution of jurisdiction. Instead, the term "judicial knowledge" will be used. The need for an institution of jurisdiction has disappeared, as in the opinion of the Supreme Court of the Russian Federation, arbitration courts and general jurisdiction courts are under the general jurisdiction of the Supreme Court of the Russian Federation, and in general these terms are not used in international practice. In general, this state of affairs seems understandable, if earlier the arbitration courts and the courts of general jurisdiction were separated from each other, now this concept has lost its actual meaning. There is also a discussion proposal to cancel the contractual jurisdiction in its usual form. On the one hand, this proposal is justified, because the change in contractual jurisdiction proceeds from the freedom of contract, but on the other hand it actually violates the equal protection of the law, in so far as it is impossible to change it in the future, in addition, the parties more often choose courts of cities of federal significance, thereby creating a large burden on data courts subjects. In addition, contractual jurisdiction allows the unscrupulous party to take advantage of the lack of established judicial practice in this dispute, etc. It shall not be forgotten that the main components of the reform are certain structural changes, namely: the creation of appeal and cassation courts of general jurisdiction. It is necessary to refer to the Federal Law from July 29, 2018 No. 1-FCL "On Amending the Federal Law on the Judicial System of the Russian Federation" and certain FCLs on the Creation of Cassation Courts of General Jurisdiction and Courts of Appeal of General Jurisdiction". Now, according to the new rules, the consideration of cases will proceed according to the principle: one court - one instance, thereby the legislator aimed at eliminating the possibility of a corruption component when several instances could be in the same court (building) since there have been precedents when the appeals and cassation have been under the direction of one chairman of the court. It is impossible not to mention that such a reform has been carried out in the system of arbitration courts of the Russian Federation, and in the opinion of a number of scientists it has had a positive effect. Courts of Appeal and Cassation Courts of General Jurisdiction must begin their work no later than October 1, 2019, i.e. until October 1, 2019, the legislator established a transition period.

The location of the courts will be as follows:

- The first court of appeal of general jurisdiction (hereinafter – g.j.) will be in Moscow,
- The second court of appeal of general jurisdiction will be in St. Petersburg,
- The third court of appeal of general jurisdiction will be in Sochi,

- The fourth court of appeal of general jurisdiction will be in Nizhniy Novgorod,
- The fifth court of appeal of general jurisdiction will be in Novosibirsk,
- The sixth Court of Military Appeals will be in a the urban district of Vlasikha, Moscow Region.

Ten courts of cassation which:

- The first cassation court of general jurisdiction will be in Saratov,
- The second cassation court of general jurisdiction will be in Moscoe,
- The third cassation court of general jurisdiction will be in St. Petersburg,
- The fourth cassation court of general jurisdiction will be in Krasnodar,
- The fifth cassation court of general jurisdiction will be in Pyatigorsk,
- The sixth cassation court of general jurisdiction will be in Samara,
- The seventh cassation court of general jurisdiction will be in Chelyabinsk,
- The eighth cassation court of general jurisdiction will be in Kemerovo,
- The ninth cassation court of general jurisdiction will be in Saratov,
- The tenth military cassation court will be in Novosibirsk.

4. CONCLUSIONS

The authors suggest that such an arrangement of general jurisdiction courts of appeal and cassation courts may entail an increase in court costs for the transportation costs of the parties, and given the fact that in court practice there are cases of a decrease in court costs reimbursed to the party - these costs may not be fully compensated to the winning party in full volume, in addition, parties located in other regions will spend a lot of time on the road, i.e. representative services will become more expensive for the consumer. International practice shall be considered as well. The ECHR has long demanded that the Russian Federation has a second cassation instance in a civil proceeding without recognizing a supervisory authority. It should be noted that on June 4, 2015, the ECHR changed its approach, indicating that the procedure of the supervisory authority of the Russian Federation had undergone significant changes. After the introduction of courts of appeal and cassation courts of general jurisdiction, we should expect a reaction of the ECHR to the conformity of the introduced reforms with international legal standards, thereby the ECHR will recognize or refute the effectiveness of these reforms, which will be squeezed into the position of the ECHR. I would like to explain why the position of the ECHR has a determining factor, this is due to the fact that since 2009, the ECHR has expressed dissatisfaction with the cassation (supervisory) instance in the Russian legal system (case No. 29612 Martynets v. Russia), including the work of courts of general jurisdiction [Case Martynets v. Russia. 2009. The official website of the European Court of Human Rights.] By the adoption of the Federal Law of the Russian Federation of December 4, 2007 N 330-FL "On Amendments to the Civil Procedure Code of the Russian Federation" [Federal Law of the Russian Federation of December 4, 2007 N 330 -FL "On Amendments to the Civil Procedure Code of the Russian Federation"] The ECHR re-evaluated the effectiveness of the cassation (supervisory) instance as a remedy. On June 4, 2015, the ECHR recognized that the oversight procedure has been improved, therefore, an assessment of the reforms made by the international court should be expected [Cassation in a civil procedure in Russia is a legal remedy that must be exhausted before filing a complaint with the European Court of Human Rights]. In general, the judicial system of the Russian Federation is developing dynamically, legal institutions and norms are being modernized and updated, which take into account not only national experience, but also the latest achievements of international legal proceedings. We believe that the main issue for study and assessment is the distribution of legal costs, which will increase for the parties as a result of the movement of courts of appeal and cassation.

An undoubted drawback is the lack of a single public concept to develop the judicial system of the Russian Federation with the full disclosure of the prerequisites, goals and objectives of its development. The adoption of this concept and its presentation to the judiciary and the scientific community, as well as to other persons, would certainly resolve many debatable and controversial issues, by analogy with the Concept of the development of civil legislation [Concept for the development of civil legislation of the Russian Federation (approved by the Council under the President of the Russian Federation for the codification and improvement of civil legislation of October 7, 2009)].

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SOCIAL SECURITY SYSTEM DEVELOPMENT IN THE 1920S-1930S

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ABSTRACT
The degree of civilization of a society and the quality of the changes taking place in it depend on how the social security system of citizens functions. This was of particular importance at a turning point in the development of the Soviet state, as a result of which the industrialization and collectivization of the country, the cultural revolution in society were carried out. In this regard, the scientific rethinking of the historical experience of the development of the social security system of citizens, which allows the use of all the best at the present stage, is of social and social significance.
Keywords: *social security, social protection, social assistance, social support*

1. INTRODUCTION

Today, in the theory and practice of reforming the system of social protection of the population of the Russian Federation, there are many unresolved problems: a holistic conceptual vision of the modern system of social welfare of citizens and strategies for its development has not been formulated, many of its directions have not developed (Winter, 2010, p. 39), not fully adapted to Russian conditions the currently introduced new pension system. In this regard, it becomes obvious that without solving the theoretical and methodological problems of the development of the social security system, as the most important direction of the national strategy and state regulation of the country's socio-economic development, society will move to a market model without due regard to the internal contradictions of this main social institution of the economy (Samartseva, 2006, p. 88). This circumstance necessitates the comprehension of historical lessons in solving social problems at present (Olimskikh, 2007, p. 181). For modern Russia, guided by the experience of Western powers in carrying out reforms, the extraction and comprehension of their own lessons is of particular importance. These lessons are unique in that the formation and development of Soviet social institutions took place in the era of the most complex socio-economic reforms - industrialization, collectivization, and cultural revolution. It was during this period that the solution of such important tasks for the country was most clearly manifested as the ability or inability of the state to take care of its citizens, who raised their country, defending the power that spoke on behalf of the people.

2. METHODOLOGY

The introduction of the concept of “cultural-historical space” into scientific circulation allows us to trace the ideas and views of researchers related to the development of the social security system in a market model, as well as to clearly show that representatives of domestic and foreign economic institutions, being on the same subject field, act in qualitatively different cultural and historical spaces, which sometimes explains the significant theoretical and ideological differences between their views and actions regarding and the solution of social problems with the system of social assistance and support that is promoted by some international economic structures. In addition, the application of this concept when posing new questions to already well-known fundamental concepts contributes to the growth of new knowledge, helps to evaluate and test existing models and hypotheses. Under the "cultural-historical space" should be understood in a certain way organized, logically conceivable form, which serves as the environment in which the subject of knowledge is integrated (pluralistic model, moral, ideological standard, etc.) and under the influence of which it is formed and acts.

The most important parameters of the cultural-historical space are: the ideology prevailing in society; socio-political order; an array of sources available to the researcher, and the historically established technique for their interpretation; socio-cultural traditions dominating in the professional environment; the personality of a historian scientist, which manifests itself through a system of political views and ideological beliefs, and which can be influenced by nationality, personal preferences and, in some cases, social status (Lyapunova, Starostenkov, Demidova, Provadkin, Makarov, 2015, p. 303).

3. RESULTS

An analysis of the problem showed that the grave consequences of the civil war and the introduction of the policy of "war communism" introduced fundamental changes in the socio-economic situation of workers, led to the nationalization of industry, the concentration of power and resources in the hands of the state, the elimination of commodity-money relations, and equalization in the separation of consumer goods the transformation of workers into soldiers of the army and labor. Such changes in the business organization have accordingly changed the system of social risks and ways of protection against them. Under these conditions, social insurance was transformed into social security. With the beginning of the implementation of a new economic policy by the state, a rethinking of the role of the state in social welfare takes place. In the conditions of economic devastation, financial crisis, millions of people lost during the years of wars, mass unemployment, falling living standards - social welfare demanded huge expenses, which burdened the country's economy and became completely unbearable for the state. Under the influence of these and many other factors, state security was considered only as one of the possible forms of social security, and the government was forced to switch to new forms of material support for workers - insurance at the expense of enterprises. Now the system of social insurance and state social security functioned in parallel. Since the early 1930s, a transition has been made to the state system of social security and insurance in the country. Social insurance has essentially lost insurance and has acquired a subsidized (state budget) nature. As such, the system of social security and social insurance lasted until the end of the 1980s and was characterized by a high degree of centralization and integration into the state budget.

4. DISCUSSION

4.1. Development of the social security system in the first decades of Soviet power

The new doctrine of public administration, established after October 1917, radically changed approaches to the formation of social policy (Firsov, 1995, p. 31), introduced new elements to the very understanding of the distribution and redistribution of material goods in order to support those in need. An analysis of the historical features and the doctrinal and political foundations of Soviet social policy of the 1920s - 1930s showed that the methodological basis of the socialist model of social security of the period under consideration was the class approach to the problem of social justice, and, therefore, to the issue of social assistance, the appearance of social policy in the first post-revolutionary years. The idea of social justice of the class type is reflected in the works of the classics of Marxism-Leninism K. Marx (Marx, Engels, p. 17, 18) and V.I. Lenin (Lenin, p. 15-60, 263-314), and later developed in the party's program documents (Lenin, p. 157), in resolutions of party congresses, conferences of the beginning of the 20th century, as well as in decisions of the State Duma of Russia III and IV convocations (1907–1917). The most important normative act of social security law in the first years of Soviet power was the Statute of the Council of People's Commissars "On the social security of workers" of October 31, 1918, which established the foundations of workers and peasants social security in Russia. With the formation in 1918 of the People's Commissariat of Social Security, a scheme was developed for the provision of social assistance in the regions (Nelidov, 1962, p.

15). At the local level, provincial and county departments of social welfare were formed, which, on the one hand, were subordinate to the People's Commissariat of Social Security, and on the other, to local Soviets (NKSO, 1921). This principle of dual subordination makes it obvious that the government is striving to concentrate social security management in state bodies, as well as to establish tight control over the activities of social security institutions at all levels. The competence of the People's Commissariat of Social Security turned out to be the bulk of issues related to the payment of pensions, benefits, assistance to people with disabilities, and the fight against social anomalies (NKSO, 1918-1922). In addition, the Commissariat was entrusted with the legislative function to develop decrees, decrees, instructions for social security, which made it the directing and governing body in this area throughout Russia (Kiselev, 2001, p. 93). Of particular importance for the development of the social security system were the resolutions of the VIII Congress of the RCP (B.) And the XVII Congress of the Party, where, along with setting objectives in the field of social policy, the issues of increasing government spending on social insurance and security, as well as training for social activities, were reflected.

4.2. Training for the social security system

Along with improving the social security apparatus, the party and the state attached great importance to the training of social workers. Unlike the pre-revolutionary period, training took place under state control and on the basis of state institutions. A variety of forms and methods of training has appeared (courses, conferences, distance learning, etc.), and the regionalization of the training system has intensified. The main attention was paid to the training of heads of social welfare departments, public organizations of disabled people, and peasant mutual assistance societies, and less so to middle and junior employees. The training of personnel was mainly of a socio-administrative and socio-economic orientation and less often had a social and domestic specialization, which was clearly not enough. However, the state failed to fully establish a system for training personnel for work in the social sphere, since the process of industrialization and collectivization of agriculture that had begun began to complicate the economic conditions for pursuing a social policy, pushing the issues of training and retraining of social security specialists into the background. By the mid-30s, various socio-pedagogical and psychological courses, "children's" institutes were either transformed into institutes for the training of teachers, or completely closed. Not only terminology associated with the issue (sociology, social education, social pedagogy, social psychology) has disappeared from scientific circulation, but also the corresponding scientific areas. As a result, the progressive ideas of the first post-revolutionary years about a targeted personnel policy in the field of social welfare either were not implemented, or were not carried through to the end. As a result, by the end of the 1930s. continuity in social activities was lost, including in matters of training personnel for its implementation.

4.3. Development of basic forms of social security of citizens

The analysis of the essence, principles, features of the implementation of the main organizational and legal forms of providing social assistance showed that in the period 1917 - 1941. The development of the Soviet social security system was implemented within the framework of three main organizational forms: state social security, social insurance, public assistance and mutual assistance. During the Civil War, and then from the end of the 20s. Until June 1941, the system of state social security was the leading form of social security for citizens of the RSFSR. The most important areas of state support were: social assistance to war invalids, military families and demobilized soldiers; social protection of disabled people and retirees; the organization of a system of free medical, sanatorium and resort services and treatment of citizens at the expense of state funding, protection of motherhood and infancy, and care for

orphans. So, by January 1, 1919, out of the total number of disabled people who needed material assistance, only 3% (28 thousand) of war invalids were provided in the country, 42% (420 thousand) only partially (GARF, l.28). Subsistence support was quite successfully implemented: only for the period 1919-1920. in 40 provinces of the central part of Russia, the number of families of Red Army soldiers provided with rations increased 6 times, each month from this type of social assistance reached from 1.6 million to 2.5 million families (GARF, l. 97). At the beginning of the 1920s, in the midst of a peak in the collapse of the national economy and a sharp reduction in budget funding, as a result of the transfer of state social security expenditures to the local budget, only about 2% of the funds were now allocated from the state budget to social security, the rest went from the local budget (RGASPI, l. 48). However, in the mid-20s, due to the growth of the country's economy in the NEP, there was an increase in government allocations for social security and amounted to about 2%. A critical analysis of state social security as a form of social security of the 1920s and 1930s characterizes it as a system with a wide coverage of all categories of people in need, uniformity and unification of social services and payments, as well as the same amount of pensions, benefits, medical and other types of social services (Ermolov, 1931). In the years of the new economic policy, the leading role in the life of the country was played by such a form of social security of citizens as social insurance (Vinokurov, 1921, p. 65). Initially functioning in its pure form, in the 30s it was mixed with elements of the state support system. Financing of this form of social security was carried out both at the expense of insurance contributions of employees and from taxation means (TSAGM, p. 9). By 1923, when about 80% of the country's workers were already covered by social insurance, the system faced a serious crisis of non-payment by state enterprises of assessed contributions and, as a result, the growth of social insurance debt, which hindered the work of social insurance bodies (TSAGM, p. 83 about.). Despite the difficulties, the government took measures to maintain this form of assistance, on the one hand, by reducing the percentage of deductions for certain industries set aside on the state budget, and on the other, by providing additional loans to cover the debts of social insurance departments. In general, a characteristic feature of the social insurance of the studied period was the fact that it was characterized by rather low social payments and social assistance (Milyutin, 1923). As a result, social insurance was subjected to state regulation, transformation into state social security, its final transfer to the jurisdiction of trade unions. In the difficult economic conditions of the 1920s - 1930s, public assistance and mutual assistance among the population became especially important, becoming a necessary addition to state security and social insurance. On the basis of the initiative of the masses and with the support of the state authorities in the country, a number of public and charitable organizations were created: the All-Russian invalid cooperative association, later renamed the All-Russian Union for the Cooperation of the Disabled; All-Russian Committee for Assistance to the Sick and Wounded Red Army; All-Russian Society of the Blind; All-Russian Association of the Deaf and Mute; The Central Committee of Peasant Public Mutual Assistance and a number of other smaller organizations. Despite the low activity of public structures in a number of provinces and regions, in general, this form of social security contributed to an increase in the material well-being of the urban and rural population of the country.

5. CONCLUSION

As you can see, social security in the 20-30s. XX century was one of the most important components of the social policy of the state, which was subordinate in relation to the general political course, in the framework of which its main goals and directions were determined. The implementation of Soviet social policy led to the formation of a stratifying concept through the conscious cultivation of the importance of class division, in which the working class became a priority group of state support.

This intra-group distinction was emphasized through a system of centralized decrees, decrees, orders, as well as through a policy of wages, social security, a system of benefits and privileges. The main principles of social security were: the diversity of its types, universality, the provision of social security at the expense of state and public funds, a high level of security. On the whole, the activity of the Soviet state in the formation of a social security system for citizens in 1917-1941 was a goal-oriented multi-faceted joint work of state bodies and public organizations aimed at satisfying the material and social and cultural needs of categories of citizens who needed social support. This activity was ensured by the entire system of legislation and the economic opportunities of the Soviet state. As conclusions, the following can be noted:

- Firstly, the analysis of the problem showed that the improvement of the modern social security system of Russia should be carried out depending on the economic characteristics and opportunities, as well as the priorities of state social policy at the present stage. Moreover, it is important that the legal framework for social security is in line with the economic opportunities of the state.
- Secondly, under the conditions of socialism, the notion was formed that there is no one to protect people from and nothing from, they need to be provided. A similar attitude to social protection took shape because the Soviet Constitution defined the human right to work, guaranteed labor security, proclaimed the absence of unemployment and guaranteed security in old age, in case of disability, etc. The formation of market relations in Russia exacerbated social problems, spawned unemployment and other features and characteristics characteristic of a market economy. In the Constitution of the Russian Federation (1993) there was a wording about free labor, about the right of everyone to freely dispose of their abilities to work. In such conditions, of course, the need arose to create a system of social protection of the population, because in the conditions of the market it is necessary to protect, and, possibly, protection in the form of security.
- Thirdly, since modern Russia retains a significant share of the population whose incomes directly depend on the state (civil servants, state employees, pensioners) and, therefore, they are objectively forced to rely on government support, as well as a significant proportion of "socially weak" groups actually uncompetitive in the modern labor market, which can only rely on the help of the state to maintain an acceptable standard of living, the traditional, ethocratic model is optimal for Russia l development, based on the omnipotence of the state, which acts as the spokesman for the interests of the community as a whole and ensures the security of both each individual citizen and the community.

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DEONTOLOGICAL FOUNDATION OF SOCIAL EDUCATOR

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ABSTRACT

The regulations, which form the foundation of a social educator's professional activity, are the subject matter of the present scientific work. The work is aimed at defining and describing the regulations of this foundation. The main methods, used to reveal the contents, are analysis, generalization, systematization of the information, forming the basis of deontology of the social educator's professional activity. Philosophical theory of morality acts as the methodological basis of the research of deontological foundation of the social educator's professional activity. We have revealed the main aspects of deontology of the social educator's professional activity: the entity and the essence of deontology, deontological foundation of the professional work; the subject and the object of social and educational activity, the main directions of it; the values, determining the deontological foundation of the professional work; deontological directions of the social educator's professional activity; deontological preparedness for professional work, deontological culture of professional activity and the social educator's deontological qualities, which determine the specifics of the personal professional behavior. The received submissions of the research can be used in considering the issues of vocational training of social educators, in encouraging their deontological manifestation in the professional field, and also in identifying directions of their self-development.

Keywords: *social educator, deontology, deontological foundation, deontological preparedness, deontological personal features, professional activity*

1. INTRODUCTION

Deontology arouses interest of scientists in many fields, including: psychology (M.A. Gulina) [4], pedagogical science (V.M. Grebennikova, G.A. Karahanova, G.M. Kertaeva and others) [2; 3; 6; 7; 8; 9], social pedagogy (L.V. Mardakhaev) [12; 13; 14], sociology (L.M. Anisimova) [11], law (A.S. Koblikov) [10], oth. The object of the research is the theoretical points, revealing the deontological foundation of the social educator and his professional self-fulfillment (experience). These points determine moral (expressed in deontology) basis of organizing and realizing of social and pedagogical activity, as well as the effectiveness of it. The following research problems have required their solving: to describe the entity and the content of deontology, deontological bases of the social educator's professional work; to characterize the subject and the object of social and pedagogical activity; to focus on those values of the professional work which determine deontological foundation of it; to describe the maintenance of the basic issues, determining deontological foundation of the social educator's professional activity (deontological directivity; deontological preparedness for professional activity; deontological culture), as well as the social educator's deontological features describing personal deontological specifics.

2. METHODS

The research is based on methods of analysis of the specialized literature and experience of social educators; comparison; sistematization, generalization, and classification of the studied phenomena, others.

3. RESULTS

3.1. Deontology and description of deontological foundation of the social educator's professional activity

The term "deontology" was introduced by Jeremy Bentham (1748–1832), who was an English philosopher, an economist and a lawyer. Jeremy Bentham used that term to define the morals theory. In his principle views Jeremy Bentham claimed that each action of the person should be estimated from the point of view of the benefit of it to people. Such the approach leads to consideration of a person, first of all, as an expert in all activities, to definition of the values which they represent to people and the living environment, the influence of the values on people. Gradually the term "deontology" was accepted and used in scientific works. Deontology (from Greek déon. – obligation; déontos – due + logos – doctrine) means the ethics part, studying problems of obligation and due; the doctrine on moral and ethical norms and principles of the specialist's behaviour in relation to the object of the professional activity; a study of the duty. The entity of it is the theory, describing a group of those principles and norms of people's behaviour in relation to each other and to a society, that control personal actions in all spheres of life, including work, mode of life, and attitudes to the environment. Deontology of professional activity of different professional specialists, including the social educator, has deserved a particular attention of researchers. It is a known fact that the term "pedagogy" has been derived from two Greek words: pais, paidos – infant, child, ago – to lead, conduct; in general it means "a person leading a child", or "child's leader." According to the legend, in Ancient Greece slaveholders appointed specially a slave who took their children to school. They call that slave paidagog. Afterwards they used the word paidagog to name the people who were engaged in training and up-bringing of children. The name of the science pedagogy has been derived from this word. However it is necessary to consider the fact that the born child is absolutely helpless. The person themselves accepts the mission of leading the child to the social development, the social maturity; the essence of pedagogy is in it. The given fact also defines the essence of deontological mission of an adult, who leads a child to social maturity, as well as the entity of deontology of pedagogy and social pedagogy. The social pedagogy represents a branch of the pedagogical study, which reveals the phenomena and regularities of the personal social development in social and cultural environment, and also the organized reasonable social and educational activity, aimed at the personal social formation, according to their requirements of self-realization, accounting the age and the individual abilities [3, p. 36]. The mission of it is studying of the theory and practice of the social and educational activity, aimed at encouraging of personal social development, according to the specifics and the social culture of the state (society), in which the person is to live. It assumes harmonization of interaction of the person and the environment. Such the harmonization can take place when the social nature of the person corresponds to the requirements of the social and cultural environments of the personal vital activity. The denoted fact determines the role of the social educator and also the deontological foundation of his professional work. All set forth makes it possible to define the base categories: deontology of the social educator; deontology of the social educator's professional activity and deontological foundation of the social educator's professional activity. Deontology of the social educator is a doctrine on the moral duty of the social educator, who acts as the specialist and the professional. It includes requirements, norms, principles, and rules of the professional behaviour. Moral ideals, values, norms, principles, and rules are developing in their natural way in the environment of vital activity.

Many of them, developed historically and clear to people, partially are reflected in the functional duties of the social educator. But not everything can be included in the common guidelines. There are so-called "unwritten rules of the behaviour and the professional work", which are typical for the profession of the social educator and determined by the requirements of the deontological duty. The obligation itself is identical to the responsibilities. Deontology considers it as the study of the moral duty (moral responsibilities) of a specialist (e.g., a medical worker, a teacher, a social educator, a social worker, and oth.) to a society and the state, to the person themselves with their certain social status, authority, recognition, as well as to another person, with regard to whom the professional activity is carried out. Professional activity itself represents the significant social activity, implemented on the basis of the required specialized knowledge, skills, due to deontology, and also developed professional personal qualities. Deontology of the social educator's professional activity is moral and ethical fundamental of organizing and implementing of social and educational activity in accordance with professional specifics, for the purpose of the personal social development (socialization, resocialization) and encouraging of the personal self-realization in a society. Deontological foundation of the social educator's professional activity is the basis of moral and ethical principles, norms and the rules, regulating the educator's relations and the professional work.

3.2. The basic points of deontological foundation of the social educator's professional activity

Deontological foundation of the social educator's professional activity includes: the subject and the object of social and educational activity; the principle directions of social and educational activity, and also professional values, determining moral and ethical principles, norms and rules of behaviour. The subject of the social and educational activity can be a social educator, a tutor, a parent or a person who plays the parental role, an organizer who is carrying out social and pedagogical functions, that defines deontological requirements to the person and to the socio-educational activity. The object of the social and educational activity is that one, with whom socio-educational activity is organized. The following ones acts as the object of social and educational activity:

- the person, irrespective of age (children, teenagers, the youth, adults, elderly people), but in relation with their peculiarity. The peculiarity is features which makes one person different from another one. It can be expressed in strong-willed features, individual abilities (for example, people with special needs, disabilities), the types of mindset, opinions, personal attitudes to themselves, to other people and the surrounding environment, as well as in the personal purposefulness and active self-manifestation;
- a group of pupils, a formal or informal group. Each of the groups represents the special socio-cultural environment with the conditions (favorable and unfavorable), propensity for changing under the influence of the socio-pedagogical activity, implemented by a certain social educator;
- different families, including risk groups. Each family represents the special world, the socio-cultural environment with possibilities (favorable and unfavorable) of it, propensity for interaction with a social educator and the certain socio-pedagogical problems;
- the socio-cultural environment of vital activity of those ones, whom a social educator works with, the positive and negative resources of this environment, the possibilities of pedagogical influence of it. This environment can be favorable, insufficiently favorable and unfavorable in relation to those ones who creates it, and to that one who works with it (that is, the social educator).

Professional activity of the social educator is aimed at stimulating of social development, socialization of the person since their birth (at encouraging personal social upbringing, social

and pedagogical support) on stages of social raising of a person as a citizen of a certain society. Such the activity is carried out according to the developed traditions, customs, culture, and the social experience of life activity of that environment, in which the person lives and is going to self-realize. The direction and the content determine the deontological essence of social and educational activity. The basic directions, which determine the deontological specific features of the social educator's activity, are the following ones:

- social upbringing, solving the problems in this process, social and educational support, support of the personal development, which is caused by social requirements (the developed norm) of the state, the society;
- social and educational work in formal and informal public associations, creation of the favorable conditions of upbringing, necessary educational corrections and re-education;
- social and pedagogical work with families, strengthening their educational role; work with those families which are in life trouble, encouraging their overcoming of the difficulties. It is provided by means of focus of the family potential on upbringing of children;
- pedagogization of the environment, which minors live in and are brought up. This phenomenon makes it possible to create the favorable environment to educate minors, to make corrections, to encourage socialization and resocialization of them.

Professionalism and deontological orientation determine effectiveness of the social educator's professional activity. The values (axiological fundamentals) of deontology of the social educator's professional activity cause this orientation in many respects. Both axiological and deontological fundamentals act as methodological levels of social pedagogy [15; 16]. On the basis of analysis of functional duties and experience of different social educators we have marked out the values of:

- the subject of activity of the social educator, who is deontologically prepared, possesses the corresponding status and realizes the moral duty, responsibilities for the professional work and the results of it;
- the object of the social educator's work – the one whom the educator is to make relations with and to provide the direct and mediated activity;
- social and pedagogical knowledge (the theory of social pedagogics and technologies of the practical activities, in accordance with the situation of the professional activity);
- social and pedagogical activities, determining the content and the ways to implement it. Means and ways are all those applicable things that are used by the subject in the professional activity and contribute to achievement of the relevant purpose, meanwhile keeping the uniqueness of the object and encouraging the personal social self-development in the living environment. But they can be destructive and deform, destroy the person;
- the results of the social educator's activity, that is, good breeding, positive social features, resocialization, others;
- socio-cultural environment of the professional work. These values either contribute to success, or restrict the development. This fact explains the necessity of pedagogization, that is, creating the most favorable environment;
- social education, which means the social educator's vocational preparedness, caused deontologically and in accordance with the professional requirements.

These groups of the values form the basis for developing deontological (moral and ethical) foundation of social and educational activity, for the purpose of meeting the social educators' needs to serve the purposes of the benefit of the object of the professional work, their surroundings and the society as a whole.

3.3. The social educator's deontological features, describing specifics of the personal professional activity

Deontological direction of the social educator's professional activity means that way personal understanding of the socio-educational reality on the basis of the moral obligation, which determines personal relations, actions, behavior, and professional activity. This point is dedicated to the problem of the social educator's moral and ethical consciousness, which forms the bases of the professional activity, motives of the personal actions, behaviour [1, p. 55]. It is deontological directivity that focuses on the moral obligation and determines the social educator's actions, behavior, and the personal self-improvement. Deontological preparedness of the social educator represents the personal state of readiness to perform the tasks of the professional work according to the professional duty requirements. This personal preparedness is focused on high professional skill (professional readiness of the specialist), developed in vocational training and practical working, as well as the social educator's predisposition to conscious moral self-realization in the professional interactions with minors, the youth. G.M. Kertaeva [7; 8] has provided the first performance of the idea of deontological preparedness of the social educator and making the person prepared in this way. Deontological culture of the social educator's professional activity is considered as "the qualitative social and pedagogical feature of the personal preparedness (readiness) and daily educational activity, according to the established moral norms and rules" [6, p. 11] (G.A. Karahanova). It presents the result of the moral-focused training of a social educator in nature, in accordance with requirements of professional pedagogical obligation, and is expressed in the personal daily behaviour and the professional activity. Together with denoted facts, we should point out such deontological social educator's features as responsibility and duty, honour and dignity, authority and love for children. The social educator's activity has a social direction and leads to social consequences. This fact raises the problem of duty and responsibility to those ones whom the person works with, to their surroundings, the society, to the state for implementing the professional activity. The key requirements of the social educator's professional duty in relation to whom the person works, are the following ones: respect and support of personal dignity, encouraging and developing of the most significant positive personal qualities, reasonable insistence, both formal and personal human relations, help in getting respect of the social environment. Honour and dignity of the social educator means personal self-esteem and recognition of the person as an individual and a specialist by those, whom the educator works with. These personal qualities are a reflection of the social educator's needs for a high-leveled self-esteem and evaluation of him by surrounding people. They are stimulus and motive of the educator's professional moral behaviour, the basis of further self-development. The person gets these qualities not together with a trade, as they are developing in implementing the professional activity and permanent work at moral self-improvement. Honour and dignity require first of all the objective self-assessment by the social educators themselves – their qualities, abilities and potential. The authority of the social educator is that recognition which is inherent for a specialist, implementing the professional activity in the socio-cultural environment. It can be formal or informal. Formal authority is prestige of a trade and a position. It can be a reflection of recognition of this position in the state, in the society. Formal authority can reflect recognition of the specialist who was serving in this position before. When the person undertakes the professional functions according to a certain position, they also get the authority of it. Such the authority can be gained or lost in time. Informal authority is an indicator of the moral role of the social educator in professional sphere for those whom the person has worked with, for the social surrounding and the colleagues. It is difficult and long-lasing process to gain the authority. In relation to the child they define the parental love, representing the special feeling, typical for parents and, first of all, for mother – her love for the child. It expresses the parent's strongest needs for care of the child, care for the child's condition and well-being.

The love for the child is source and guarantee of the personal emotional well-being since the birth, but at times it can be the reason for many weaknesses in development and education [5]. S.A. Kalabalin told: "You should perceive your pupils as your own children. You cannot be a teacher if you are not with them like their father – strict, exacting, but loving" … [4, p. 272-273]. He also paid educators' attention to the following: "You should love; where there is love, there is creativity and discoveries. You are gaining some extraordinary human forces, which you are taking in yourself all your life long" [4, p. 246].

3.4. Deontological foundation of ethical behavior of the social educator

Ethical principles form the basis of the social educators' behaviour. International and national associations of social educators develop these principles [17; 18]. The principles are the following ones:

1. Principles of activity to explain the value of the object of social and pedagogical work, living.
2. Principles of activity to explain the value of the personal relation to themselves as the subject (the social educator).
3. Principles, which explain the value of the social educator's professional activity.
4. Principles, explaining the value of professional growth of a person as a specialist.
5. Principles, determining the value of the attitudes and relations to the colleagues, who act as the participants of the joint activity and influence success of it.
6. Principles, which explain the value of attitudes and relations to the followers (e.g., to pupils), to transferring them the educator's professional skill and culture of activity.

The noted principles form the basis of developing standards of ethical behavior, that is, normative technical documentation, establishing a complex of deontological norms and rules of professional activity. The social educator's ethical behaviour is expressed in a trade, in relations to people who are participants of social and pedagogical process; to colleagues and the co-operating institutions. Ethical actions of the social educator are estimated on the basis of morality. It is functioning in the value-focused world where each action, purpose, means of achievement obtains an estimation from the point of view of their accordance to moral norms, i.e. to ideas of a society or a micro-society on the good and the bad. The formula, which expresses the prime target, set by the social educator when starting the activity, is the following: "to contribute to reasonable social self-improvement, education of the person," "to encourage moral well-being of the family which brings up the child." The social educator uses all legal accessible means to achieve the set purposes. Deontological behaviour of the social educator is regulated by the ethical code which includes norms, established in relation: to the trade of the social educator; to the people whom the person works with; to the colleagues; to the co-operating institutions [1]. We should consider in particular the following points. Ethical behaviour of the social educator in relation to the people who are the participants of social and pedagogical process:

a) following the principles of socio-educational activity;
b) respect for personal aspirations, individual features, the initiative and creative abilities of all the participants of social and pedagogical process;
c) focusing on support of the main interests of the participants of social and pedagogical process;
d) refuse of any discrimination, which concerns the nationality, the age, the religion, the marital status, the political views, the intellectual or physical disabilities, privileges, the personal features.

Ethical behaviour of the social educator in relation to the colleagues:

a) treatment with respect to the colleagues, irrespective of their speciality or specialization, level of professional preparedness and the experience of practical activity; all-round assistance for achievement of high-leveled efficiency of their social and educational activity;
b) respectful attitude towards different opinions and approaches of the colleagues and other specialists; overtaking responsibility for fair criticism of them in instances and personal relations;
c) protection of the colleagues from any forms and kinds of pressure from other people in situations, when such the pressure is unreasonable;
d) following advice and consultation of the tutors who serve the subject matter.

Ethical behaviour of the social educator in relation to the co-operating institutions:

a) building relations with other institutions on the basis of goodwill, consideration of interests of the people whom the educator works with, and also consistency of the activity of these institutions to the Ethical guideline of social educator and social worker;
b) keeping the obligations to the co-operative institutions; making them fulfill their own obligations, aimed at using the resources and potential to achieve the social and educational purposes;
c) developing command, inter-institutional and interdepartamental forms of social and educational activity; keeping working atmosphere in the collectives and the groups; supporting acceptable conditions for each employee's activity.

4. CONCLUSION

We have considered the deontological foundation of the social educator and their professional activity. It is the theoretical aspect revealing deontological bases of training of social educators (the basis of the deontological approach to the vocational training). We have also described the content of the deontological approach in training of the pedagogical staff on the basis of analysis of works by V. Grebennikova [2]. The materials of the research explain the regular links of deontology and practical activities of the social educator, the personal professional success and authority. Theoretical foundation of deontology of the social educator's professional activity represents regulating points of the practice; as the practical activity confirms, it also forms the basis of the educator's authority and success

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EU, RUSSIA AND CHINA ARCTIC STRATEGIES: COMPARATIVE ANALYSIS

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ABSTRACT
The article is devoted to the study of the content and approaches to the analysis of the Arctic policy of Russia, the EU and China. The author summarizes the information, expert assessments of the EU and China in the region, describes the vectors of Russia's dialogue with these international actors on the development of the Arctic zone. The analysis showed that the further development of the Arctic will be provided by the use of innovative technologies, the formation of a global effective policy. In these circumstances, the Russian state needs to step up its efforts to improve the model of regional and international cooperation with interested countries in order to protect and promote its rights and interests.
Keywords: *Arctic, Arctic policy of Russia, Arctic strategies of the EU and China*

1. INTRODUCTION

Admittedly, the Arctic is a unique territory with great economic potential. Sustainable and phased development of the Arctic zone is a task actively discussed by the scientific community in recent years. Management of the Arctic is the object of research in a considerable number of major scientific works both in Russia and abroad. This issue is reflected in a significant number of works devoted to the analysis of the place of the Arctic in the new paradigm of world development (Antoshina, 2014; Makhmutov, 2016; Selin, 2017, 2016; Mikheev, 2017; Byers, 2009), strategies of East Asian countries in the Arctic (Konyshev, Sergunin, 2012; Zhuravel, 2018; Morozov, Klimenko, 2015), China's policy in the Arctic (Danilov, 2014; Komissina, 2015; Konyshev, Kobzeva, 2017; Foxes, 2017; Pogodin, Jintao, 2017; Ross, 2017; Liu, 2017; Sørensen, Klimenko, 2017), prospects, strategic Alliance of Russia and China in the Arctic (Alexandrov, 2015; Danyk, Ramazanov, 2014). A number of Russian and foreign authors (Alexandrov, 2013; Govorova, 2017; Danilov, 2017; Airoldi, 2014) have devoted their works to the stages of the EU Arctic policy formation. The aim of the study is to study the latest trends in the Arctic strategies of Russia, the EU and China, their comparative analysis, the study of ways to implement Russian interests in relations with these countries in the region. The hypothesis of the study is the assumption that relations between Russia, the EU and China on Arctic issues have both "potential for conflict" and "a resource for joint development", and stability trends prevail over destabilization trends and rivalry relations. This can serve as a basis for regional interaction for these international actors. Based on the opinion of a number of authoritative scientists, it can be assumed that in General, despite the problems and contradictions, objectively existing trends of globalization and the benefits of integration will push countries to find compromise options for rapprochement and interaction.

2. METHODS

To implement the research goal, a comparative historical and genetic method was used, which allowed to consider the similarity of the political interests of the three parties; to compare their foreign policy courses and strategies, to fix mutual influences. The paper uses a combination of old and new approaches in the theory of world complex regional studies and international relations to explain and predict the spatial and temporal evolution of complex systems in relation to the system of international interaction. In particular used developments of Russian scientists (Voskressesnki, 2017; Knyazeva, 2016), which is based on the analysis of the evolution of the global system and the transformation of political and economic structures

leading countries of the world, came to the conclusion that "the new conditions of a polycentric world will require not toughening geopolitical confrontation and the struggle for geopolitical control over the buffer spaces, and consensus the development of beneficial regional policies, trans-regional pairing regional spaces" (Voskressesnki, Koldunova, Kireeva, 2017, p.37). This approach allows for a constructive competition of regional and country models of socio-political and politico-economic structure, but at the same time "lets ee the escalation in direct geopolitical or military confrontation, contributing to the transition of the world system as a whole in a more stable state by reducing the instability of its regional and country segments" (Voskressesnki, Koldunova, Kireeva, 2017, p.37).

3. RESULTS

Using the methods and approaches of the world complex regional studies to explain and predict the evolution of the system of international cooperation in the Arctic, including the Arctic strategies of Russia, the EU and China and models of their practical implementation, we come to the conclusion that the emerging polycentric world seeks not so much to tighten geopolitical confrontation and struggle for geopolitical control over the regions, but to the consensus development of mutually beneficial regional policies. This approach allows constructive competition between regional and country models of socio-political and political-economic structure and at the same time prevents its development into a direct geopolitical or military confrontation, which contributes to the transition of the world system as a whole into a more stable state by reducing the instability of its regional and country segments. It should also be noted that the development of mutually beneficial joint projects between the countries should be facilitated by the emergence of new information and other technologies that allow improving the global political and economic space and modern world politics. In general, the study of Russia's relations with the EU and China in the Arctic largely confirms the research hypothesis: the parties are in search of compromise options for rapprochement and interaction, taking into account the objectively existing trends of globalization and the benefits of integration.

4. DISCUSSION

4.1. Russia's policy in the Arctic

Defining the regional development policy, the Russian state adopted such key documents as The" strategy for the development of the Arctic zone of the Russian Federation and ensuring national security for the period up to 2020 "(Strategija...), the State program of the Russian Federation" Socio-economic development of the Arctic zone of the Russian Federation for the period up to 2020 " (Sotsial'no-`ekonomicheskoe razvitie...) and some others. As part of the country's spatial development Strategy, a comprehensive plan is being prepared to modernize and expand the country's main infrastructure, the implementation of which will allow Russia to become a key logistics and transport hub of the planet, where global technological changes will be taken into account. The Northern sea route, which is planned to become a "truly global, competitive transport artery" (V Rossii napisali kontseptsiju...), is of crucial importance in the development of the Arctic. The concept of the project "strategy of spatial transport and logistics corridors in the territory of the Russian Federation, connecting the Asia-Pacific region and the European Union" (Iz poslanija Prezidenta RF...). As explained by the President of the Russian Academy of Sciences (RAS) Alexander Sergeev, "the concept provides for the formation of conditions for the integrated development of Siberia, the Far East and the Arctic through the creation of two spatial transport and logistics corridors, which are based on a new high-speed railway, and the Northern sea route" (V Rossii napisali kontseptsiju …). Strengthening the scientific, transport, navigation and military infrastructure in the Arctic zone of Russia makes it possible to reliably ensure Russia's interests in this strategically important region. In his address to the Federal Assembly of the Russian Federation on March 1, 2018, Vladimir Putin

noted that "the Russian Arctic fleet remains the most powerful in the world" (Poslanie Prezidenta Rossijskoj Federatsii...). In order to solve economic, defense and geopolitical problems in the Arctic, as well as to consolidate the Russian presence in the region as the "leader of polar science", the design and construction of a self-propelled platform "North pole" has been started (Rossiya vydelit...). At the same time, Russia remains committed to the peaceful development of the region while respecting its own national interests and unconditional respect for the interests of other countries. The vector of foreign policy in the region was officially defined by the President in address to the participants of the meeting of the Arctic Council 30 August 2016: "the Arctic needs to establish itself as a space for open and equal dialogue based on universal principles and indivisible security, in which there is no place for geopolitical games military alliances, secret agreements and division of spheres of influence" (Iz poslanija Prezidenta RF...). This policy of the state contributes to the formation of a new model of regional cooperation between Russia and interested countries, integral elements of which are constructive dialogue, creation and equal interaction. Moreover, as follows from the speeches of the President of the Russian Federation, "Russia proceeds from the fact that in the Arctic region there is no potential for conflict" (Vystuplenie Prezidenta...).

4.2. EU policy in the Arctic

The European Union does not have a coastline of the Arctic ocean, but is inextricably linked to the Arctic geographically, historically and economically, and considers itself responsible for its fate. Almost all member States of the European Union as an Autonomous "center of power" in one form or another announced that the Far North is the most important direction of their foreign policy, a growing sphere of interest. The EU's policy towards the region has been consistently expanded and deepened in recent years. The result was a Comprehensive EU Arctic policy presented by the European Commission on 27 April 2016 (Joint communication...). In accordance with the main objectives set in the Integrated Arctic policy (environmental protection and control over climate change, ensuring sustainable use of resources, deepening international cooperation), the EU intends to act in three key areas: support for scientific research to address environmental and climate problems in the Arctic; achieving sustainable economic development in the Arctic on the basis of reasonable use of resources and environmental expertise; enhancing constructive interaction and dialogue with Arctic States, indigenous peoples and other partners. The Arctic policy includes 39 measures to further develop EU policy towards the region in these closely related areas. In the interests of sustainable environmental development, the European Union is ready to support innovation and the development of appropriate infrastructure for the population and business. The EU's space programmes and targeted research projects contribute to Maritime security through the monitoring and control of vessel movements and ice conditions, as well as the provision of navigation services. The interest of the European Union is dictated primarily by the need to expand economic activity in the Northern latitudes, the positioning of the EU as a key subject of the Arctic. The European Union sees itself as a future leader in developing the economic potential of the Arctic on a sustainable basis. This is understandable, because the well – being of Europe-environmental, food, trade and economic – is closely linked to the Arctic. Many EU member States have strategies or policy frameworks for the development of the Northern territories. According to experts in economic terms, the EU will continue to pay special attention to improving the investment climate in the region, the expansion of entrepreneurship, especially among young people, women and indigenous peoples., cross-border cooperation, as well as cooperation and mobility in academic and research fields (Govorova, 2017). Science and innovation will play a key role and contribute to the implementation of the 17 goals set out in the 2030 agenda for sustainable development, adopted in September 2015 at the UN summit (Transformation...).

4.3. China's Arctic policy

One of the most high-profile "troublemakers" in the modern development of the Arctic, of course, is China. Its regional policy is driven by the understanding of their interests and their role in updating the structure of global governance in which China, according to its management, "seeks to challenge the leading role of the US and the West, strongly advocated the construction of a single human community, clearly expresses hope for the formation of a new type of international relations, a key position which will take the cooperation and mutual interest" (Li Hui, 2018). According to China's Arctic policy White paper published in January 2018, Beijing recognizes the sovereign rights of Arctic States and has no territorial claims in the Arctic (Molchanova, Martynova, 2019). At the same time, China is trying to actively promote the idea of managing the Arctic region according to the concept of the common heritage of mankind. Lobbying for this idea, China is trying to improve the existing regime of regulation of international activities in the Arctic region, and, consequently, to prepare the legal basis for its presence in the region not as a partner of the Arctic countries, but as an independent legitimate player. In this emerging new system of global governance, the strategic interaction and partnership between China and Russia is regarded by both sides as a classic example of the most stable, healthy and mature interstate relations. Cooperation between Russia and China on the development of the Arctic region is becoming an important part of the strategic partnership. The mechanism of this interaction is complex, contradictory, changeable under the influence of many external and internal factors. The researchers recognized a great deal of uncertainty as to how to develop the Sino-Russian cooperation in the Arctic in the future (Foxes, 2017, p.42).
Our country seeks to cooperate with China, primarily in the trade and economic sphere. So Russia is ready to realize its share of participation in such a strategic project as "one belt, One road", which in the coming years will have to link the Chinese manufacturer and the huge European consumer market. China, in turn, is extremely interested in cooperation with Russia in military and political terms, and this, according to experts, meets the Russian national interests, both politically and economically. Launched a particular Russian-Chinese projects (Martynova, 2018, 2019).

5. CONCLUSION

The main result of Arctic cooperation is the growth of mutual interest in its strengthening and development. The Arctic remains a zone of peace and stability, despite the environmental risks and military-political threats that arise here. The study suggests that there are prerequisites for Russia and its partners to intensify their efforts to form a new model of cooperation in the region. The emerging model takes into account the diversity of interests of the parties, competition between countries, differences in their socio-political structure and political and economic structure, accumulates a variety of resources to mitigate or neutralize confrontation between the parties, which contributes to the stabilization of the world system as a whole, as well as its regional and country segments.

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INTERACTION OF CULTURES: FROM TOLERANCE TO CULTURE OF DIALOGUE

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ABSTRACT
The principle of solving the problem of intercultural interaction istolerance, emphasizing cultural originality.However,if we only extol uniqueness and cultural differences, not relying on common values, which can merely unite society, constructive communication will be initially impossible. Therefore, a way out of this situation is the dialogue of cultures.But the dialogue of cultures cannot take place without a culture of dialogue.
Keywords: *dialogue of cultures, dialogue culture, intercultural communication, multiculturalism tolerance*

1. INTRODUCTION

Existing cultural diversity implies recognition of another like other and cultural dialogue with him. But traditional stereotypes of national cultures that support their uniqueness are necessarily reproduced from generation to generation, conflicting with the changing social cultural realities of post-industrial world. Ideally, globalizationprocesses are aimed at creating a single cultural space based on the principles of peaceful coexistence and interaction of local cultures.However, differences in the ideological rationale of the surrounding world among nations make such cooperation very difficult, leading to diverse perception and assessment of the same event by representatives of different cultures.Not every ethnic group is willing to live in a cultural whirlpool and see dissolution (Veverka, 2004) of its traditional culture in a mass flow, since it is its own culture on the scale of values that serves as a criterion of the development level compared to others.Therefore, to create the society integrity, not only economic factors become important, but cultural and psychological, namely the level of national identity.A society cannot be stable without developing a sense of civic identity among its citizens.

2. METHODS

The authors used dialectic method as the main, which is required for any social and philosophical analysis. Dialectical method allows to consider the problems of cultural processes and intercultural interaction in the unity of its conflicting sides.In addition, a systematic approach turned out to be valuable, making it possible to consider various aspects of intercultural communication as something unified and inseparable from the general cultural context, theories of structural functionalism and activity, a set of methods being specific to social philosophical research: historical and cultural, comparative historical, analogies, extrapolations, deduction. The most important aspect of the research methodology is the approach used by I. M. Melikov in his monograph "Social being of freedom" (Melikov I.M., 2018), the essence of which is to highlight two aspects of social being: socio-historical and cultural-historical. At the same time, the socio-historical aspect reflects the need for social life, while the cultural-historical aspect reflects freedom. For the socio-historical aspect, society itself and the processes taking place in it are significant, for the cultural-historical aspect a person in all the richness of relations in combination with the inner world.

The study also used a set of General scientific methods of analysis and synthesis when considering the features of the interaction of cultures and a set of factors that affect the course of socio-cultural processes.

3. RESULTS

Currently, identifying constructive trends in cultural dialogue is relevant to all countries. Awareness of the multiplicity of cultures sets the task of forming a different attitude towards the other-another, elaboration of the basis for evaluation of cultural and confessional traditions of different nations. The admission of a dialogue itself indicates the possibility of the interpenetration of valuable cultural elements. In addition, the cultural contacts of nations did not begin today.The history tells about rich experience of intercourse of cultures with each other, therefore we should approach the problem dialectically in relation to world experience in the process of constructing dialogic forms. The culture of any nation is contemporary and unique, and acts as part of human culture, adding diversity to it.A universal human culture is formed on this path of interaction between cultures, a unified and diverse at the same time. In the modern world ofethno-confessionalheterogeneity, cultural dialogue becomes more complicated and involves a larger number of participants.Therefore, the very course of the dialogue, as well as itsresult, dependson the specifics of the cultures involved in this process.Depending on the cultural distance and the type of culture, the dialogue can take place in both constructive and conflict forms. Conflicts may be various.More often, they originate on a household basis, but can develop into a stable confrontation.The most dangerous conflicts areethno-confessionalwars, orange revolutions, which have a clear political tint, religious fanaticism, up to the conversion of anothers to the true faith and persecution of dissentients.Such conflicts have the character of uncompromising confrontation, last for a long time and are notable for their particular cruelty. Today, the escalation of religious opposition is possible to observe not only between different trends (Christianity - Islam), but also within the same confession (split of the Church in Ukraine).Terrorism has become a business that brings a lot of money to those who guide these flows. A crisis of sociability is to the fore. In modernsociety, dialogue between ethnic groups and even between religious faiths is no longer aleading one.Dialogue at the level of civilizations comes to the fore.Under the conditions when borders turn into a nominal element, the role of supranational associations (the UN, the European Parliament, etc.) becomesimportant.Although it is too early to talk about the disappearance of national states, they still build their activities based on the civilizational features of the global world. The problems of civilizationdialogue wereposed by an American political scientist S.Huntington, who predicted a conflict between the West and the rest world (Huntington, 2003). According to the researcher, conflicts go along fault lines, where civilizationalconflictsare manifestedboth atmicro level (struggle for power and natural resources) and macro level (confrontation of civilizations of different levels in the struggle for global influence).Civilizational conflicts are more dangerous thanethno-confessionaland cannot be solved by the forces of one side.The union of two or several civilizations is necessary. Strange as it may seem, ethnography is becoming a serious problem of the current situation. It is governed by the interests of political elites and leads to the reproduction of stereotypes of traditional culture in society, positioning the confrontation of their own and another culture, being not compatible with civilizational identity.

4. DISCUSSION

4.1. Problem Statement

Globalization has given impetus to the processes of unification and diversification: cultural standardization is closely intertwined with cultural diversity. Moreover, cultural diversity is becoming the world market trend, increasing the demand for exotic and otherness, which do

not interfere with usual life, but add diversity to it. This diversity requires a person to tack freely among various cultural traditions (Wadron, 2000), since life today represents mixing, synthesis of cultural fragments (Khlyshcheva, 2018). The way of solving the problem of intercultural interaction is the tolerance principle, which implies competence in the cultural and other heritage of people living nearby (Kuropiatnik, 2000). Tolerance can be viewed as an ethical problem, as a mechanism for restraining aggressive and hostile manifestations (Vavilova, 1997), as a tolerance of a subject in relation to another subject (Petritskii, 1993), as respect for a different lifestyle, beliefs, rituals.It assumesloyaltyto other, another, alien.This is the respect for opinions and beliefs, the identity of representatives of different cultures and confessions.Main regulations of the tolerance principle in the cultural dialogue were declared by UNESCO on November 16, 1995. Nevertheless,if we only extol uniqueness and cultural differences, not relying on common values, which can merely unite society, constructive dialogue will be initially impossible. The current tendency to identify social andculturalconflicts, and ethnicity to politicize and preserve the whole complex of traditional beliefs and practices is dangerous.Not all traditional practices comply with the laws of host societies, many of them openly conflict with accepted norms of post-industrial countries; this heats the situation and does not contribute to internal dialogue.As a rule, tolerance ends where the anothers attempt on cultural values of the host society begins (McGhee, 2008).Meanwhile, it is this problem that worries many western countries today, when not aliens, but indigenous population is clearly discriminated in favor of minorities. The difference in cultural traditions is most pronounced at the household level, in everyday practices, where standards of behavior, criteria of correctness and incorrectness are clearly prescribed, and they are different for various ethnic cultures.Accordingly, the question arises how far one can go in upholding his values, even if they contradict the laws of the host country.It is clear that not only positioning of ones own attitudes is necessary for a dialogue, but searching for a compromise in order to develop common basis through which it would be possible to provide clear and comfortable social behaviour rules.General agreement is required not only on what language will be official and how to dress in public places, but also to divide one system of sociocultural space (government institutions, education, etc.).

4.2. Research Questions

Today, high population mobility has become common occurrence. Analysts consider mass movements from a province to capital cities, from poor countries to more economically and socially developed countries as characteristic features of a globalizing world. And cultural diversity contributes to the expansion of ideas about the world, conducing to the development of new ways of communication, interaction. When diversity becomes too strong, society begins to experience social tensions and breaks up into separate groups. Governments of host countries are trying to attract immigrants to public life, but non-residents are not homogeneous and differ from each other not only in theirethno-confessional affiliation, but also in their professional skills, level of education, and desire to integrate into an alien society.It is necessary to form a new identity based on the recognition of oneself as a citizen of a given country.This is the so-called supranational identity, where freedom of leaving theethnic groupinto the space oftranscultureexists.Since immigrant communities are still at the dominant stage ofethnocentricidentity when ethnicity is consolidated through the affirmation and exclusivity, strict rules prescribed by social relations take place; there is no need to talk about free competition of different cultural traditions without forcible preserve of cultural stereotypes. Culture cannot develop in isolation, it lives in a dialogue (Melikov, 2018) and therefore must admit other ideas about the world.Therefore, dialogue is an interpenetration of cultures (Melikov, Gezalov, 2014). Equal dialogue of cultures is not only respect for foreign values, but a position that involves expanding the range of own value orientations through positive

interaction with other cultures, enrichment with cultural and social experience. Both the meeting of different cultures and their interpenetration take place in the process of the dialogue of cultures, resulting in a change in the cultural patterns of the participants in the dialogue. Neither economic, or political and even cultural cooperationcanchange the picture of the world as deeply as cultural dialogue. Interaction processes between cultures are complex, and therefore the dialogue implies the active interaction of equal subjects (Melikov, 2016).However, the discrepancy between the cultural codes of the participants in the dialogue may cause a significant difficulty.Cultures differ in their understanding of the context, the degree of contextual dependence, and the use of hidden information that each transmitted message contains.Culture is the harder, the more it carries hidden information.And the higher the complexity of the culture is, the harder it is for the alien to correctly interpret what is happening and make the right decision. Representatives of different cultures need to know the basics of another culture when communicating, understand its manifestations and focus not on what separates, but look for common basis of value categories (Kuzmenko, 2016). Russian philosopher, historian of culture V.S. Biblernotes that intercultural communication creates a new general culture society, a special sociality, namely a form of free communication of people in the force field of the dialogue of cultures.In this regard, the essence of barriers is important to understand in the way of communication and justify methods for overcoming them.According to V.S.Bibler,The ending century gave rise to an incredible synthesis of cultures, thereby posing the problems of their dialogue (Bibler, 1989).The dialogue, being themaincomponent of intercultural communication, implies such a convergence of interacting subjects of the cultural process, when they do not suppress each other, do not seek to dominate, but are respectful, taking into account the characteristics of each culture (Guzikova,Fofanova, 2015). New cosmopolitism is closely associated with the discourse of globalization and cultural heterogeneity, proposed as a model of the new world by American professor of history David Hollinger. The main idea of the proposed model is intercultural interaction (Hollinger, 1995), which is based on the civilizational ideas of respect for human rights, but with an understanding of traditional origins of different cultures. It does not require indispensable acceptance of all existing traditions. Meanwhile, only acquaintance with other cultural experience canovercome isolationof ethno-confessionalcultures, bringing the formation of multiple identities and new cultural forms to a new level.That is why dialogue is the only way for cultures to coexist in aglobalizingworld.Dialogue is communication with culture, realization and reproduction of its achievements, detection and understanding of values of other cultures (Romanova, Khlyshcheva, Iakushenkov, 2015), the possibility of relieving tension betweenminoritygroups and entire states.

4.3. Problem Solving Analysis

Cultural dialogue brings cultures to a new way of understanding the world and the place that own culture occupies in this world.In addition, it is an opportunity to look at yourself through the eyes of others.In the world of cultural diversity, it is vital to build a dialogue that allows nations not only to coexist, but to effectively interact. Understanding others and respecting for foreign cultural traditions does not come by itself, it must be learned.It is difficult to agree for the representatives of cultures who are at different levels of civilizational development.Nevertheless, it is necessary to negotiate, the world has no other way.Special scenarios of a multiculturalpersonalityfreely oriented in an international environment were developed to adapt to new conditions;multiculturalindividual (multiculturalpersonality), possessing the necessary traits to work in an internationalenvironment; transculturerelated to communication at the culturalfrontier. Thetransculturemodelwas developed by M. Epstein as the state of virtual belonging of one individual to many cultures (Berry,Epstein, 1999).Such a personis at the exit from his culture and at a crossroad with aliens (Epstein, 1995), therefore, he

adapts easier to new conditions, is tolerant to cultural differences and open to constructive dialogue. Boundaries separating cultures disappear in transcultural space.At the same time, cultural dialogue does not lead to confusion, each culture retains its unity and open integrity, but they are mutually enriched (Bakhtin, 2012).The diversity of cultures is similar to the variety of colors and shapes in a mosaic, so that the more colors and shapes it has, the brighter, richer and more beautiful the mosaic is.But with all the diversity, different cultures are united in their essence.And the unity of cultures is carried out precisely through their diversity. However, the formation of such a space is a long process.Today we can only talk abouttransculturaldiversity anduniversality as the heritage of one person.And the intersection zones ofcultures are themost vulnerable points of stability of a multicultural society, neighboring with other territories and experiencing migration pressure.Life on such aterritory is characterized by acomplex interweaving of various identities (ethnic, social, regional, confessional, etc.), their attraction - repulsion, commonality and difference of historical destinies, multi-directional value orientations (Murzina, 2003). The higher the degree of diversity is, the greater the risks of ethno-conflict situations, which complicates the cultural dialogue and limits the interaction of different groups of the population. In modern world, when the problems of interaction between cultures are global, thecooperation of representatives ofdifferent countries and cultures and their constructive dialogue are necessary.Correlation of relationsbetween countries, ethnic groups, national groups in order to maintain the unity and integrity of the social cultural structure is the main function of intercultural communication. Globalization process entails an obligatory transformation of cultural patterns, leadingto the recognition ofanother as a different, but equal (Robertson, 1998).Such recognition predetermines the cultural dialogue, regarding processes of culture hybridization, national and regional specificity, where the non-national is considered as valuable for the nationalmentality expansion. The dynamics and manifold of sociocultural phenomena are interpreted through the diversity of sociocultural types, which must be coordinated with the cultural system of society.The hardest thing is to reach agreementon generalstandards of behavior, appearance, methods of communication, etc.We need general criteria according to which the practical contact of representatives of different cultures will be carried out.

5. CONSLUSION

Thus, in the dialogue of cultures, it is not so much the dialogue as the culture of dialogue that is important. For dialogue-interaction-always happens. Cultures, one way or another, interact and penetrate each other. This is a natural historical process that can take place without the will of man. However, the highest manifestation of culture is the attitude to another culture. And it develops and invigorates the culture itself, exalts and ennobles man as the bearer of culture. Attitude to another culture is an indicator of the development of the culture itself. It needs not only a foreign culture, but its own. The culture of attitude to another culture is part of the culture itself. What is important is not so much the dialogue of cultures as the culture of dialogue. Therefore, it is important to create a culture of dialogue of cultures. Based on this, we can say that the culture of dialogue of cultures, not tolerance, should be the main idea and principle of interaction of cultures, ethnic groups and religions in modern conditions. The dialogue of cultures presupposes the culture of the dialogue itself. The dialogue of cultures cannot take place without a culture of dialogue. According to studies of the interaction of cultures, the content and results of diverse intercultural contacts largely depend on the ability of their participants to understand each other and reach agreement, which is mainly determined by the ethnic culture of each of the interacting parties, the psychology of peoples, the dominant values in a particular culture. Culture as such is a measure of the freedom of society. Therefore, the dialogue of cultures is a way to expand freedom in culture. Freedom is a movement deep into the spiritual foundations, it is a manifestation of the freedom of the spirit.

But depth creates opportunities for breadth. Depth provides latitude, but latitude is a prerequisite of depth. Thus, dialogue is an indicator of the breadth and openness of culture, and at the same time the freedom of society.

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EXISTING TRENDS AND POSSIBLE PROSPECTS IN POLITICAL SCIENCE EDUCATION

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ABSTRACT

This paper aims to discuss the issue of the institutionalization of the Political Science in higher education system in Russia compared to western higher education. This is of the special importance because of the transition to new educational standards begins in an enlarged group of subjects within 'Political Science and Regional Studies'. To find an international and national specifics, this paper uses the comparative method of analysis of the twelve Russian and twelve western universities, the curricula of leading western and Russian universities, where Political Science are taught; as well as the methods of synthesis and analogy to help to outline the components of the educational model which more closely correspond to the modern requirements for the subject. The paper draws to the conclusion that the trend to position the Political Science in the Russian higher education context among humanitarian subjects decreases its attractiveness and invites the applicants who do not want to study math, science, and to get a wide range of Social Science disciplines. Russian programmes in Political Science are also devoid of numerous components that could expand the attractiveness of graduates in Political Science in the labour market. The curricula should include disciplines, capable to form such a level of knowledge and abilities which correspond the whole range of challenges imposed by the information civilization. This include Big Data, deep understanding of the internet and politics interrelations and the influence of new technologies to the political and socio cultural space.

Keywords: *Political Science, Higher Education, Humanities and Social Science, Big Data, Information Society*

1. INTRODUCTION

Previously, we have repeatedly expressed and camping on the problems of reforming the education in Political Science (Nikiporets-Takigawa, 2016; Nikiporets-Takigawa, Otyutskiy, 2017). The proposed paper contains not so much recommendations as thoughts on the possible prospects of teaching Political Scientists in Russian universities. What to teach the future Political Scientist? How to teach? These issues have moved into practical implementation at every Political Science department or other departments, which educate in the fields of Political Science in Russian universities. How to adequately answer such questions? On the one hand, it is necessary to clearly assess the challenges of modern civilization, which any professional Political Scientist must meet. On the other hand - you cannot ignore the accumulated Political Science teaching experience in Russian universities and in the West, starting from the identification and analysis and the specifics of their experience and enrich it external experience. Without taking these aspects into account, it is impossible to comprehend the modern and predict the future stage of the institutionalization of Political Science in Russian higher education.

2. METHODS AND MATERIAL

To identify international and nationally specific aspects of institutionalization of political education we compare the experience of twelve Russian and twelve western university. The benchmarks for choosing universities were two ratings: QS and Shanghai (Table 1).

In the expert community, they are recognized as the most accurate from a methodological point of view. The expert opinion of the author of this paper who has worked in universities in Russia and abroad is also taken in consideration[1].

Table 1: Top 20 Universities by subject Politics and International Relations according to QS World Universities Rankings (QS Top Universities) / Shanghai ranking (Academic Ranking of World Universities) for 2015

1. Harvard / Harvard
2. Princeton / Chicago
3. University of Oxford / Massachusetts Institute of Technology (MIT)
4. LSE (London School of Economics) / Columbia University
5. Sciences Po Paris / Berkeley
6. University of Cambridge / Stanford
7. The Australian National University / Princeton
8. Stanford / New York University
9. Yale University / Pennsylvania
10. Columbia University / Yale University
11. Johns Hopkins / University of Michigan-Ann Arbor
12. Georgetown / LSE
13. Berkeley / University of Oxford
14. National University of Singapore / Northwestern University
15. New York University / University of Minnesota
16. Cornell University / University of California
17. University of Chicago / Duke University
18. The University of Tokyo / University of Cambridge
19. Freie University of Berlin / Carnegie Mellon University
20. MIT / University of Texas at Austin

In 2019, almost the same universities remained in the top twenty of the QS rating, only a few of them changed places, so the total sample made previously (Nikiporets-Takigawa, 2016) retains its relevance.

Table following on the next page

[1] The author has 14 years of experience in leading Tokyo universities, 10 years of experience in leading British universities, experience of cooperation and work with the Higher School of Economics (Moscow), since 2015 she has been working at the Russian State Social University (RSSU). Three Japanese universities were deliberately added to the sample, which we know from our personal teaching experience but which are structurally close to American universities. This will allow us to give expert opinions on the American experience in the institutionalization of Political Science in higher education.

Table 2: QS world universities rankings by subject 2018 politics and international studies

1. Harvard
2. Stanford University
3. University of Cambridge
4. Massachusetts Institute of Technology (MIT)
5. University of California, Berkeley
6. Princeton University
7. University of Oxford
8. Columbia University
9. California Institute of Technology
10. University of Chicago
11. University of California, Los Angeles
12. Cornell University
13. Yale University
14. University of Washington
15. University of California, San Diego
16. University of Pennsylvania
17. University College London
18. Johns Hopkins University
19. Swiss Federal Institute of Technology Zurich
20. Washington University in St. Louis

In 2015, the QS rating for Political Science and International Relations mentioned only Moscow State University (101 - 150). The Shanghai ranking in 2015 included only the Moscow State University (86) and the St. Petersburg State University (301 - 400). In 2017, MGIMO became the first university in Russia, Central and Eastern Europe, Central Asia and the BRICS countries to receive five QS stars (MGIMO; Voskresensky). Thus, when compiling a sample of twelve Russian universities, we used the results of the Russian ranking of universities[2], reference sources, as well as self-representation and universities[3]. This subjective aspect was also taken into account as the expert opinion of a number of representatives of the Russian Political Science community who have the practical ability to compare the organization of Political Science education in leading universities of the country. On this basis we made a rough list of the top Russian universities by subject Political Science. Several universities whish do not enter any of the rankings was added to the sample. When discussing the disciplines whish are taught in Russian universities to educate in this subject we use a sample of six universities: two classic universities of the two Russian capitals (Moscow State University and St. Petersburg State University), four National Universities (HSE in Moscow and three regional universities). For representativeness, national universities from different regions were selected. For three of them we analyzed curricula and programs that are available on the university website-sites.

[2] So, on the website Ucheba.ru for the applicant the following leading universities by subject Political Science are mentioned: 1) Peoples' Friendship University of Russia; 2) Higher School of Economics; 3) MGIMO (Moscow State University of International Relations); 4) Odintsovo branch of MGIMO; 5) Plekhanov Russian University of Economics. For this ranking, a passing score was taken as a ranking criterion (Subject 'Political Science').

[3] See, for example, self-presentation on the official website of MGIMO in 2013 (no later presentations were found on this site): 'In accordance with the data received, it is obvious that the 'Big Four of leading Political Science faculties in the country are at MGIMO University, Moscow State University, St. Petersburg State University and the Faculty of Applied Political Science, Higher School of Economics. These faculties traditionally compete for the most powerful applicants. At the same time, competition from other universities is increasing. Among the Moscow universities, in addition to the "Big Four" the first-year political students at the Financial University, RUDN, RGGU and REU have the strongest USE scores. Strong competitors are subsidiaries RANHiGS, with the leading position of the Faculty for Comparative Political Research of the Northwestern Institute of Management in St. Petersburg. Among regional universities, Kazan and Tomsk Universities have the most stable indicators' (Rating).

In MSU, St. Petersburg State University and the HSE we relied also to the materials used in Political Science programmes which are also available for external users. Disciplines are not divided into compulsory and optional, since the goal was to identify the general capabilities of the university in their teaching.

3. RESULTS

The following trends are clearly manifested. *The first trend* – western universities tend to determine the location of the Political Science within Social Science, closely combining Sociology, Law and Political Science. Whereas the Russian universities tend to put Political Science in the humanitarian block. In our dataset we can find only two western examples of the institutional union of Political Science with humanitarian subjects. In one case (of Waseda University, Japan) this is caused by the need to incorporate quite unpopular subject (Languages) to more popular faculties (of Law and Political Science). The second case (University of East Anglia, United Kingdom) is caused by the desire to entice an applicant to a very average British university with the extravagant opportunity to get several specialties at once. Understanding of Political Science as a humanity subject is a well-established trend in Russian higher education (HE). As the highly visited Ucheba.ru website explains about this subject: 'Among professional disciplines, future bachelors study political theory, the political history of Russia and foreign countries, the history of political studies, modern Russian politics, world politics and international relations, political psychology, etc. The future Political Scientist should be a good speaker. Therefore, rhetoric is mandatory studied. Many universities conduct trainings on the development of communication skills. Students practice at the headquarters of political parties and in state organizations' (Subject Political Science). Such a setting orientates the applicant to the predominantly humanitarian character of the future specialty. The same conclusions are drawn by our experience with Russian students majoring in Political Science at the Higher School of Economics and the Russian State Social University. Most students of Political Science at these universities primarily emphasize their humanitarian interests and their understanding of the humanitarian component of Political Science as one of the decisive factors in their choice. However, at Cambridge University where the author of the paper also works, Political Science is taught at the non-humanitarian faculty and in such a way as to make students not only Political Scientists, but also specialists of a broader profile. The program includes the following disciplines:

- First year:
  - Politics;
  - International Relations;
  - two options from Sociology, Social Anthropology, Biological Anthropology, Archaeology, Social Psychology, Cultures of Mesopotamia and Egypt, Psychology, Akkadian or Egyptian languages;
- Second year:
  - History of Political Thought (of Ancient Greece to XVII century either of XVIII - XIX);
  - Ethics and World Politics;
  - Comparative politics;
  - Either an optional essay paper in Politics and International Relations or a paper in another subject.
- Third year: EITHER a dissertation and three papers OR four papers
  - A general paper in Politics and International Relations
  - Two or three papers in Conflict and Peace-building, the politics of the Middle East, the politics of the international economy, post-1890 political thought, China and the international order, the politics of Europe and the politics of Africa. Students can also opt to replace one of these papers with another subject.

- An optional dissertation on any topic. Students who do this take two papers from the list above (otherwise students take three).

Cambridge students applying for Social Science, during the first two years should learn several Social Science disciplines (for example, Political Science and International Relations should be learned together with two elective courses: Sociology, Anthropology, Archeology, Psychology, and so on). And only in the third year, the choose a specialization. For example, former British Prime Minister David Cameron studied economics in Oxford together with history and philosophy, and his deputy and leader of liberal democrats Nick Clegg majored in Social Anthropology in Cambridge along with Archaeology. For admission to the university for social and scientific specialties, thorough mathematical training is required. On admission to the Political Science an applicant should show results in higher mathematics, i.e. not in mathematics at the secondary level, but in mathematics, which are taught to enter the university on the basis of programs, which are similar to the university elementary courses. Thus, Political Science is closely intertwined with other Social Science disciplines, being in equal and mutually supportive relationship with them. This practice is most common in western universities, with very few exceptions. As a result, western Political Science specialists from the university training absorb a considerable amount of competence, due to which they are potentially suitable for employment in various spheres. Comparing western and Russian experience of institutionalization of Political Science at the higher education, it can be concluded that the Russian universities do not fully use the potential of interdisciplinary Political Science, thereby narrowing the range of its pragmatic applications. As a result, both applicants and students are ignorant of the fact that in the modern market of intellectual labour, a Political Scientist is regarded as an universal specialist. Here the orientation of the prospective students both on humanitarian and on the Social Science character of the Political Science as a subject, can significantly increase its attractiveness and the greater confidence in employment prospects. Second difference between Russian and western approaches to Political Science teaching, is that the content of western educational programs on Political Science is more packed with the modules associated with new technologies, Big Data, quantitative methods. What is the situation in this area in Russian universities? A clear picture can be obtained from the sample presented in Table 3.

Table following on the next page

Table 3: Mathematical, statistical and informational disciplines in Russian universities (compiled by the author)

University	DISCIPLINES
Moscow State University, Department of Political Science	• Internet as a space for political communication
St. Petersburg State University, Department of Political Science	• Mathematical methods of analysis and modelling of political processes • Empirical Policy Research Software • Applied Techniques in Political Analysis
HSE (Moscow), Department of Political Science	• Logics • Mathematics and Statistics • Mathematical models of political economy • Principles of Mathematical Proof • Theory of Probability and Mathematical Statistics • Game theory • Multivariate statistical analysis in Political Science • Probabilistic-Statistical Models • Quantitative methods and models for assessing the effectiveness of the state • Data Analysis in Python • Analysis of categorical data in statistical packages • Python programming basics
National Research Tomsk State University, Department of Philosophy	• Applied Systems and Analysis • Computer Software for Political Science Research (SPSS)
Perm State National Research University, Department of History and Politics	• Logic / Math Logic • Computer science • Concepts of modern science • Methodology and methodology of sociological research • Information Technology in Humanitarian Research • Mathematical methods in historical and political research
Southern Federal University, Institute of Philosophy and Socio-Political Science (Rostov-on-Don)	Not found

The clearly uneven attitude of Russian universities to the methodological preparedness of Political Scientists in the field of the use of quantitative, mathematical, statistical methods and information technologies and the use of Big Data is striking: from the whole package of relevant academic disciplines at the Higher School of Economics and Perm Higher School of Economics to the almost complete absence of such attitude in the Southern Federal university. The internet as a special object of Political Science research is studied only at Moscow State University. The need of this discipline is obvious and very much acknowledged in the western HE context. On the one hand, the 'independent communication systems based on the internet and wireless communication' (Castells, 2012) together with social networks help transform an ordinary citizen into an active citizen (Gerbaudo, 2017; Nikiporets-Takigawa, 2014; Narignani, 2005). On the other hand, the internet is widely used for state 'control and monitoring' of citizens' mindsets around the world, the social networks have greater potential in comparison with the media producing the invisible method of control and surveillance (Nikiporets-Takigawa, 2017; Smirnov, 2017). The growth of Internet coverage in many countries has led to the most dangerous of the global challenges of the information civilization: cyberterrorism, cyberjihad, cybercrime in all its forms, including cyberbullying or internet bullying (Monica Lewinsky), as

well as crimes against minors: the sexualisation of children through the network (First she became) or calls for suicide through the Blue Whale game[4], hacking[5] et al. Every terrorist act, every street protest lead to calls to limit the possibility of the uncontrolled circulation of content in the internet. So, in 2011, during the riots in the UK, as well as Russian mass anti-government protests, Prime Minister D. Cameron and then-Russian President Dmitry Medvedev offered similar measures: disable the internet communication in order to prevent internet mobilization for riots (Twitter and the riots). The above facts clearly show that the information era needs specialists who have a whole range of professional skills and have a broader professional and personal outlook. 'In order to adequately respond to the non-human-sized growth of information, use it effectively, meet the tasks of post-industrial development, a person must acquire qualitatively new abilities, radically transform the essence, image, physicality and present way of interacting with the surrounding multiversum " (Shichanina , 2010, p. 123 - 124). The changes that occur in information and communication mechanisms substantially change both the social world and the world of an individual person, and information civilization requires a modern Political Scientist to conduct a thorough scientific analysis of the newest type of society and a new type of person, as well as those scientific concepts, in which comprehending th tsya and such a society, and such a person (Tarasenko, 2000). Political science educational programs and strategies in this regard require substantial revision. That is why it was opened in western universities, and in Russian universities a whole range of intradisciplinary and interdisciplinary directions is being formed and is being opened , which specifically analyze the role of the information factor in the development of modern man and society. Among them is informational anthropology, the content of which is determined primarily by the content of the key terms that defined its name: anthropology as a doctrine of a person and information as a key category for the study of informational processes (Otyutsky, 2014). Skilled work with Internet data is part of the profession of a Political Scientist. All the largest universities have embarked on training programs for students of various specialties on the specifics of working with big data. The National Research University Higher School of Economics has set itself the ambitious task of mass training in data analysis since 2017[6]. The Cambridge and Oxford University in 2012 programs have appeared that offer students and faculty training in the basics of programming, data processing, the use of big data for scientific and methodological purposes. As part of the course on the analysis and forecasting of political and social processes through Big Data, students can : explore the possibilities and limitations of Big Data ; understand what types of tasks are solved using Big Data ; learn to formulate technical specifications for Big Data based on real projects; know the principles of team building for Big Data (number of employees, competencies of performers); to study types of visualization of Big Data results and types of analytical reports; and also gain skills in organizing the prevention of political conflicts based on Big Data and through communication in social networks. The output is specialists who are ready to solve the widest range of monitoring, analysis and forecasting tasks of social and political processes. Big Data is a very promising methodology for Political Science research. However, in the educational process, Big Data should also be presented as an object of Political Science study. More and more researchers analyze them precisely in the Political Science aspect. Thus, C. Freeman believes that this technology, like other new technologies, can turn into a weapon of destruction (Freeman, 2018, p. 9) and 'a great way to identify potential spies' (ibid, p. 15). A. M. Sloter, on the contrary, points to the contribution of Big Data to the formation of a system of goods

[4] Game that involves teens through social media in executing orders, the ultimate of which is committing suicide. Appeared in Russia in 2015, the peak of activity occurred in February 2017, when about 800 teenagers were its victims.
[5] According to *Cisco* there are currently five billion hackers and another billion is on its way in the near future (The internet of stings).
[6] See, for example, the description of the program "Introduction to Data Analysis" of the Higher School of Economics: Minor "Data Mining". URL : https://electives.hse.ru/2016/minor_intel/analysis2016 (accessed: 11/20/2018).

and services (Sloter, 2018, p. 24). E. Kuznetsov suggests a link of the Big Data with artificial intelligence (AI) and emphasizes the role of this connection in the development of modern science (Kuznetsov, 2018, p. 87). Thus, there are a number of approaches to understanding the political role of Big Data in the modern world, and future Political Scientists should know them.

4. CONCLUSION

The process of transition of political education in the new standard requires to comprehend the future stage of institutionalization of Political Science at the Russian higher education. A comparative analysis of the features of Political Science education in Russian and western universities has revealed some of the emerging trends. Russian Political Science is characterized by a trend to enter it into the humanitarian block, while the contrast between the humanities and Social Science is uncharacteristic for western universities. Information civilization challenges are pushing to rearrange the structure of political education for more in-depth cooperation of humanitarian and Social Science, erasing the borders between the basic knowledge and abilities of the social scientists and natural scientists and between humanity and sciences. Regardless the subject choice current graduates should master in quantitative research methods, new technologies and technological challenges of the information society and the influence of the internet to all social spaces including the political space, as well as the ability to work with Big Data.

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FORMULATION OF A PREDICTIVE MODEL FOR ECONOMIC GROWTH BASED ON EDUCATION INDICATORS

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ABSTRACT
The article deals with the formulation of a predictive model for economic growth based on education indicators and global indices that are educationally significant for the dynamics of GDP per capita in various samples of countries. It shows that GDP per capita exponentially depends on the Human Development Index, Global Competitiveness Index, as well as the number of years of schooling among the country population, with the validity of approximation being high enough, which allows using this dependence for predicting and developing cognitive models for socioeconomic dynamics. According to the trend line, an extra year of schooling is equivalent to a GDP per capita growth by 29%, based on the statistical data on 25 largest economies and by 37% for 70 economies. With the existing high level of education, Russia's GDP per capita is below the trend line by USD7,000–9,000.
Keywords: *GDP per capita, education, economic dynamics, diagnostics, global indices, PISA, HDI*

1. INTRODUCTION

One of the most relevant issues of the modern economic development is the declining world GDP growth rate, particularly in developed countries [Hawksworth J., 2017]. Simultaneously, there is a decline in the world population growth rate [World Population Prospects, 2017], referred to as demographic transition. There are solid reasons to think that these two processes are closely interconnected, as people are who creates knowledge and technology that improve labor productivity. To maintain the economic growth rate in the demographic transition situation, the strategy of increasing the employees' education level is widely used [Schofer E., 2006]. However, the level of coverage with tertiary (professional) education in developed countries approaches its limit. In particular, it is already equal to 53% in Russia and 57% in Canada [OECD.Stat., 2018]. A peculiar feature of socioeconomic development during the current century is the fact that the human capital has become a critical factor. According to the data presented in [Korchagin Y.A., 2005], it makes around 80% of the national wealth of the developed and largest developing countries. And education is what plays a key role in forming human capital. However, the education level impact on economic growth is quite a debatable issue. For example, in [Barro R., 2001], it is shown that GDP per capita depends exponentially on the average years of schooling. In studies of Jacob Mincer [Mincer J., 1994], it was shown that the earnings of employees exponentially depend on the number of years of schooling. However, [Badinger, H., 2002] showed that in EU regions, only obtaining tertiary education has an impact on economic growth, while changes in the lower levels of education are statistically insignificant.

Summing up the results of studies of the impact of human capital on economic growth, [Koritsky A.V., 2013] noted that the results of empirical cross-country studies of the impact of human capital on economic growth are very controversial due to the statistical imperfection of calculation methods and great variability of the indicators used for measuring human capital. Also, there is a large number of factors, apart from education, which influence on the personnel qualification level. For example, the knowledge and skills acquired originally should be adjusted in the process of labor activity to specific practice and transformed into the required competencies. If a specialist does not work in his/her specialty that he/she obtained in a higher educational institution, such primary education does not combine with the practice and the obtained education does not yield the expected outcome. On the other hand, primary knowledge and skills quickly become obsolete with the advent of new equipment and technology. Accordingly, specialists need professional upgrade, which is not sufficiently developed in Russia. It is important to note that in a number of global studies of the level of employees' qualification, Russia is among the outsiders [The Global Competitiveness, 2018], which is rather strange against the background of its leading position in the field of tertiary education. Since education is a key factor of economic growth, it is advisable to study the interconnection between economic growth and educational factors of human capital for Russia in comparison with other countries. Studies carried out by international organizations and global rankings were used as a source of statistical data in this paper. The purpose of this study is to formulate a predictive model of economic growth and factors of socioeconomic dynamics based on education-related indicators.

2. RESEARCH METHODOLOGY

The approach to economic dynamics, used in the study, corresponds to the so-called quasi-stationary model, according to which a change takes place as a sequence of stationary states. Obviously, this approach does not allow simulating cyclic and rapid processes, but it does allow assessing main growth effects. Gross domestic product (GDP) per capita is mainly used (based on the World Bank data) as the indicator of economic growth due to its availability and regular updating. In this work, we used the values of GDP and GDP per capita at purchasing power parity (PPP) only; therefore, any mentioning of GDP below means GDP (PPP). In fact, we studied the dynamics of GDP per capita depending on the years of education or any other indicator related to the education level of employees. Since the share of tertiary students in the world per capita grows almost linearly over time [Prichina O.S., 2019], the dependence on the years of education is equivalent to the time dynamics. In some cases, GDP per capita plays the role of an argument, rather than a function. Socioeconomic processes basically depend on many different variables, and the study of the dependence of GDP per capita on one argument only may seem incorrect. However, the dominant role of human capital in the national wealth of the largest countries makes it possible to search for education indicators that have the deepest influence on economic growth, i.e. that are magnitudes that determine the extent of changes. An essential issue is the formation of a sample of countries used for the analysis of the effect of various indicators. Identification of such indicators is a laborious process and not every country provides the necessary data. Therefore, the inclusion and coverage of certain countries in those studies often was the reason to include such countries in the sample of this study. The great difference in economic weight and population between countries complicates the process of identifying generalized statistical patterns; therefore, the samples mainly included countries that have a large population and/or GDP. Most often, we used the sample that included 70 countries, designated as M70, 50 of which had the biggest GDP and 40 of which had the most numerous populations. Their share in the world GDP (PPP) is about 94%. We also used the G25 sample, which included countries with GDP (PPP) over 1 billion US Dollars, whose total GDP equaled to 78% of the world GDP.

As a rule, the samples did not include countries whose economic development significantly differs from common patterns due to a certain extraordinary natural or political resource present in their region, which allows them to dramatically increase their GDP per capita. Among them: UAE, Singapore, Qatar, Kuwait, Bahrain, Macau, and Luxembourg. In some cases, we excluded countries with a high level of education, but very low GDP per capita, which was specifically indicated. The indicators defined in various global studies are ranked by the value of the estimated parameter and by their place in the ranking. In this work, the place in the ranking was mostly disregarded. To ensure comparability of different indicators, we normalized their values to 10-point scoring systems. The features of the studied patterns were visualized by designating some of the largest economies with special icons on the graphs. As a rule, the light icons indicate: China (triangle), India (diamond), the USA (circle), and Russia (square).

3. RESULTS

3.1. Professional Competencies of Adults

As the first example of an indicator of education level, we used the results of the international study of professional skills and competencies of the adult able-bodied population, carried out in 2013 as part of the Program for the International Assessment of Adult Competencies (PIAAC). This is the first and only study within the program. The survey involved 157,000 people in 24 countries of the OECD and its partners, including Russia. The study covered three sub-indicators: literacy, numeracy, and problem-solving skills in a high-tech environment (briefly, IT skills). The results of the study [The Programme for the International Assessment, 2013] are provided in Table 1. The concept of the study consisted in analyzing the employees' ability to communicate and process information in modern conditions, when many routine professional skills are no longer in demand, since production is predominantly automated currently. The assessment used a 300-point scale, its aggregated results are provided in Table 1 in the form of the arithmetic mean of the three sub-indicators as a percentage.

Table 1: Professional skills of adult population

		Mean, %	**Literacy**	**Numeracy**	**IT skills**
1	Japan	93	296	288	255
	Finland	89	288	282	235
	Cyprus	89	269	265	
2	Netherlands	88	284	280	227
	Slovakia	88	274	276	238
	Russia	**87**	275	270	234
	Sweden	87	279	279	228
	Belgium	87	276	280	228
	Norway	87	278	278	225
	Czech Republic	87	274	276	229
3	South Korea	86	273	263	237
	France	86	262	254	
	Australia	86	280	268	227
	Denmark	86	271	278	223
	Estonia	86	276	273	229
	Germany	85	270	272	219
	Austria	85	270	275	223
	Poland	85	267	260	237
	Canada	85	274	266	223
4	UK	84	273	262	223
	USA	83	270	253	225
	Italy	83	251	247	
	Spain	83	252	246	
	Ireland	83	267	256	227
	Average	**86**	**273**	**269**	**229**

In Table 1, four blocks of results are isolated: 1 – very high, 93–89%; 2 – above average, 86–85%; 3 – average, 86–85%; and 4 – below average. Basically, all the indicators are quite high and hardly provide for differentiation of the countries in order to forecast their economic performance, the more so as the study covered countries with a fairly high level of education and GDP per capita. The study showed that employees were the least proficient in high-tech skills. This is due to the fact that not all elderly people had studied them during their education. Also, worse skills are typical of migrants, who often have poor command of the language the test was held in. Therefore, countries where there is a significant number of those show lower results. Perhaps these factors determined Japan's leadership in this study. As can be seen from Table 1, Russia demonstrates a high level of all indicators, slightly above the average and corresponding to the performance of the OECD countries. Nevertheless, it was noted that more than 40% of elderly people in Russia are not skilled in using ICTs to access information and solve simple problems. But a similar situation is typical of other countries.

3.2. The Quality of Student Learning PISA

The Programme for International Student Assessment. The international monitoring of the quality of education of 15-year-old students is aimed at assessing the students' skills to receive information useful for their life. The study is conducted by an international consortium under the auspices of the OECD once every three years [PISA, 2015; Kravtsov S.S., 2015]. This study is not dedicated directly to tertiary education, but it is the age, after which students start their vocational education, and it directly affects their subsequent higher-level education. Since students in different countries receive relatively uniform knowledge and skills at this age, this makes it possible to conduct international comparisons correctly [Zhebrovskaya O.O., 2013]
The study includes three sub-indices: reading, mathematics, and science. The tests were aimed at the students' ability to use the skills in order to obtain information useful for their activities. The test uses a 600-point scale and covers each sub-index. According to the 2015 PISA study results, Russian participants ranked from 32nd in natural sciences to 23rd in mathematics. The first places in the ranking are occupied, as a rule, by minor countries, such as Hong Kong, Macau, and Singapore; therefore, it is difficult to consider the comparison by ranks correct. A more informative comparison of the achievements of the Russian participants compared to representatives of the USA and OECD is provided in Figure 1 as the arithmetic mean of the results of three sub-index tests [Results of PISA, 2015]. It can be seen that according to the results of 2015, Russia is at the same level as the OECD countries and the USA; although, the previous-years' results of Russian participants were significantly worse.

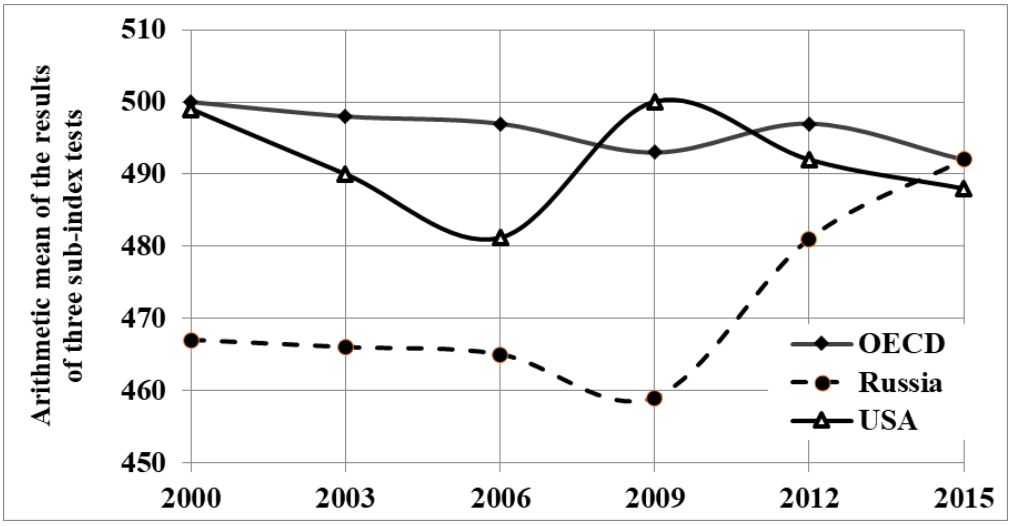

Figure 1: Comparison of the US, Russian, and OECD Participants

The changes in the test results of the Russian participants in various disciplines from 2000 to 2015 [PISA Results, 2015] are shown in Figure 2. It can be seen that the lowest points correspond to reading, which is probably due to a significant number of students who had moved to Russia from the neighboring countries. A comparison of the results of participants from different countries shows that higher scores are typical of the countries with high GDP per capita.

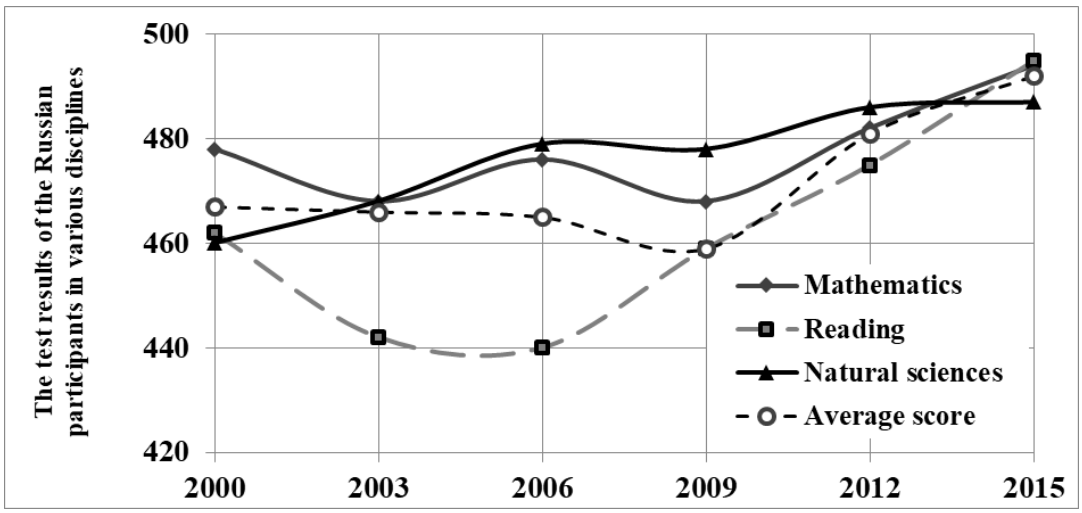

Figure 2: Changes in the results of the Russian participants by disciplines

A comparison of the results of participants from different countries shows that higher scores are typical of the countries with high GDP per capita. Figure 3 shows the interdependence of the 2015 PISA scores (averaged for three sub-indicators, normalized to a 10-point system) and GDP per capita for 2015 in thousands of USD.

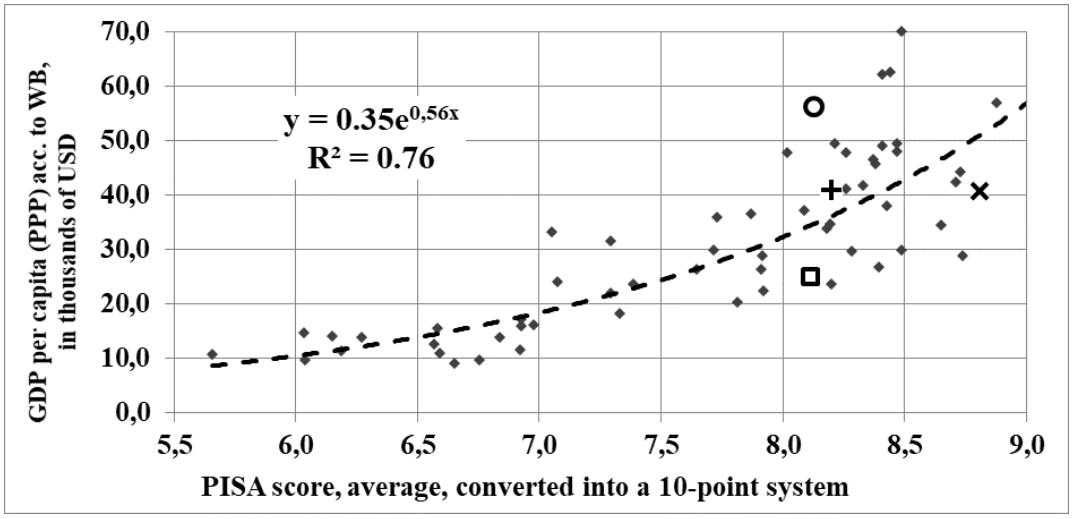

Figure 3: Dependence of PISA test scores on GDP per capita

At the same time, five countries with very high GDP (UAE, Singapore, Qatar, Macao, and Luxembourg) and four countries with low GDP per capita (Vietnam, Moldova, Thailand, and Uruguay) out of 70 countries participating in the PISA tests were excluded in order to identify the main pattern. In Figure 3, an exponential curve is drawn that satisfactorily approximates the presented data ($R^2 = 0.76$). The light shapes represent Russia (square); USA (circle); OECD (plus mark), Japan (crisscross).

It should be noted that in this case, the level of education of young people could not affect GDP per capita; therefore, GDP per capita is the argument here, and the PISA score is the function. Next, we have the opposite situation, in which the education score is more of an argument, and GDP per capita is a function. In reality, these two variables are mutually consistent. However, it seems appropriate to interpret the results shown in Figure 3 as follows: with the existing level of GDP per capita, students in Russia and Japan show better results than the trend line, and students in the USA achieve worse results. It is also important that the education results of the countries are statistically proportional to the logarithm of GDP per capita, and the success of education systems should be compared with account of the available GDP per capita resources that can be used for the education. Note also that there are countries, in which students show high test results even with low GDP per capita. For example, students in Vietnam with its GDP per capita equal to USD6,000 gained a PISA score of 8.4 (on a 10-point scale).

3.3. Human Development Index

Human Development Index (HDI) [Human Development Index, 2018] has been estimated within the framework of the United Nations Development Program (UNDP) since 1990. The concept of this index is based on the idea of a person's development by expanding his/her choice options, such as, above all, living a long healthy life, having a decent education and standard of living. This concept is an alternative to the classical theory of economic development, which was based on GDP growth indices. However, one of the three main HDI sub-indicators is the index of GDP per capita. The two other sub-indicators are the indices of education and life expectancy, which are the main components of human capital (HC). From a systemic point of view, it assumes summing the argument (CC) and the function, which casts doubt on the algorithm's correctness. Since 2010, three sub-indices, which are not considered here, related to socioeconomic inequality, have also been used. Despite the focus of HDI on acting as an alternative to GDP, it is useful to check whether it is possible to use such a detailed and regularly defined index as HDI to diagnose the growth potential of GDP. In particular, consider the response of the GDP per capita (PPP) value to the quality of human potential (HDI). The obtained values of GDP per capita from 2018 HDI are shown in Figure 4. It provides an exponential trend line, which approximates well the sampling points of M70.

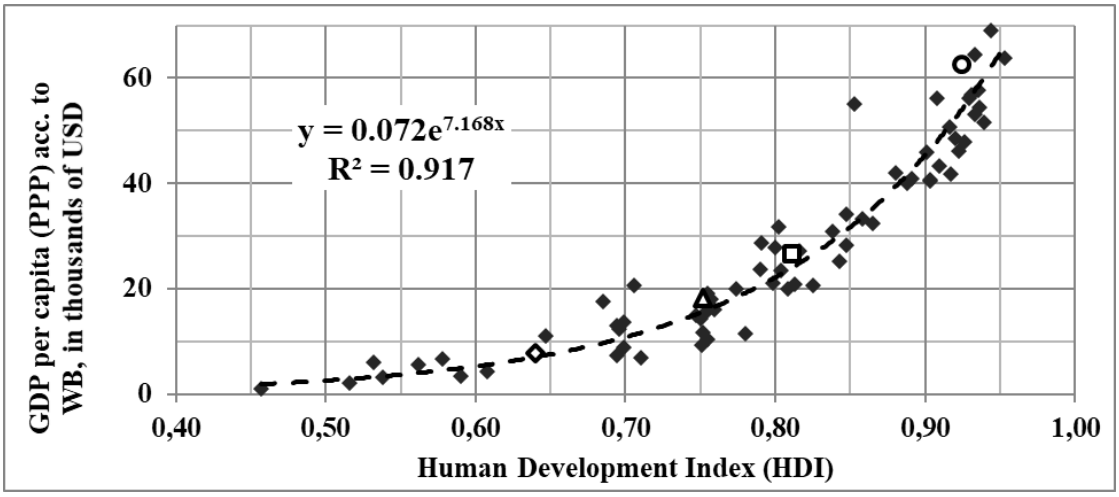

Figure 4: Dependence of GDP per capita (PPP) on HDI, 2018

The validity of approximation is high: $R^2 = 0.92$. It can be seen that the points are scattered relatively close to each other. It is also important that this is an exponential dependence, which means that the relative increase in GDP per capita is proportional to HDI. The light shapes represent Russia (square), China (triangle), India (diamond), and the US (circle).

The point located well above the general pattern represents Saudi Arabia, and its higher GDP per capita (HDI = 0.85) is due to high oil revenues. The trend line is expressed by the equation: Y = 0.072·Exp(7.168 ·X), where Y is GDP per capita, X is HDI. If we convert this equation into decimal, the exponent will decrease by Ln(10) times and we will obtain equation (2), where GDP per capita is expressed in thousands of USD as of 2018.

$$\textbf{GDP per capita} = 0.072 \cdot 10^{3.11\,X} \qquad (2)$$

According to Figure 4, Russia follows the general pattern of GDP per capita dependence from HDI, slightly deviating upwards (by USD2900). In addition, Russia's HDI is more than 0.8, which according to the accepted ranking refers to countries with a very high level of HDI. Obviously, despite the apparent similarity of Figures 3 and 4, they have clearly distinguishable differences; in particular, the HDI score acts as an argument in Figure 4. The position of Russia regarding the exponential trend is also different: it matches the trend in Figure 4. Despite the apparent good approximation and good compliance of the largest economies with the trend, questions remain for this dependence. Since one third of the HDI indicator is GDP per capita, this subcomponent should be a linear dependence on the graph. On the other hand, an increase in life expectancy should not contribute to an increase in GDP per capita, since employees generally do not work after they reach 65 years. Thus, it is not clear how the education of employees affects GDP per capita as part of this index. Therefore, the education sub-index is considered below in more detail.

3.4. The Ranking of Countries by the Education Level

The Ranking of Countries by the Education Level (Education Index) is formed by UNDP [World Education Level Ranking, 2019], as a sub-index of HDI. This index, further referred to as Level of Education Index (LEI), is determined by two indicators: the population literacy rate (two-thirds) and the total share of students receiving primary, secondary, and tertiary education (one-third). The dependence of GDP per capita on LEI in 2018 is shown in Figure 5.

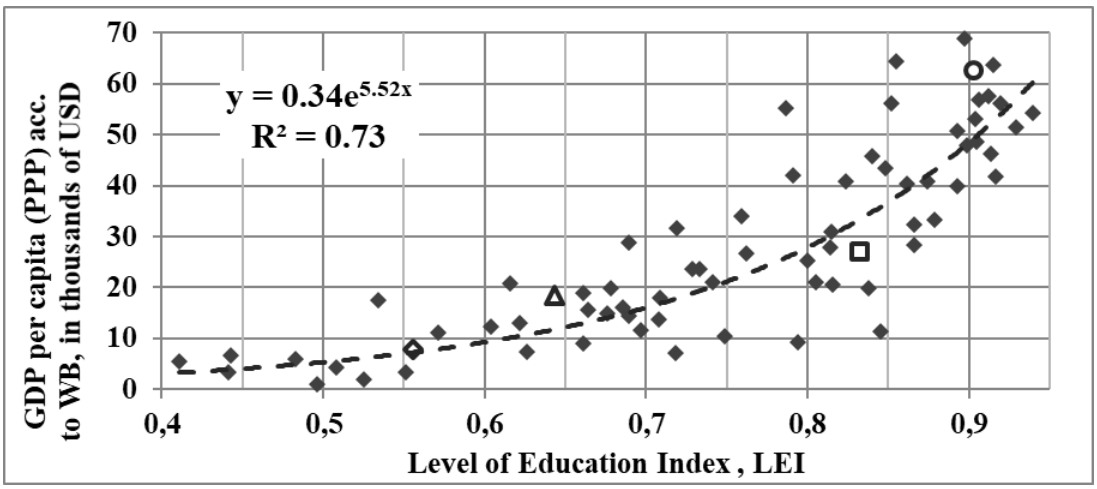

Figure 5: Dependence of GDP per capita on the level of education, 2018

As can be seen from Figure 5, the dependence of GDP per capita (PPP) from LEI is also approximated with an exponential trend, where the approximation validity is lower than in the case of dependence from HDI (R^2 = 0.73). The trend line in decimal is expressed by equation (3), where X = LEI, and GDP per capita is expressed in thousands of USD as of 2018.

$$\textbf{GDP per capita} = 0.34 \cdot 10^{2.4\,X} \qquad (3)$$

Comparison of Figures 4 and 5 shows that the coefficient at the exponent for LEI is much greater than for HDI, and the power of the exponent is less. Accordingly, with the HDI = 0.6, the value of GDP per capita is approximately equal to USD10,000, and with LEI = 0.6, the value of GDP per capita is approximately equal to USD5,000. In this rating, Russia has a slightly higher LEI (0.832) than HDI (0.816), and at this level of education, Russia's GDP per capita is lower than the trend line by USD6,600. For China and the US, the level of GDP per capita is higher than follows from the LEI trend. The problematic nature of the LEI index consists in the fact that literacy makes two thirds of its weight, covering almost 100% of the population in developed countries. Also, there is no unambiguous relationship between this indicator and education levels of the international classification ISCED 2011 [UIS UNESCO, 2013] and the number of years of schooling. Lately, UNDP has been estimating another HDI sub-index characterizing the level of education of countries. Instead of literacy, it includes expected years of schooling [Human Development, 2018]. However, such forecasts are very disputable. For example, the average years of schooling are expected to be 22.9 years for Australia, 19.6 years for Ireland, 19.3 years for Iceland, despite the fact that its current value in all of these countries is around 12.5 years and not a single country in the world has more than 14 years. In addition, such a conversion transforms this index from an argument into a function with a large number of parameters used to calculate the expected years of schooling, which makes it unreasonable to use it for predicting economic dynamics.

3.5. The Influence of Years of Schooling

Due to the above-mentioned shortcomings of education indices, we considered the level of education indices, which can be measured directly. In [Barro, R., 2001], it was shown that the value of GDP per capita (PPP) in various countries grows exponentially, depending on the average years of schooling, as shown in Figure 6, where the natural logarithm of GDP per capita (PPP) in international dollars of 2000 is plotted along the horizontal axis, and the average number of years of schooling of employees older than 25 years (E) is plotted along the vertical axis. The statistical data in this case are approximated, when converted into thousands of international dollars of 2017, by dependence (4), where Y = GDP per capita.

$$\mathbf{Y = 0.438 \cdot 10^{0.2E}} \qquad (4)$$

From Figure 6, it is seen that the level of education in different countries varies by up to two times for the same GDP per capita, that is, this dependence is observed only statistically (R^2 = 0.73).

Figure following on the next page

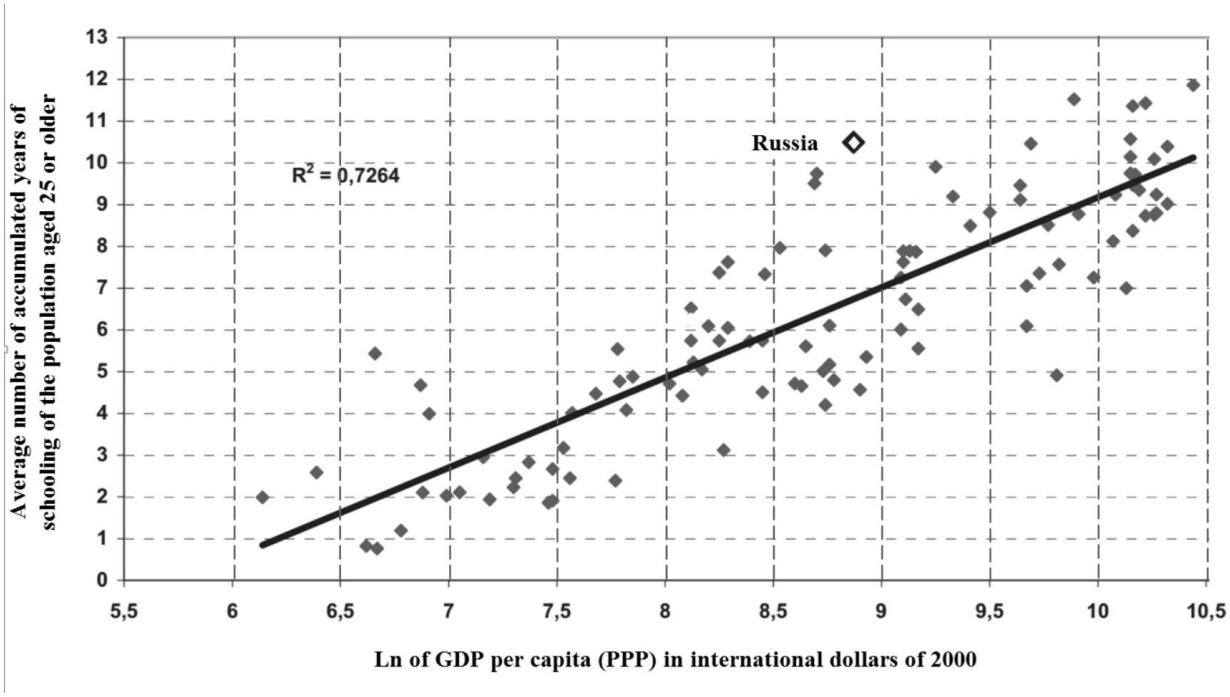

Figure 6: Interconnection of GDP per capita and the number of years of schooling of employees [14]

Figures 7 and 8 show a similar dependence of GDP per capita (PPP) on Mean Years of Schooling (E) as of 2018, according to UNDP data used to estimate HDI [Human Development, 2018], and exponential trends are given in linear coordinates. Figure 8 presents the M70 sample, and Figure 8 presents the G25 sample (countries with GDP (PPP) of over 1 billion US Dollars).

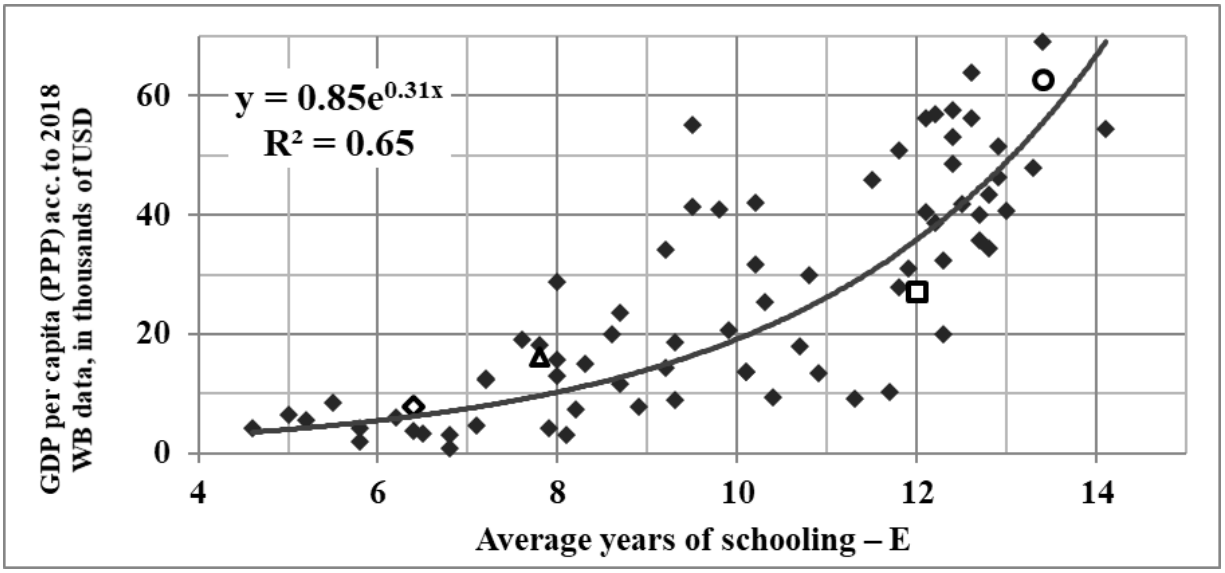

Figure 7: Dependence of GDP per capita on years of schooling, M70, 2018

In Figure 7, the trend line is given in decimal (5), where Y is expressed in thousands of USD of 2018, E – Mean Years of Schooling.

$$\mathbf{Y = 0.85 \cdot 10^{0.136E}} \qquad (5)$$

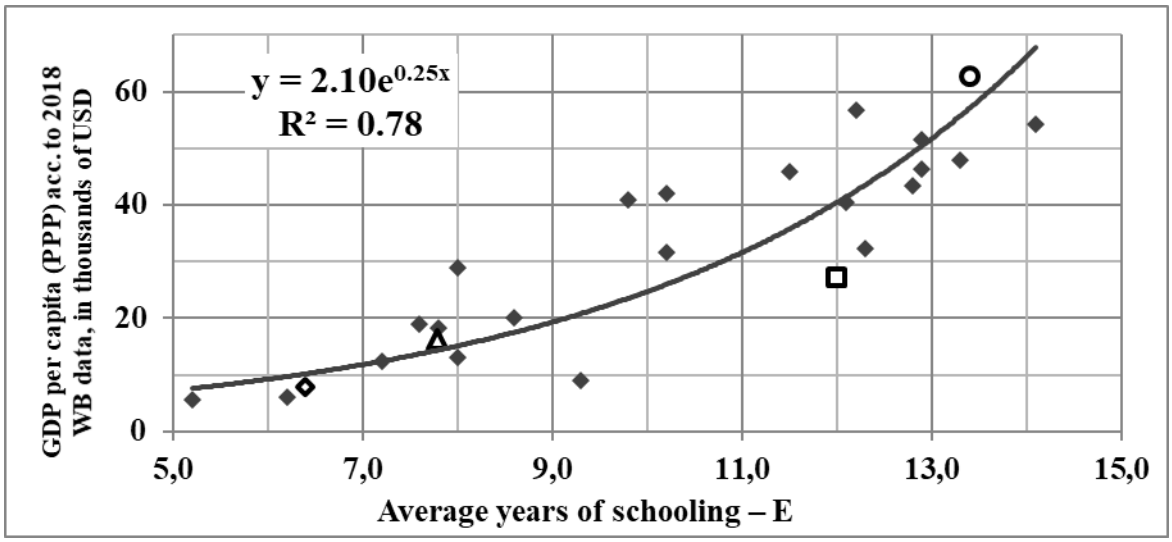

Figure 8: Dependence of GDP per capita on years of schooling, G25, 2018

For the M25 sample (Figure 8), the trend line in decimal has the form (6).

$$\mathbf{Y = 2.1 \cdot 10^{0.109E}} \qquad (6)$$

It can be seen that formulas (4–6) are relatively close graphically, although GDP per capita in formula (4) increases tenfold as the years of education are increased by 5 years, in (5) by 7.4 years, and in formula (6) by 9.2 years. However, the years of education in formulas (5), (6) are much higher than in expression (4), since they refer to a time period 18 years later. Thus, the growth rate of GDP per capita decreases from less to more educationally developed groups of countries, but the coefficient before the exponent increases. An increase in the average years of education by one year leads to an increase in GDP per capita by 37% according to formula (5) and by 29% according to formula (6), which indicates a very high influence of education on the growth of GDP per capita. In all cases (Figures 5–7), Russia's GDP per capita is significantly less than the trend (in Figure 7, by USD6,600, and in Figure 8, by USD8,800), requiring a more detailed study of the reasons for this discrepancy.

3.6. The Impact of Country Competitiveness on GDP per Capita

It is logical to assume that the GDP value is affected not only by the quality of the country's human capital, but also by its competitiveness. Therefore, we analyzed the dependence of countries' GDP per capita on the Global Competitiveness Index (GCI) [The Global Competitiveness Report 2017–2018]. The 12 GCI sub-indices include the characteristics of macroeconomy, infrastructure, institutions, health, education, markets for commodities, services, labor, and finance, innovative potential, and technological development, as well as competitiveness of companies. The dependence of GDP per capita on GCI is shown in Figure 9.

Figure following on the next page

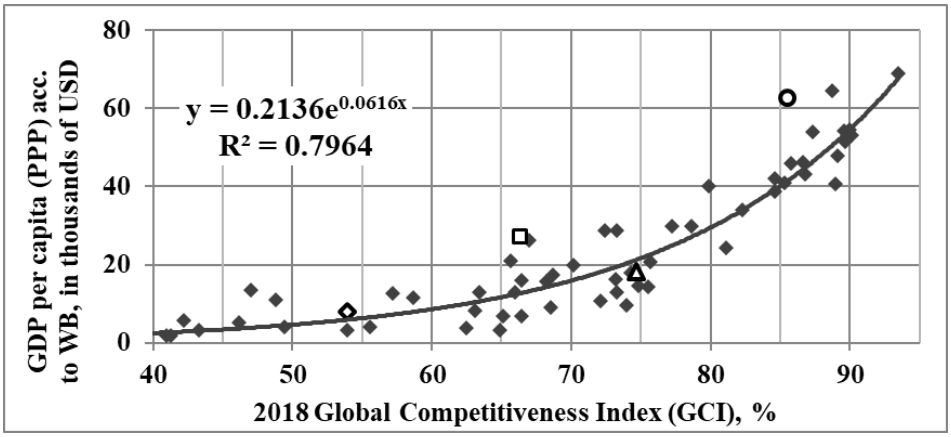

Figure 9: Impact of the competitiveness index on GDP per capita

This dependence has an exponential form (7) in decimal:

$$\mathbf{Y = 0.85 \cdot 10^{0.027E}} \qquad (7)$$

This graph, unlike the previous ones, has GCI values expressed as percentage; therefore, the exponent coefficient is about 10 times less. Nevertheless, the exponential dependence of GDP per capita on GCI occurs again, which indicates the connection of this ranking with human capital [Mincer J., 1994]. In this ranking, the GDP per capita of Russia and the US is far above the trend line, with Russia's GDP being approximately twice higher, which raises the question of the possible reasons for such a discrepancy. Although the presence of significant natural resources may be the reason for this discrepancy, it is not clear why they are not reflected in the competitiveness ranking. In [Solodukha P.V., 2018], the authors used the method of cognitive modeling of a complex weakly structured system [Kosko B., 1986] to study the set of socioeconomic concepts that have an impact on the growth of GDP per capita (PPP) of the countries. As a result of processing the cognitive matrix of the system under study with the IGLA electronic platform of decision support [Podvesovsky A.G., 2018], an alpha section of the mutual impact of the concepts was built at the threshold of 75%, which is shown in Figure 7. Here, the negative influence is designated with dotted lines, and negative concepts are designated with italics.

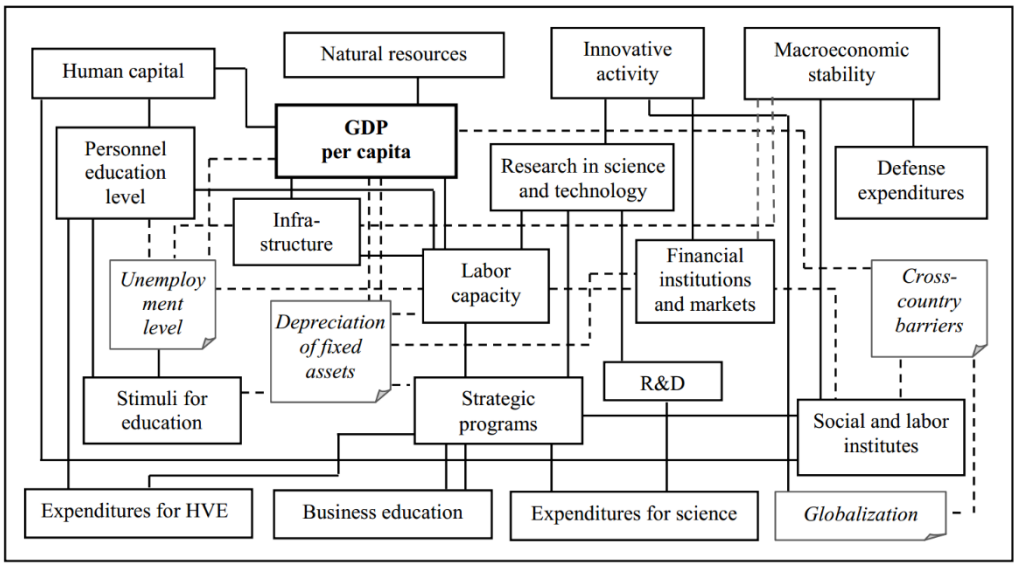

Figure 10: Diagram of the mutual impact of the cognitive matrix concepts

A comparison of this model with GCI sub-indices showed that they are largely consistent. However, GCI neither assesses natural resources nor considers the factor of deterioration of fixed assets. It seems that human capital does not occupy an important place in the GCI ranking, since its effect on GDP per capita has an exponential trend, as shown above. A comparison of years of schooling [The Global Competitiveness, 2018] used by GCI shows that it equals to 10.7 years for Russia, 12 years according to HDI data [Human Development, 2018], and data summation [OECD.Stat, 2018] gives a value of 12.7 years. Such a deviation could have also introduced an error in the competitiveness ranking. Having compared the GCI indicators and ranking [Rating of the Countries of the World in Terms of Favorable Business, 2018], we found that they depend linearly on each other and are relatively close to each other, with GCI estimates being statistically higher, especially for high index values. This comparison confirms the satisfactory correctness of the GCI estimates, taking into account the above remarks. The task of the study to formulate models for diagnosing the factors of socioeconomic dynamics has been achieved to the intent that the regular exponential growth of GDP per capita due to education indices represented with various global indices has been confirmed. Also, we identified the factors influencing on the reliability of diagnostic results.

4. DISCUSSION

The conducted study shows that it is not always possible to use the well-known global indices effectively for diagnostics, as their characteristics depend on a large number of situational factors: the readiness of countries to provide required information, explicit and implicit purposes of the study, high complexity of their implementation, complexity of measuring required values, and low reliability of surveys. As a result, all the indicators studied are far from being ideally suitable for the role of empirical indicators of the dynamics of socioeconomic development factors. Nevertheless, the quantitative dependence of GDP per capita on the level of education has been generally confirmed, and moreover, this influence is very strong.

The logic of compiling global indices, as a rule, does not contain weighting coefficients for various sub-indices, and attention is not focused on reasoning the magnitude of these coefficients. However, the key position of human capital in the national wealth of countries seems to require a special attitude to factors associated with education, especially the tertiary one, which could enhance the predictive potential of such indices.

5. SUMMARY

1. We developed a predictive model for economic growth and factors of socioeconomic dynamics based on education indicators, which allows us to analyze the dependence of GDP per capita (PPP) on various global indices that are very important for economic growth dynamics.
2. We confirmed that the dependence of GDP per capita on years of schooling is exponential, and each additional year of schooling for employees yields a GDP increment of 29% for 25 countries with the largest GDP and 37% for 70 countries.
3. The dependence of GDP per capita of 70 countries on the Human Development Index and the Global Competitiveness Index, which have an education component, is also exponential with high reliability of approximation (R^2 = 0.8–0.9), which allows using them for forecasting purposes.
4. It is shown that with a high education level according to world standards, Russia's GDP per capita is lower than the trend by USD7,000–9,000.
5. A comparison of the Global Competitiveness Index sub-indicator with the cognitive model of a system of factors affecting the GDP per capita growth shows that this index does not take into account the wealth of natural resources of the countries and depreciation of fixed

assets, which affects the predictive ability of the index, in particular, the overestimated value of Russia's GDP per capita relative to the trend for this index.

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THE DEVELOPMENT FEATURES OF MIGRATION POLICY WITHIN THE INTEGRATION PROCESSES STRUCTURE OF EAEU

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ABSTRACT
The paper describes three groups of risks that should be taken into account in the context of migration policy while speaking about the framework of integration processes in the Eurasian economy union (EAEU). This are economic, social and security risks. The results and conclusions of the article were obtained by using the sociological method, that based on the empirical results of a mass survey. The authors emphasize a balanced approach to the forming a scenario for the development of Eurasian integration, constant monitoring of the impact of ongoing processes on the Russia standard of living. From the other hand, the integration processes will meet the resistance of the country's population and as a result may cause a disintegration aspiration. So, it is necessary to follow a scientifically based strategy of Eurasian integration and use socially approved approaches and methods of the migration policy.
Keywords: *Eurasian Economic Union, Eurasian integration, social and economic risks, labour migration, migration policy*

1. INTRODUCTION

Eurasian integration, as well as any socio-economic process, has its own potential opportunities and risks. The EAEU depends on many respects on the usage or overcoming such opportunities. Integration processes are developing in the field of economics, humanitarian relations, and defense sphere. They rely on a solid institutional foundation and joint plans. The factors that still ensure the commonality of the Eurasian space remain a joint history, Russian as a language of interethnic and interstate communication and the well-known similarity of political systems. The free movement of citizens, the presence of massive labor migration takes the most important role. And it is important to understand which risks of integration policy can develop into threats, which are objective in nature, and which are subjective and what policy can do to minimize them.

2. METHODS

Sociological analysis is based on the results of empirical studies conducted by the Institute of Socio-Political Researchof the Russian Academy of Sciences under the direction of G.I. Osadchaya "The socio-political dimension of Eurasian integration." Surveys were conducted in May and October 2014, May and October 2015, February and November 2016, April, June, September, November 2017.

As part of the study, there were conducted a nationwide representative poll of Russians in the form of personal formalized interviews according to the place of residence of the respondent, the sample is multi-stage, territorial, stratified using quota selection at the last stage, N = 1500 at each stage, statistical error: +2.5%. And one more study under the title "Lifestyle of migrants from the EAEU member states in Moscow." The survey was conducted by the Institute of Socio-Political Research Russian Academy of Sciences in June 2016 under the Russian Foundation for Basic Research grant No. 16-03-00841 by the method of personal formalized interview. The selected subset included 100 migrants from Armenia, Belarus, Kazakhstan and Kyrgyzstan. The selection was carried out by the snowball method on one basis of migrants who arrived in Moscow after 2000. And survey "The lifestyle of Russians in Soviet and post-Soviet Russia: a comparative analysis and assessment of changes." The survey was conducted by the Institute of Socio-Political Research Russian Academy of Sciences in June 2016 under the the Russian Foundation for Basic Research grant No. 16-03-00841 by the method of personal formalized interview at the place of residence. A multistage territorial stratified sample (N = 600) was applied using quota selection at the last stage, which represents the adult, permanent population of Moscow according to the following criteria: administrative districts of Moscow, gender, age. over 18 years old with statistical error: + 2.5%. There were also described the results of monitoring media publications on the problems of Eurasian integration (2014-2017). So, in Russia there were publish in such papers as- Newspapers Vedomosti, Rossiyskaya Gazeta; "Independent newspaper"; Expert magazine Russian news agencies: RIA Novosti; TASS Regnum "EADaily"; analytical portal "Geopolitics"; in Armenia: ARKA News Agency; Sputnik Armenia News Agency; information portal LraTVAKAN.com.; in Belarus: Belarus News Bel TA; News agency “Sputnik Belarus”; information and reference portal of Belarus - interfax.by.; in Kazakhstan: socio-political newspaper "Central Asia Monitor"; Analytical online magazine "VLAST.KZ"; Information portal "ZAKON.KZ"; Information Agency DKNEWS "Business Kazakhstan"; in Kyrgyzstan: newspapers "Kyrgyztuusu"; “Evening Bishkek”; business newspaper "Vzglyad"; Central Asian News Service "Network Media" .; Gezitter.org - To Understand; Internet version of Radio Azattyk (Kyrgyz Service of RFE / RL), Radio Free Europe / Radio Liberty; Sputnik Kyrgyzstan News Agency; IAC “Kabar” and Gezitter.org .; in Tajikistan: Avesta News Agency; Azerbaijan’s information and analytical portal “Newtimes.az” and others: the newspaper of the Parliamentary Assembly of the Union of Belarus and Russia “Union Council”; the online version of the European information channel Euronews, document analysis and secondary analysis of sociological data [1; p. 301; 8, p.16].

3. RESULTS

All risks arising during the integration process can be divided into three groups: economic, social and security. Economic risks include problems related to wealth growth, the digital economy, employment, and unemployment. Social risks include migration risks and related problems of integration, social services and social work with migrants; reduced support for integration among the host population of countries participating in Eurasian integration; issues of maintaining a high level of social cohesion and solidarity; the need to address diversity management challenges. Security risks include increased crime, drug trafficking, etc.

3.1. Economic risks

The admission of new members to the EAEU is associated with financial costs from the states already participating in the Union. Risks may also be associated with increased demand for jobsб increased competition of labor in certain regions, the emergence of social tension in the struggle for jobs in the most favorable (in terms of remuneration) regions, increase in social burden on budgets of host regionsб the growth of xenophobia, ethnocultural contradictions,

interethnic confrontations, nationalistic manifestations, offenses, with increasing pressure on the power of opponents of the liberalization of migration processes and opponents of integration processes [10]. The risks also include the risks of expansion of the integration associations themselves. After all, states with different economic and demographic potential are uniting. And due to the difference in economic level, serious contradictions arise. As for the principle of the free movement of labor laid down as the basis for the concept of a single economic space, the Customs Union, the EAEU, it also becomes one of the challenges. In practice, it does not fulfill the role of a catalyst for economic development. It turns out that the Russian migration policy is actually aimed at attracting labor to fill unclaimed vacancies of low-skilled physical labor. The problem is that such labor migrants contribute to the conservation of low-paid jobs, which affects the entire labor market and, ultimately, hinders the modernization of the economy. Capital is not interested in technically updating production if it has cheap labor at its disposal. Cheap labor, therefore, inhibits technological progress, and the development of labor migration within the EAEU without an appropriate social policy carries the risk of a slowdown in technological development. In addition, labor migration, at the same time, due to a certain extent generates social and sociocultural tension in the host countries, which also does not contribute to the acceptance by the mass consciousness of the integration idea. Therefore, the establishment of a single social space of the EAEU seems to be the most important task for the integration process. The development of political and social instruments for regulating migration within such structures as the Customs Union and the EAEU should take into account that during the existence of the new independent post-Soviet states, a generation has grown up in them that grew up on other educational, historical, political, social conceptual settings [7, p. 190]. However, according to experts, to date, the “regulation” of migration flows has been reduced to increasing the cost of paying work patents, which can only be justified from the point of view of the interests of fiscal departments, but is completely useless for ensuring security [4, p. 38;16]. The removal of such tensions is possible by building an institutional balance that ensures the representation of the interests of all interested social and political sectors of the EAEU member states, harmonization of national legal norms, administrative acts, clarification and harmonization of norms, state and public institutions of the Union member countries, ensuring a continuous process of freedom labor movement, efficient use of labor, development of mechanisms for the use of labor, knowledge, qualifications and abilities in the labor process, social protection of all participants in the labor process.

3.2. Social risks

One of the most significant social risks of Eurasian integration is the decline in people's living standards. Note that the level of expectations of Russians from Eurasian integration is very high- for example, 51% of respondents believe that the creation of the EAEU will lead to positive changes in their lives, with 21% having difficulty. Compliance with these ideas imposes special responsibility on the country's ruling elite. Deceived expectations, disappointments is a way to reduce confidence in the authorities, to apathy, confrontation, social discontent and tension in society [10, p.213-253]. Fears of a decline in the standard of living of Russians are also associated with the fact that the countries entering and about to enter the EAEU are very different from each other in terms of economic, military-political, demographic potential, state structure, level of development and unbalanced trade relations between them, which itself on its own, it speaks of the difficulty of building in this integration association truly equal cooperation and the feasibility of creating a Eurasian unity [8, p. 56–67]. One of the priority goals of Eurasian integration is “the desire to form a single labor market within the Union” [21], which activates migration processes within the new integration space and affects the daily life of all settlements, especially large cities, concentrating the most important financial ones, economic, political and social functions.

It should be noted that the freedom of movement of labor in the EAEU opens up additional opportunities for individuals, employers, sending and receiving societies. But there are risks, as well as negative consequences are possible. As our analysis shows, the vector of migration associated with moving to a permanent place of residence and labor migration is directed today and, according to experts, despite economic difficulties, it will be sent from all EAEU member states to Russia. However, according to the Institute of Socio-Political Research Russian Academy of Sciences, 32.0% of respondents do not support or rather do not support labor migration within the EAEU. Almost a third believe that the interethnic relations established in the area of their residence between the indigenous people and those who came from the EAEU countries can be characterized as tense or hostile. Respondents believe that attracting a significant number of labor migrants complicates ethnocultural and ethnological dispersion, poses a threat to regional security, and migration is the cause of increased crime in the country and ethnic tension. They fear the crowding out of local residents from prestigious jobs and the growth of social tension. It should be noted that the answers to these questions have more negativity in the context of large megacities among residents of Moscow and St. Petersburg, which accept the vast majority of migrants [15, p.31-40]. This can be explained by the fact that for all the common historical roots, the population of the EAEU member countries has significant features in culture and everyday practices. The movement of migrants within the new integration community is associated with overcoming the state of cultural shock, the restoration of destroyed stable unconscious scenarios of behavior and response, the formation of a new identity that is acceptable to both them and the host society. And the majority of Russians are focused on the one-sided acculturation, expecting “adjustment” of migrants to the culture of the host society. Moreover, the emphasis on ethnicity is not always made in these arguments. This is a discrepancy in the norms of behavior. Thus, deviations from normative behavior are perceived as a threat to personal security, becoming a marker of dividing people into friends and foes. The diversity of distinctive features also gives rise to a variety of discrimination, property stratification, exclusion, exclusion of certain ethnic groups, uneven access to social goods and services, etc. All this leads to the emergence of social problems, the growth of instability and social tension [3, p.65]. Minimization of these risks is associated with the creation of socio-economic and cultural conditions for the adaptation of visitors, a system of forming a positive opinion around the idea of integration, tolerance in the relations of various population groups. Today, one of the problems of the formation of the EAEU in Russia is the underdevelopment of social infrastructure: rental housing systems, lack of kindergartens, poor development of the legal system of affordable social services. So, it is necessary to solve this problem systematically. In this regard, an important condition for minimizing integration risks is the construction of a system of culturally competent social services, which involves the implementation of comprehensive measures both on the state and interstate levels. Foe example, organizing courses for social workers specializing in the issues of migrant inculturation, creating a network of social and psychological rehabilitation centers, and developing adaptation programs for families and children of migrants, participation of socially oriented non-profit and public organizations in providing social services [16, p.28-36]. The internal social and migration policies of Russia, implemented within the framework of Eurasian competencies, are called upon to actively and dynamically respond to new conditions of labor movement and changes in labor relations. Responsibility for creating conditions for the formation of a single labor market, social security is also borne by regional and municipal authorities, business, non-governmental organizations. The tools to ensure security are a reasonable alignment of migration and social policies. At the regional level, it is necessary to develop self-regulatory mechanisms in the field of labor migration, which include: the formation of a network of recruiting agencies for job search, employment, providing information on social protection, legal advice for labor migrants; the creation of a common

information base on population employment and job vacancies in the Russian Federation, a network of social centers to support migrant workers and their legal protection, the development of public associations of migrants themselves, etc. [9, p. 480-486]

3.3. Security risks

It should be especially noted that the formation of a single economic space may lead to new security threats in connection with the opening of borders, especially Central Asian ones. The flow of Afghan drugs to the EAEU countries may increase, additional problems may arise with illegal migration and the spread of cross-border criminal and terrorist networks, with the entry of poor-quality goods into the food market, which will become a threat to public health. In this regard, the issue of controlling migration flows from countries representing a potential threat of the penetration of radical Islamism is especially relevant. The question arises, how to regulate labor migration from the bulk of labor migrants from visa-free republics of Central Asia, which border Afghanistan, that is, they are front-line states? Experts warned of the danger of the spread of Islamism among labor migrants from Central Asia, a certain segment of which is a social base and a source of financing for radical Islamist organizations [5, p.16-23]. After the terrorist attack on the St. Petersburg metro in April 2017, the problem was voiced at the official level: the head of the Federal Security Service of the Russian Federation A. Bortnikov stated the main core of the terrorist groups were CIS citizens who arrived in Russia in the flows of labor migrants, and called for measures to be taken increasing the responsibility of officials who monitor compliance with migration laws, as well as business structures using migrant labor [20]. In this regard, joint actions to protect the EAEU borders, harmonizing the EAEU border policy and legal framework on a unified export control procedure for the EAEU member states, unification of national export control standards, assessing the quality and safety of goods and products for their conduct on the external border of the EAEU are of particular importance. Harmonization of administration systems and criminal responsibility for committing offenses in areas transferred for regulation at the supranational level is required, the formation of a legal mechanism for the collection, processing and exchange of statistics on mutual trade, the development of effective mechanisms for information communications, joint action to counter terrorism, extremism, organized crime, illegal migration, drug trafficking, other challenges and threats at the external borders of the EAEU. Actually, most of these issues already fall into the competence of the Collective Security Treaty Organization and the Shanghai Cooperation Organization find a systematic discussion, both in the working bodies and at the summits of these organizations [18, p. 63-70].

4. DISCUSSION

To prevent integration risks, it seems advisable to turn to foreign experience, in particular, the construction of a united Europe. Taking into account all this European experience, including mistakes made, also becomes important when building social policies in the EAEU countries. In the EU, along with the general policy on the regulation of various aspects of economic activity, an integral part of the union competence is migration, employment and social polices. Migration policy initially serves a single market. It represents a system of institutional and political frameworks in which the joint protection of the EU's public border plays a key role. At the same time, the EU has come a long way from cooperation on an intergovernmental basis to closer cooperation at the supranational level on the problems of admission and stay on its territory, the establishment of the same rules for entry, exit, expulsion of immigrants, their movement. [13, p. 42-51]. In this case, we need to be aware that in this area there are a number of objective limitations. Such as the European social policy system is the object of continued integration. There is still no consensus among experts and politicians whether it is possible to talk about a pan-European social model or at least three or four different regional models related

to a social democratic, conservative and liberal understanding of social policy. The European social model is supported by the presence of general principles in one form or another shared by all local models of social policy: social justice, security, solidarity, a competitive economy and economic progress, environment friendly to society, democracy and human dignity. At the same time, objective factors (the presence of a common economic and currency space; similar socio-demographic trends; the development of globalization processes and information technologies, requiring changes in the forms of labor organization and increased requirements for labor mobility) can contribute to the development of a common social model in The EU, in fact, contains potential obstacles to the effectiveness of European social policy. In general, EU integration in the field of social policy lags behind the economic and even political convergence of the European space [19, p. 18-22]. This should be taken into account when building the integration model of social policy in the EAEU countries, since the situation with the formation of a unified social policy of the EAEU countries corresponds to the early stages of European integration, when insufficient attention was paid to social policy issues [11, p. 84].

5. CONCLUSION

A common program for the media and media support of the Eurasian integration project is needed, which may include information on the benefits of integration for people, supported by real actions; positive information about neighbors in the union, based on the use of modern methods and tools for information promotion of ideas: social networks, the expert community, education, etc. The EAEU needs the support of the media, the scientific and expert community, and society as a whole. One of the conditions for preventing social threats and successful integration is the development of a general cultural information space. It is important not to rush, to solve problems on the basis of a scientifically based strategy of Eurasian integration, using socially approved approaches and methods of socio-economic policy. A balanced approach to building a scenario for the development of Eurasian integration, constant monitoring of the impact of ongoing processes on the standard of living of citizens is required. Otherwise, the integration processes will meet the resistance of the country's population, may cause disintegration aspirations.

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THE PHENOMENON OF VIRTUALITY: THE SOCIOLOGICAL DIMENSION

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ABSTRACT
The main objective of the article is to identify the ideas of the Russian community of sociologists about the subject field of sociology of virtuality. The main method of research - content analysis of search engines and Yandex and Mail.ru as well as a catalog of the Russian state library and Russian Science Citation Index. Given the criticism unjustified identification of a virtual sociology and the sociology of virtuality. Often the term "virtual " is mistakenly used instead of the terms" digital", "network", "Cybernetics", "information", etc. The author shows the illegality of arbitrary extension of the term "virtual" to objects that are not virtual. It is proved that the social understanding of virtuality is decisive in the formation of the sociology of virtuality.
Keywords: *virtuality, virtual reality, sociology of virtuality, sociology of the Internet, cybersociology*

1. INTRODUCTION

The phenomenon of virtuality is increasingly becoming the object of sociology research. However, there is still no unity in understanding the methodology of sociological research of virtuality. Often the essence of virtual reality as an object of sociological research is interpreted from different positions. Most authors fix its "non-existence", "non-life"; virtuality is characterized as "unstable world of symbols", excluded from the system of everyday life (Berger, 2018; Gavrilov, 2012; Gryaznova, Ursul, 2012; Malyshko, 2006; Romanova, Gotskaya, Shuklin, 2017; Taratuta E. 2007; Horuzhij, 1997; Hrapov, Novikov, 2013 et al.).
The attention of sociology is directed to existing objects. If virtual reality is “non-being”, then will the sociology of virtuality become a “non-existent” sociology? In this connection, it is advisable to identify the presence of sociological studies of virtuality and consider how the problem of constituting the sociology of virtuality is posed in such texts. Therefore, the main task of the article is to identify ideas about the subject field of the sociology of virtuality as they have developed in the community of sociologists and to analyze the methodological problems of such sociology.

2. METHODS

The article uses the methodology proposed by V. L. Silaeva in 2010 to analyze the meanings of the term “virtual” based on Internet search engines. On the basis of a representative sample of the first five Yandex sites, she came to the conclusion that about 80% of sites interpreted the term “virtual” with the meaning “simulating something real,” and in 20% of sites this concept is closely related to information technology. The same approach was used by the author of this article in a 2015 publication (Otyutskiy, Kuz'menko, Melikov, 2015). The second study conducted in 2019 In both cases are analyzed by search engines such as Yandex and Mail.ru. In each of the search engines selected the first 10 pages, including a total of 100 sites. Of them selected the sites that include in their name the terms "virtual" and "sociology" in various combinations and grammatical forms (Virtualnaya sociologiya Mail.ru, 2019; Virtual naya sociologiya Yandex, 2019; Sociologiya virtual nosti Yandex, 2019; Sociologiya virtual nosti Mail.ru, 2019). Such approach allows to reveal the aspects of sociological analysis of virtual reality which are really developed in modern sociological texts.

The paper analyzes two more information bases:

- Electronic catalog of the Russian State Library (RSL). It allows one to identify the results of sociological studies of virtuality, reflected in publications primarily in the book format (Rossijskaya.., 2019).
- Russian Science Citation Index - RSCI (Rossijskij indeks.., 2019). Is a "report from the front line of science."

For analysis, Russian-language infobases and Russian-language Internet sites were taken. Therefore, firstly, the terms of the Russian language are analyzed, which are translated into English in this article, and secondly, the research results reflect, first of all, the formation of the sociology of virtuality in Russian sociological knowledge. For the analysis, publications were selected related to the sociological analysis of the phenomenon of virtuality, with the worldview and methodological problems of the emerging sociology of virtuality.

3. RESULTS

In 2015, the electronic catalogue of the RSL at the request of "virtual sociology" shows only book N. A. Nosov (Nosov, 2000), at the request of "virtuality" - 15 papers, including three reprints of works by V. V. Red (Krasnyh, 1998). In 2019 on request "sociology of virtuality" in the electronic catalogue of the RSL not obtained any result, at the request of "virtual sociology" is the same book N. A. Nosova, at the request of "virtuality" - the same 15 works. The conclusion is Obvious: over the past three years the level of research in the field of sociology of virtuality was not up to the level of a monograph. However, there are no new monographic studies of the phenomenon of virtuality, approaching the level of content to the monographs of N. A. Nosov and D. V. Ivanov (Ivanov, 2002). Only upon request of "virtualn*" (виртуальн*) in 2015, the electronic catalogue of the RSL proposed 984 source from which the selected top 500, covering the period 2008-2015 In 2019 under the same request is already received 1269 of the sources from which the selected 183 works relating to the period 2016 – 2018 (publications 2015 and earlier were considered in the previous study). Many sources had nothing to do with sociology. The semantic uncertainty of the term "virtual"is obvious. Information base RSCI at the request of "virtual sociology" proposed in 2015 545 sources; for analysis selected the first 200, reflecting the state of research of the previous decade (Otyutskiy, Kuz'menko, Melikov, 2015, p.120). In 2019 on request "sociology of virtuality" offered as early 2266 sources. Of the first 500 managed to select only 76 sources, published in the 2016 – 2018 first 500 sources on request "virtual sociology" managed to select only 67 published for the period after 2015. Selected publications include those whose titles explicitly include the term "virtual". At the same time, some of them are not related to sociology, others – to virtuality, and others – to neither. Some publications show the attitude of sociology to virtual reality. Other texts are of ideological and methodological interest for the sociology of virtuality. The number of such texts is small, so it is not necessary to talk about a significant increase in the attention of sociologists to the problems of virtuality over the past three years.

4. DISCUSSION

Analysis of publications shows that the phenomenon of virtuality in Russian sociology has been studied for about 40 years. However, the scientific direction “Sociology of Virtuality” has not yet been constituted. At the same time, various and fairly fruitful studies are carried out on the supposed subject field of the sociology of virtuality. Tables 1 and 2 reflect the studied components of the problem field of the sociology of virtuality. In accordance with these components, the analyzed sources are grouped in tables. The tables show the specific weight of each component in the array of publications on the sociological problems of virtuality. A set of these components between the 2015 and 2019 studies almost unchanged.

The emergence of some new problems is shown in Table 2. A number of publications are difficult to classify. This applies, in particular, to publications on social networking issues. If the authors of the content pay attention to the social specifics of social networks, the publication is taken into account in the position of "social networks and communities". If a sociological study takes into account not only socio-anthropological, but also system-technological characteristics of the Internet, in this case the content is classified as the "sociology of the Internet".

Table 1: Publications on selected problems of the sociology of virtuality in different types of content, 2015 (Otyutskiy, Kuzmenko, Melikov, 2015, p. 121)

Problems	Yandex.ru	Mail.ru	RSCI	RSL
Worldview and general theoretical problems of the sociology of virtuality				
A common understanding of virtuality and virtual reality. Philosophical studies of the phenomenon of virtual	6	4	8	9
Analysis of the concept (category) "virtuality"	-	-	3	4
Virtual sociology	5	3	-	1
Cybersociology	8	1	-	-
Methodology of sociological research of virtuality; virtual in sociological research				
Virtual opinion poll	-	2	-	-
Virtual sociological centers (laboratories)	1	5	-	-
Virtual sociological consultations	3	5	-	-
Virtual in Sociology	7	1	-	-
Virtual library (virtual reading room, virtual museum)	-	2	-	11
Components of the subject field of the sociology of virtuality				
Computer games as a way to interact with virtual reality	-	1	2	1
Virtual culture as a socio-cultural phenomenon; virtual in culture	1	3	5	4
Internet as a virtual reality of society	10	10	10	1
Virtual social action, a virtual social event	-	-	2	1
Virtual man (virtual personality, virtual person)	7	3	7	10
Sociological slice of virtual manipulation	-	1	-	-
The specifics of virtual communication	-	2	4	3
Sociology of virtual communities (or societies); virtual social networks	-	15	1	4
Virtual space (environment) and time	5	5	3	7
Virtual city	1	4	-	-
Virtual conflict	4	1	-	-

The analysis allows us to assess the correlation of problems related to the subject area of the sociology of virtuality, from the point of view of the interest that the sociological research community shows in them. This ratio was estimated on the basis of table 1 and table 2, which indicate the number of publications on specific problems identified in each of the four analyzed information systems (Yandex.ru, Mail.ru, RSCI, RSL). Moreover, of interest is not only a comparison of the number of publications, but also a change in their content topics.

Table following on the next page

Table 2: Publications on selected problems of the sociology of virtuality in different types of content, 2019

Problems	**Yandex.ru**		**Mail.ru**		**RSCI**		**RSL**
Search query	Virtual sociology	Sociology of virtuality	Virtual sociology	Sociology of virtuality	Virtual sociology	Sociology of virtuality	Socialn* (Социальн*)
Worldview and general theoretical problems of the sociology of virtuality							
A common understanding of virtuality and virtual reality. Philosophical studies of the phenomenon of virtual	6	22	8	9	11	4	5
Analysis of the concept (category) "virtuality"	-	2	4	4	1	1	-
Virtual sociology	3	1	3	3	-	-	-
Cybersociology	4	1	1	1	-	-	-
Methodology of sociological research of virtuality; virtual in sociological research							
Virtual opinion poll	-	-	-	-	-	-	-
Virtual sociological centers (laboratories)	2	-	4	1	-	-	3
Virtual sociological consultations	-	-	-	-	1	1	
Virtual in Sociology	-	-	-	-	-	-	-
Sociological studies of virtuality	3	1	2	1	1	-	-
Components of the subject field of the sociology of virtuality							
Computer games as a way to interact with virtual reality	-	-	-	-	3	-	3
Virtual culture as a socio-cultural phenomenon; virtual in culture	3	-	3	4	3	1	2
Internet as a virtual reality of society	3	1	2	6	1	1	-
Virtual social action, a virtual social event	1	1	1	1	-	2	1
Virtual man (virtual personality, virtual person)	-	2	-	2	3	6	3
Sociological slice of virtual manipulation	-	-	1	-	-	-	-
The specifics of virtual communication	1		4	3	2	11	2
Sociology of virtual communities (or societies); virtual social networks	9	7	7	11	10	5	-
Virtual space (environment) and time; sociology of cyberspace	4	4	7	4	4	2	10
Virtual city	-	-	1	1	-	-	-
Virtual conflict	1	-	3	-	-	-	-
Virtual library (virtual reading room, virtual Museum, virtual book exhibition)	5	1	5	1	-	-	17
Virtual tour, virtual excursion, virtual local history	2	-	2	1	-	-	8
Virtual Sociology of Medicine	-	-	1	-	-	-	-
Virtual hospital	-	-	-	-	-	-	2
Virtual ethnicity	-	-	-	-	1	-	-
Sociology of the Internet	13	1	7	5	3	-	-
Virtual policy	-	-	2	3	-	-	-
Virtual organizations	-	-	2	2	-	-	-
Virtual society, virtualized society	**-**	**-**	**1**	**1**	**1**	**5**	**1**

Table 2 not found the sources for the string "virtual poll" and "virtual sociology", available in the table 1. At the same time, new components of the research field are revealed: "sociological research of virtuality", "virtual organizations", "virtual politics", "virtual ethnicity", "virtual sociology of medicine", etc. The analysis of the two tables shows that the research interest of modern sociology to the phenomenon of virtual manifests itself in different directions.

Different attitudes to the content of this phenomenon are revealed. The most radical approach denies the possibility of the sociology of virtual reality because virtual reality does not exist (Virtual naya sociologiya doneckih, 2019). The opposite position is stated by the blogger "Toy-marker", which States the formation of a new science: "with the development of social networks on the Internet has become clearly manifest new science - virtual sociology. I have not yet met any interesting theoretical studies on this topic, but field research is amazing" (Toy-marker, 2019). On the one hand, we can assume that the sociology of virtuality has declared itself in the form of fruitful sociological studies of virtuality. Rightly argues I. E. Malchenkov: "in modern scientific literature to date has accumulated extensive research experience in virtual reality from different sociological positions" (Mal'chyonkov, 2014, p. 57). On the other hand, this sociology has not been explicitly constituted. The emerging scientific direction has uncertain semantic boundaries, it has not received proper recognition not only at the level of specialized educational departments, but also at the level of the declared topics of scientific conferences, specialized training courses, etc. Often the sociology of virtuality wrongfully expands its subject field by arbitrarily extending the term "virtual" to non-virtual objects. Often this term is used instead of the terms "digital", "network", "Cybernetics", "information", etc. In information database of the RSL increasingly appears mention of virtual conferences. In this situation, a fashionable but vague scientific term is a substitute for the unambiguous term “by correspondence”. The most important reason for this situation is the lack of a single (or at least similar) understanding of the term “virtual”. This was written by V.L. Silaeva (Silaeva, 2010), tables 1 and 2 for 2015 and 2019 also testify to this. Publications that analyze the semantic field of the term “virtual” can be counted on the fingers of just one hand in each of the analyzed types of content both in 2015 and in 2019. Often, however, and in these few publications (Berger, 2018) only retold old article N. Nosov and S. Horuzhij or they are reduced (Romanova Gotskaya, Shuklin, 2017 et al.) to a retelling of the ideas of J. Deleuze and A. Bergson. Sometimes virtuality is identified with augmented reality (Ivanova, 2018). Often, the sociology of virtuality is identified with cyber sociology. The argument is the publication of V. I. Dobrenkov and A. I. Kravchenko, who believe that cyber sociology is a “non-profit multidisciplinary branch of knowledge that uses web design technologies and aimed at a critical analysis of the problems associated with the Internet and cyberspace, cyber culture and the life of the online community. Other names for this industry are Internet sociology, web sociology, virtual sociology” (Dobren'kov, Kravchenko, 2003, p. 406). This definition does not separate the subject field of a particular sociology from the methodology of the study of such a field. In fact, it is possible to "use web design technologies" in the study of traditional objects of sociology: social groups, politics, religion, cities, families, etc., without feeling the need to address cyberspace. This kind of research can be defined as" cybersociology", but only in terms of the methods and techniques used in these studies. This approach can be described as a "virtualist research program", because in this case, "virtual" is a sociological tool for the study of specific objects. Thus, sociological research of typical urban problems can be carried out with the help of "virtual city"technologies. Simplistically, this-the first-situation can be described as a"virtual study of non-virtual objects." At the same time, the "critical analysis of the problems connected with the Internet" mentioned by A. I. Kravchenko and V. I. Dobrenkov can be carried out quite effectively on the basis of traditional sociological methods. This – the second – situation can be described as"traditional (non-virtual) study of virtual objects." Similar kind of research it is advisable to call: "sociology of the Internet", (Sociologiya Internet, 2019) "sociology of cyberspace", etc. it aims At scientific tradition, in which the first term of the phrase communicates a specific science, but with the second term – the subject of the study: "philosophy", "psychology network communication", "sociology of virtuality". In this case, the term "virtual" indicates just the subject of sociological analysis. The methodology and method of such research can be either “non-virtualistic”, excluding the virtual tools of sociological

analysis (second situation), and virtualistic (the third of the three possible situations is “virtual research of virtual objects”). An example of uncritical use of the theses of A. I. Kravchenko and V. I. Dobrenkov is the publication of D. A. Lurie, in which virtualization is reduced to showing the influence of the Internet on society (Lur'e, 2009). Some publications substantiate the concept of "virtual sociology" (Nosov, 2002). However, the adjective "virtual" does not reflect the object of sociological analysis, but its specificity. Therefore, the concept of "virtual sociology"focuses not on the object of such sociology, but on the research ("virtual") program that distinguishes it from other methodological sociological programs. In fact, identifying a virtual sociology with cybersociology, the authors include in its subject field problems associated with the Informatization, with the cybernetization, with the development of digital technologies, but do not raise the question whether all components subject field do have a virtual nature and on this basis might be considered to constitute the world of virtuality? The absence of an affirmative answer to this question automatically makes it meaningless to identify cybersociology and the sociology of virtuality. Thus, as a crucial methodological problems for the sociology of virtuality supports the task of understanding the sociological meaning of the phenomenon of virtuality as "sociology of virtuality" suggests that using the methodological tools of modern sociology examines specific precisely defined social phenomenon – the phenomenon of virtual reality. However, the definition of this phenomenon is the subject of a separate publication. The authors position regarding the meaning of "virtual" set out in the publications (Otyutskiy et al., 2015; Otyutskiy, 2015). T.A. Bocharova and L.E. Blyacher rightly note: "Virtual reality is so multifaceted that encompasses and integrates human achievements in various fields. It is the ambiguity of this concept that makes its comprehension so important and urgent" (Bocharova, Blyaher, 2013).

5. CONCLUSION

1. The interest of the sociological community in the analysis of the phenomenon of virtuality exists. Various directions of sociological analysis have been formed: the sociological problems of the Internet, social networks, virtual (cybernetic) space and time, virtual culture, and virtual personality are studied.
2. Many authors investigate the sociological problems of virtuality. However, they often hesitate to say that they form the sociology of virtuality. Most often, virtual reality researchers work within the framework of the "sociology of the Internet."
3. In the analyzed publications, the concept of “sociology of virtuality” (with the exception of a single article) is not actually used. The scientific concept includes the incorrect concept of “virtual sociology”. This term is not an adequate replacement for the term “sociology of virtuality”.
4. The most important task of the sociology of virtuality is to understand the sociological meaning of virtuality as a social phenomenon. Thus, there is a need to form the sociology of virtuality as a sociological theory of the average level.

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VOCAL TRAINING TECHNOLOGY FOR CHILDREN WITH DELAYED PSYCHOVERBAL DEVELOPMENT

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ABSTRACT

The article describes the reasons why music classes occupy a significant place in the system of education of children with delayed psychoretic development. Provided that the correct methodological approach is taken in classes, the child is engaged in productive activities that bring him joy and satisfaction, he improves cognitive and communicative skills and more easily contacts the teacher and peers. And this makes very high value of music classes in the general program of development of children with limited health opportunities. Vocal training produces especially fruitful results because it is directly connected with breath and speech. The processes of speech and singing are very close. Filling musical speech with emotions can stimulate the development of verbal speech. Teachers who work with children with limited health opportunities are unanimous in saying that learning to sing is not the main goal of vocal training. It is much more important for children, their development and socialization to acquire speaking skills, become aware of themselves and their bodies, get an opportunity to learn how to do it, be able to communicate with other people, plan their actions, think logically and explore the world around them. All these skills can be developed in the course of music classes, including vocal training, which makes such classes an extremely valuable and important pedagogical tool for providing help to such children.

Keywords: *music, singing, vocal training, delayed psychoverbal development, cognitive skills, communicative skills*

1. INTRODUCTION

Since ancient times it has been common knowledge that music produces a positive effect on psychological and physiological processes taking place in the human body. Music accompanies any person throughout their life, during work and leisure, in both good and hard times. Music is a medium that people use to pass on information about the world around them and share their feelings and emotions; music embodies significant images and ideas and reflects spiritual values and ethical norms that exist in the society. People have known about the unique healing effect of the art of sounds since olden days. The interaction between music and medicine is one of the relevant scientific issues, which is considered at the intersection of musicology, cultural studies and psychology. The search for new methods for diagnostics and treating various diseases is carried out in different directions. The state in which the humanity and nature find themselves in the modern technogenic civilization, the crisis of religious life, spirituality and ethics in the society in general urge people to resort to authentic traditions and activities. One of the ways to regulate these processes is music therapy, which offers a comprehensive approach to human nature represented by the integrity of spiritual and physical components.

Music classes in general and vocal training in particular are among the key instruments used for correction and rehabilitation of children with delayed psychoverbal development (DPVD). As a rule, children like music. They definitely enjoy it at a subconscious level and are much more willing to take up music than any other activity [1]. Even passive listening to music can produce a positive effect [4]. Nevertheless, music classes are as intensive as learning to read, write or count: they involve many skills and establish necessary connections between neurons in the brain [5; 9; 12; 20].

2. METHODS

The processes of teaching children with DPVD have been examined in hundreds of works devoted to music therapy, defectology, neurology and neuropsychology, including works directly connected with music, vocal methodologies and general principles of music education. Each of the five above-mentioned areas has been studied and developed quite thoroughly, but there are very few works at their intersection. The methods used in this research include analysis and generalization of theoretical and methodological materials and pedagogical experience, pedagogical observation and testing, modeling and forecasting of educational processes and, finally, a pedagogical experiment. Vocal training can have an advantage over teaching to play musical instruments since voice is a "tool" that is the closest to a child and directly connected with speech. Improvement of vocal skills leads to improvement of the child's speech, cognitive and communicative skills. Besides, vocal skills encourage the development of not only musical skills but also general ones, which, in its turn, improves the child's condition and their quality of life [6–8].

3. RESULTS

DPVD is a disorder characterized by a slowdown in the pace of the child's mental development. As a rule, it is also accompanied by deviations in verbal development, which is why both pathologies are mentioned in the name of the disorder. Diagnostics of such disorders lies within the competence of medical specialists. However, if a teacher meets a child with this condition in their class, they must be aware of their specific features and understand it clearly that their abilities are really limited and they cannot fulfill some requirements, which is connected with a disease or wrong functioning of their body systems. Usually, children with DPVD have poor cognitive and communicative skills, which can be developed with the help of music and singing in particular. Behind the problems faced by the child, the teacher should always see their needs and opportunities for development and improvement. Before moving to the actual vocal training, it is necessary to create a comfortable and safe environment where a child can successfully perform the activities in question.

1. Classes should be carried out in small groups or individually.
2. The room should be soundproof; there must be no distracting things, toys, pictures, etc.
3. The atmosphere in classes should be friendly so that the child feels safe.
4. The length of classes depends on the abilities of each child. Active phases should be followed by pauses during which the child can have some rest and walk around the class, which requires some space.

Most effective methods of early music training (including those aimed at physically challenged children) combine different types of music-making: both singing and playing a musical instrument. Any type of training is based on imitation. By copying the actions of an adult or another child, children learn new activities. The process of learning to play a musical instrument is based on the repetition of the movements [14]. However, when the voice becomes an instrument, a serious problem emerges: the instrument is hidden inside our bodies and there is no way for the teacher to show how the vocal cords or the diaphragm function.

The process of vocal training is based on becoming aware of one's internal feelings — this is what is really important for children with DPVD, but it will definitely pose quite a big difficulty in the course of training. One of the effective methodologies of vocal training used to teach children with DPVD is the methodology developed by E.N. Kotysheva, the author of the correctional program "We are happy to be together!" implemented at the Center of Social Support for Family and Children in the Omsk region. In her work, E.N. Kotysheva used the experience of many methodologists, modern training materials and information presented at international conferences and seminars. The program is based on the elemental music-making approach developed by C. Orff and methods used in music therapy [2; 10; 16; 18; 19]. The program is designed for two years, for children aged 3–7 who are divided into groups depending on the level of development, possessed skills, the character of pathology and previous experience of music classes. Before the start of the program, all children werere individually tested and divided into pilot groups. Nearly half of the children who took part in the program "We are happy to be together" had DPVD. There were four groups in the center with 6–8 children in each of them. The classes were held twice a week and lasted 30–40 minutes. E.N. Kotysheva highlights the following advantages of group classes taking place at a social center:

- the opportunity to provide psychocorrectional help to a large number of children;
- overcoming the consequences of lengthy social deprivation of children, helping them to develop communicative skills;
- development of volitional behavior;
- the phenomenon of "emotional contamination";
- children acquire the skills of copying peers' behavior within a shorter period of time;
- it is possible to incorporate a large number of various exercises aimed at harmonization of the emotional sphere of children as individuals as well as harmonization of interpersonal interaction within a group" [5, p. 181].

The classes have a clear structure that provides even distribution of children's psychophysical activity. A class consists of the following stages:

1. Greeting.
2. Free movement.
3. A rhythmic warm-up.
4. Exercises aimed at improvement of manual dexterity, oral-motor and facial movement.
5. Singing.
6. Listening to music and playing children's musical instruments.
7. Dancing, including circle dancing.
8. Active games.
9. Saying goodbye.

This structure complies with many methodologies designed for physically challenged children, for example, with the "Music and Development" methodology used at Perkins School [11] attended by children with eyesight disorders and multiple development disorders. At the beginning and at the end of the class, children sing special songs: "About the coat" (children come from another building and take off their coats when they enter the classroom) and "The greeting song". Similarly, the class finishes with the song "Time to say goodbye" and a song about the coat, which now it is necessary to put on. Such distinctive markers as songs allow teachers to make the transition from one activity to another easier for children that often show extreme rigidity and have difficulty when it is time to go to another place or switch to another activity [13; 15; 17]. In some cases, the presence of parents in classes is permissible, especially if it is difficult for the child to move and they need assistance from a person they trust. However, afterwards, when a child gets used to classes and teachers have studied their specific features

and needs, it is better to dismiss adults that are close to the child from classes. This will encourage the child to develop their independence and their activities will become more significant from their own perspective. Besides, children's performance is often worse when their parents are present in class since many children are skilled manipulators who can push through their immediate interests at the expense of general benefit. E.N. Kotysheva says that it is necessary to involve physically challenged children in music classes as early as possible, since such lessons can be used "as a way to exercise emotional influence on children for the purpose of correction of their physical and mental disorder, as a means of nonverbal communication and one of the possible ways to explore the world" [5, p. 182].

4. DISCUSSION

Group and individual classes are described in the works by teachers of the Higher Music School [2; 10]. There is an example of individual work — a lesson with a child with DPVD, who agreed to play the drums without hesitation and started to hit the instrument just making some noise. The teacher started playing music in the short intervals between the "noise solos" made by the child and he tried to follow the music by striking the drums on some downbeats [10]. The teacher started singing a simple song. It also inspired the child and he started adding short vocalization on the syllables "da" and "akh", continuing to beat the drums and following the rhythm of the song. Then the teacher started to accompany the high-pitched tones of the melody with strikes on a woodblock (a musical instrument). The song sounded more interesting, so the child started moving his whole body, came up to the piano and looked at the teacher trying to imitate his singing. He was able to make just a few sounds and syllables, but he started imitating them. The child was definitely interested, he was smiling and started accompanying the song, beating the drums together with accompanying chords. Apparently, joint music-making became more meaningful. At the moments when the music became more tender and calm, the child tried to play quieter. He experienced music as some understandable content. As a result of the 50-minute class, when the teacher analyzed the full video recording, he made the following observations: 1) music allows a child to experience emotions and learn to control them; 2) music-making has a high motivational potential for a child; 3) listening skills create a foundation for speech training; 4) following the rhythm and melody develops music abilities; 5) the rhythm and usage of various instruments allow a child to control their movements and improve their motor skills; 6) music classes improve concentration and attention; 7) music becomes a means of interaction between a child and an adult through joint or question-answer singing; 8) a child learns behavioral patterns from adults through interaction with them [2]. Teachers who use art therapy and music therapy methodologies have come to the conclusion that music classes allow achieving the same goals more effectively than other classes, such as lessons with a speech therapist or a specialist in adapted physical education because children feel more relaxed and free in music classes. In group classes, teachers use the same principles as those mentioned in the work by E.N. Kotysheva. It is worth mentioning an interesting experience of using music classes to correct speech problems described by T. Yudovina-Galperina [21]. She writes about her classes with a six-year-old girl, Anna, who had difficulty saying the names of notes and pronouncing texts while singing. The teacher calls this phenomenon a "lazy tongue": "It seems that the tongue is not involved in pronouncing sounds. In classes we have to do logopedic exercises: we sing short phrases that consist of triplets and quintuplets. After these simple tasks, she goes back to solmization of simple plays, such as Brahms's Lullaby and she manages to do it" [21, p. 31]. Then the girl is suggested to sing phrases in turns with the teacher: it requires a high degree of concentration when she follows singing by reading sheet music. Although the main goal of T. Yudovina-Galperina's work is to teach students to play the piano, she offers them to learn phrasing by singing separate phrases first and then move on to playing them on the instrument: "Singing separate phrases is a great

exercise that does not only encourage correction of speech impediments, but it also helps to train the respiratory system. In this way, a child learns to regulate their breathing so that they can distribute the expiration throughout the whole phase without taking another breath before it finishes. Thus, a child learns to make the depth and frequency of their breaths commensurate with musical phrases [21, p. 31].

5. CONCLUSION

To sum up, musical classes play a significant role in the system of training children with DPVD. It does not matter if a child that attends music classes will become a professional musician in the future, whether they will be able to sing or play a musical instrument in public or even if they will successfully pass the final examination at a music school (or another similar institution). It is important that right here and right now a child is busy doing a productive activity that brings them joy and satisfaction, they improve a number of their skills and building communication with their teacher and peers, they "learn to learn", as Josie di Piazza sang in her song about children with autism. All of it makes music classes very valuable as a component of the general development program for children with DPVD and other disorders. Music therapy and music classes are among the most effective instruments for correction of the problems faced by children with DPVD and early infantile autism. Music can be viewed as one of the alternative communication systems: it does not only expand the boundaries of the world of a "silent" or poorly speaking child, but also allows to study in a comfortable and pleasant environment full of voices from the musical universe. Vocal training produces especially fruitful results because it is directly connected with breath and speech. The processes of speech and singing are very close. Filling musical speech with emotions can stimulate the development of verbal speech. In the course of vocal training, a child with DPVD goes through several stages. First, they have to learn basic skills and then move on to more complex and special ones. It is reasonable to distinguish between methodologies that can be suitable at different stages. At the first stage, it is appropriate to use correction programs connected with music therapy and at the second stage — specialized vocal methodologies. Since children who are acquiring initial music skills are, as a rule, very young, it is necessary to incorporate game-based teaching techniques into classes, which can help children to pick up a range of skills, including quite complex ones. Teachers who work with children with DPVD are unanimous in saying that learning to sing is not the main goal of vocal training. It is much more important for children, their development and socialization to acquire speaking skills, become aware of themselves and their bodies, get an opportunity to learn how to do it, be able to communicate with other people, plan their actions, think logically and explore the world around them. All these skills can be developed in the course of music classes, including vocal training, which makes such classes an extremely valuable and important pedagogical tool for providing help to such children.

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GENESIS OF PATRIOTISM AND PATRIOTIC EDUCATION AS PURPOSES OF ACTUAL MANAGEMENT

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ABSTRACT

A comparative approach is being developed to identify and analyze the various causes of the genesis of patriotism and patriotic education in the ancient civilizations of the West and East. The thesis of the multiplicity of forms of patriotism and patriotic education in the era of Antiquity is argued. It is diagnosed that in ancient China, the system of norms of public administration of society almost completely coincided with the principle of patriotic education of citizens. The conclusion is substantiated that patriotism and patriotic education were and remain the most important purposes of actual management. It is revealed that the perception, study and interpretation of the content, specificity and role of patriotism and patriotic education have multiple worldview foundations – ontological, epistemological, axiological and praxeological. It is established that in the study of patriotism and patriotic education various approaches can also be applied: state, civil / collective, personal, spiritual, cultural and religious, etc. The thesis is profiled that the genesis of patriotism and patriotic education as purposes of actual management reflects the existing complex palette of social relations in modern Russian society, necessitates the improvement of the social structure, overcoming antagonistic contradictions between property groups, classes and new estates, harmonization of economic, social, political and cultural processes in country.

Keywords: *genesis, patriotism, patriotic education, actual management*

1. INTRODUCTION

The natural consequence of the emergence and development of institutions of the family, private property, the monetary system, public and state organization in the era of Antiquity as a tool and means of activity, a form of uniting citizens, an integration mechanism, a way of connecting people into a whole becomes the genesis of patriotism (from Greek πατριώτης – compatriot and πατρίς – fatherland), that is, a social feeling of love, affection, fidelity and devotion to the Motherland, home, family, family, family, the desire to benefit their relatives, friends, compatriots and city-cities, their readiness to fight for them without sparing their own blood. In parallel with this, the ancient Greeks have educational practices aimed at forming patriotism among citizens and providing for different types of ostracism towards them for refusing, betraying or violating patriotism not only as a social feeling, but also as a moral and political principle of the life of a responsible citizen.

In other words, we affirm that even in the many millennia-old past, patriotism as one of the highest value pillars of society and its targeted inculcation in people on the base of upbringing are born and honed simultaneously, synchronously. However, it is important to emphasize that among modern domestic and foreign researchers there is no consensus, one established point of view on the nature, nature and genesis of patriotism and patriotic education in the Greek-Latin world.

2. RESEARCH

One group of scientists argues that the phenomenon of patriotism and patriotic education stems from the physic nature of man, his organic attachment to the territory (Karpyuk S.G., 2010, pp. 101 – 116; Johnson G.R., 1986, pp. 121 – 154; Parker C.S., 2010, pp. 97 – 114) that gave rise to him. In other words, the so-called "geniuses of the place" and "villains of the place" are paired categories that reflect phenomena that are inextricably linked to each other due to a common source of origin – a specific geographical localization of origin. In this regard, P.L. Weil draws attention to the fact that “the connection of a person with his place of residence is mysterious, but obvious. Or so: doubtless, but mysterious. She is known by the ancient genius loci, the genius of the place, connecting intellectual, spiritual, emotional phenomena with their material environment” (Vajl' P.L., 2011, p. 9). Another group of researchers adheres to the point of view according to which patriotism and patriotic education are the result of social development, which has a socio-cultural character (Rung E.V., 2013, pp. 304 – 314; Tumans H., 2012, pp. 3 – 32). On the basis of this thesis, a conclusion is drawn about the multiplicity of forms of patriotism and patriotic education in Antiquity: “pre-patriotism” (aristocratic, rooted in the era of the ancient Greek poet-teller Homer (VIII century BC)), classical, polis patriotism (formulated in completed by one of the founding fathers of Athenian democracy, orator and commander Pericles (494 – 429 BC)) and "postpatriotism" or, in other words, sophisticated patriotism, varnishing and masking the period of collapse of policy values (Tumans H., 2012, pp. 3 – 32). Another group of researchers holds the view that patriotism and Patriotic education are the result of social development, which has a socio-cultural character. From our point of view, the sources of the genesis of patriotism and patriotic education in Greco-Latin civilization are physical-natural, geographical, economic, sociocultural, political, religious and ethnic backgrounds. Similar prerequisites formed the basis of the genesis of patriotism and patriotic education in the Ancient East. In this regard, it is important to emphasize that, for example, in China in the VIII-VII centuries. BC. the system of public administration standards of society almost completely coincided with the principle of patriotic education of citizens: their synthesis was defined as morality. The classic literary monument of Chinese philosophical and legalistic thought “Guan-Tzu” (Chinese – 管子) emphasizes: “Officials cannot act arbitrarily, they must obey a certain order ... Power cannot be based on double institutions; governing a country cannot be based on a double approach ... That the people hate should be studied and expelled; what the people long for, he must receive. If justice and trust reign in a state, such a state wins - this is called morality...” (Guan-Tzu, 2013, pp. 57, 64, 91). Thus, even at the dawn of human history, in the ancient civilizations of the West and the East, the complex essence, multiple nature and time boundaries of the genesis of such phenomena as patriotism (social feeling, moral and political principle) and patriotic education (specialized and technological activity on instilling personality of love, affection, loyalty and devotion to the Motherland, on their internalization as an internal guiding rule of life and behavior). The millennia-old history of the West and the East testify that patriotism and patriotic education were and remain the most important purposes of actual management. On December 8, 1991, the leaders of the three republics – Russia, Ukraine, and Belarus, which were the founding states of the USSR, stated that the USSR as a "subject of international law and geopolitical reality ceases to exist" (Zuev M.N., 1994, p. 414).

The successor to the USSR was the Russian Federation, which began the transition to a market economy or, in other words, transit to a new socio-economic reality. With regard to our country, the new socio-economic reality is a complete transition from state (public) and collective-farm cooperative forms of ownership of the means of production to a mixed economy: where private, state, municipal property, mixed Russian, foreign, Russian and foreign property simultaneously exist, as well as property of public and religious organizations. In Russia, in percentage terms, the total share of state and municipal property decreased from 11% in 2000 to 6.5% in 2017. At the same time, the percentage of private enterprises increased: from 75% in 2000 to 86.3% in 2017 (Rosstat, 2018, p. 208). These statistics indicate that in Russia with the transformation of ownership, the social structure of society has changed, new classes, social groups and layers have appeared. Accordingly, new subjects and upbringing systems have appeared that reflect the property interests of the new social strata. At actual time, new classes present the essence, purposes and methods of upbringing in different ways. In our opinion, this cannot be called random, since there have been cardinal changes in the value system of Russian society, a crisis of social identity has come. To questions about what we are building, what strategic goal we are setting for the country, there is currently no single answer in public opinion. The consciousness of most people reflects the prevailing dichotomy of ideas about society. On the one hand, citizens are convinced that, historically, given the experience of the past, Russia is a great power that defeated Germany, Japan and their allies in World War II, equipped with advanced nuclear missile, laser and hypersonic weapons, capable of adequately responding to external aggressive threats and challenges. On the other hand, people are dissatisfied with the pension reform, are afraid of rising real unemployment, are outraged by the chronic decline in incomes, inflation, corruption, increased crime and environmental pollution. Sociologists at the Levada Center, who have been monitoring public opinion in the country for decades, after conducting a macro-sociological survey on a representative sample in the Russian Federation on January 17, 2019, diagnose that “unlike a sense of pride, addressed mainly to the past, shame is focused on the present. The problem of poverty is becoming more urgent for the population, and the problem of interpersonal distrust in post-Soviet society persists” (URL: https://www.levada.ru, 2019). In this regard, it is important to emphasize that our country already experienced something similar in the late XIX – early XX centuries, when the Russian Empire experienced stagnation of industry, a decrease in the value of gross output, a drop in the value of the ruble, a sharp decline in foreign investment in the domestic economy, and outflow capital abroad, bankruptcy of enterprises, lack of liquidity in banks, loan defaults, growth of corporate external debt. However, despite the acute social discontent with the crisis and a sense of shame caused by miserable living conditions, the broad masses of people were proud of the feat performed by the sailors of the Varyag armored cruiser on February 9, 1904. The patriotic upsurge of the people was so strong that a month later, in March of that year, a native of the city of Kaluga, a listener of the Moscow Conservatory A.S. Turishchev (1888 – 1962) transferred the verses of the Austrian poet R. Greinz (1866 – 1942) to music translated by the poetess E.M. Studensky (1874 – 1906) and created the song masterpiece “Our proud“ Varyag ”does not surrender to the enemy”, which has become one of the pearls of Russian musical culture. The explicit roll call of the current state of the Russian economy and the socio-psychological climate in the country with the economic situation and public sentiment more than a hundred years ago leads a number of Russian and foreign researchers to conclude that it was partially borrowed or even attempted to completely restore the backward autocratic model of leadership of the country, characteristic of Nikolaev Russia, denying the separation of powers, representing the regime of "manual control", the personalization and privatization of power, the concentration of political and financial resources in the hands of a narrow group of people, the strength of personal ties, vassalness relations, corporate cartel conspiracies and wars (Danilov V.P., pp. 11 – 28, 1999; Scherbinin A.I., 2000, p. 209; Hedlund S., 1999).

Other researchers, disagreeing with the argument of supporters of the hypothesis of borrowing or restoration, say that the causes of the crisis of social identity in Russia are more complex and hidden from the naked eye. So, V.E. Shlyapentokh draws attention to a deep split in various spheres of society – economic, social, political, ideological, cultural and ethnic – and declares the impossibility of an objective specification of this crisis based on the application of an integrative-system approach (Shlyapentokh V.E., 2008, p. 35). For an accurate diagnosis of macrosocial identity transformation vectors, the named author offers a method of segmented analysis, which opens up the possibility of considering society and identity not within a single system or one specific model, but as "conglomeration of social segments – liberal, authoritarian / totalitarian and feudal – that possess a certain degree of influence and independence, changing over time "(Shlyapentokh V.E., 2008, p. 36). S.G. Kordonsky, relying on his own statistical calculations (according to his statement, "since the beginning of 1991 there have been about fifty different kinds of reforms in the Russian Federation, and not one of them has led to the planned result" (S. Kordonsky, 2018), states that it is necessary to study a hidden war of estates in modern Russia, because "now we have no workers, peasants and office workers, and a class structure has begun to form with the corresponding social stratification: the real rich and the really poor have appeared. Moreover, privileged groups, estates of the Soviet Union – military men, state employees, scientists, doctors "fell into the really poor" (S. Kordonsky, 2018). According to the said researcher, in Russia there is a process of emergence of a mixed estate-class structure of society, while "classes and estates ceased to be only theoretical constructs and turned into ordinary distinctions of social practice, the very reality of social structure. They exist "objectively", but this objectivity is reproduced only in the activities of classified people, by their very life, and not introduced from outside. In this case, the concepts of class stratification are fixed in custom and customary law, while the concepts of the class structure are fixed in special laws or traditions that have the force of law" (Kordonsky S., 2008, p. 10). In other words, modern Russian society is woven from many contradictions, which not infrequently begin to acquire an antagonistic character. Moreover, the struggle is waged at all levels of the social structure – below, above and in the middle. From our point of view, in a generalized form, groups of contradictions between representatives of different classes, estates and socio-demographic groups conditionally and simplistically look as follows:

- between domestic and foreign decision centers;
- between power structures;
- between power structures and subordinate sections of society;
- between the pauper, the poor, the middle-income, the rich and the super-rich (so called
- "blue", "white", "gold" and "diamond" collars);
- between political and ideological organizations;
- between "academic gangs"[1];
- between ethnic groups;
- between generations;
- between gender groups;
- between indigenous people and immigrant diasporas;
- between owners and employees;
- between power structures;
- between power structures and organized criminal clans;
- between organized criminal clans;

[1] The indicated concept was first introduced into scientific circulation by T. Sheff. For more information on the content, meaning and application of this term in the social sciences, see: Scheff, T.J. (1996) Academic Gangs. Crime, Law, and Social Change, 23, 157 – 162. – URL: http://sscf.ucsb.edu/~scheff/4.html; Patsula A.V. Ekosociologicheskie paradigmy: Tradicii i sovremennost'. – Ekaterinburg: Institut ekonomiki UrO RAN, 2001. S. 29 – 31.

- between organized criminal clans and street crime;
- between religious denominations.

3. CONCLUSION

A scientific discussion about the direction in which Russia is going, what our society is like, what actors are involved in the processes of social change, what values they express and uphold, indicate that the perception, study and interpretation of content, specifics and the roles of patriotism and patriotic education have multiple worldview foundations – ontological, epistemological, axiological and praxeological. In addition, it becomes apparent that in their study various approaches can also be applied: state, civil / collective, personal, spiritual, cultural and religious, etc. In this regard, it is important to emphasize that the genesis of patriotism and patriotic education as purposes of actual management reflects the existing complex palette of social relations in modern Russian society, necessitates the improvement of the social structure, overcoming antagonistic contradictions between property groups, classes and new estates, harmonization of economic, social, political and cultural processes in our country.

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VALUE OF THE ART-THERAPEUTIC AND GAMING TECHNOLOGY BASED ON FOLK MUSIC IN REHABILITATION AND SOCIALIZATION OF CHILDREN WITH HEALTH LIMITATIONS

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ABSTRACT

In correcting the problems of children with health limitations, the most effective are methods of pedagogical assistance, such as behavioral therapy, occupational (ergotherapy), various types of art therapy (including music), adaptive physical education, occupational therapy (training through manual labor), gaming technology, etc. Among the rehabilitation tools of children with health limitation, classes in musical folklore in general and singing, in particular, occupy a central place. Training based on musical folklore is an intense process since it involves a lot of body functions and establishes the necessary connections between the neurons of the brain. Creative activity is inseparable from the healthy development and human activity in the course of cognition, development and transformation of the world and oneself. The creative activity reveals the intellectual potential of the individual, who implements both innate and acquired abilities and skills. Musical art therapeutic technologies aimed at overcoming psychological problems and the development of emotional perception of children are widely used in the world pedagogical practice. However, music is able to do more; it can enhance the development of communicative and cognitive abilities in children with delayed psycho-verbal development and autistic children, which is proved by the conducted study. Learning music is as intense process as learning to read, write, and count. That is why music classes based on children's folklore are one of the most effective tools in correcting the problems of children with health limitations.

Keywords: *art-therapy, gaming technology, musical therapy, folk music, rehabilitation, health limitation, correcting methods*

1. INTRODUCTION

In recent decades, the number of newborns with health problems and pathologies associated with the nervous system development has been growing steadily. Therefore, the problem of helping such children, their rehabilitation and socialization are becoming one of the most urgent problems in pedagogy. Different countries of the world have their own schools of art therapy. The Russian school was founded by A. Kopytin, Ph.D. in Medical Sciences. According to him, the purpose of art therapy in education is to preserve or restore the health of trainees and their adaptation to the conditions of the educational institution through the implementation of psycho-correctional, diagnostic and psycho-prophylactic abilities, as well as to develop certain psychological and personal qualities of trainees [7]. The followers of this school summarized the experience of using art as a means of integrated educational, developmental, and correctional impact on children with hearing, vision, and speech problems, mental retardation,

behavioral disorders, mental subnormality, and disorders of the musculoskeletal system. Scientists consider art therapy as a set of techniques based on the use of different types of art that allows carrying out psycho-correction by stimulating artistic and creative manifestations.
Folk therapy, which has a long tradition, is also used in musical practice. Folk songs and tunes were an integral part of the ancient festive and ritual culture, which integrated different types of artistic and creative activities. Immanent capabilities of folklore, such as the collective nature of creativity and improvisation contribute to the regulation of interpersonal communication, the development of individual creative abilities of the child, his spiritual values, ethical ideals, social experience, and norms of behavior. The folklore reflects the forms of interaction of the individual with nature and society, guaranteeing the preservation of physical and mental health of personality. A small rhyme or song, understandable and interesting for the child, helps children grow up healthy, jokes and nursery rhymes made them fun, lullabies soothed, other songs taught them the goodness, wisdom, love of nature, family, and native land. Folk art forms human qualities, such as sincerity, charm, openness, which, combined with skills and professionalism, contribute to the full life of the individual. The specifics of the considered technologies are covered in part in the work of Davydova [4] and Ovsyannikova [11]. The interaction of music and medicine is one of the challenging scientific problems considered at the intersection of musicology, cultural studies, and psychology. The situation, in which man and nature found themselves in modern man-made civilization, as well as the crisis of religious life, spirituality, and morality in society in general, forced to turn to the primordial traditions and forms of life-sustaining activity. One type of these processes regulation is music therapy, which shows a universal approach to a man in unity and the relationship of his spiritual and physical components. Scientists have found that music has a vibrational, physiological, and mental impact on many areas of human activity [2; 5; 7]. Sound vibrations can stimulate metabolic processes in the body at the cellular level, and improve the respiratory, motor, cardiovascular systems of the body. Playing wind instruments helps to strengthen and improve the respiratory system, while the keyboard instrument can help a child with weak motor skills of fingers. Early inclusion of children with health limitations in music classes is necessary because such classes can be used "as a way of emotional impact on children in order to correct their physical and mental disabilities, as a way of nonverbal communication, as well as one of the possible ways of knowing the world" [8, p. 182]. The purpose of classes with small groups of children is to stimulate the development of the emotional sphere of children; improve the quality of communication; promote self-regulation. Teachers consider a well-built structure of the lesson to be a prerequisite for the success of music therapy, which is an absolute necessity when working with autistic children. Researchers and practitioners, when assessing the game as a complex multifaceted pedagogical phenomenon, as a method of training and education of children, as a form of their training, and as a means of harmonious development of the child's personality, emphasize that the game situations created by the teacher should be aimed at the development of involuntary attention of children and the formation of skill set of social adaptation and successful socialization in the environment. As the plot of the game, the teacher-mentor should use the real-life situation or refer to the problem that can be borrowed from the folk tale, traditional ritual, or calendar holiday. This is due to the fact that the folk game, its essence, and purpose stem from the relations common in the surrounding reality as the most important source of social experience. In the assessment of the greatest researcher of children's folklore G.S. Vinogradov, the game is defined as "the result of the manifestation of folk pedagogy in the life" [18, p. 103].

2. METHODS

Identifying features of art-therapeutic and game technologies based on musical folklore in the rehabilitation and socialization of children with health limitations, and assessment of the results

of these processes can be carried out in the course of psycho-pedagogical experiment and practical experience of working with children with health limitations that allows drawing conclusions about the effectiveness of the application of advanced teaching methods. First of all, the authors studied the results of the application of the method based on music therapy developed by Alvin [1], J. Nektu [10]; music-based psychological correction developed by E. Kotysheva [8], M. Permyakova, and E. Tkachenko [13]; musical correction of autistic children developed by S. Greenspan and S. Weeder [6], Bharathi [2], Brown [3], Edgerton [5], Marom [9], Sharda [14], Taheri [15], Thompson [16], Vladić-Mandarić L., Plosko A. [19], and Woodward [20]; musical lessons of the famous "Perkins school" [12]. The specificity of the problems considered in the work also determined the choice of research methods due to the difficulties faced by both children and teachers caused by limited health condition. Therefore, the authors of the present study selected analysis and synthesis of theoretical and methodological material, best practices of readaptation and socialization of children, psychological and pedagogical observation and testing, modeling and forecasting of the educational process, psychological and pedagogical experiment, psycho-correction practice of children with mental retardation and autists, as well as comparison of empirical data. The empirical study included the diagnosis of problems of children with delayed psycho-verbal development and early childhood autism, methodological development of a set of developmental exercises, practical training and retesting to assess learning outcomes. Pedagogical experiment on the use of art-therapeutic and gaming technologies was carried out in the Koptevo Center for Social Aid to Family and Children (Moscow), where children with disorders of the musculoskeletal system, delayed psychoverbal development, and autism undergo the rehabilitation and socialization. The study involved four children: Polina S., 13 years old, hydrocephalus, delayed psychoverbal development (DPVD), autophobia manifestations; Ilya V., 12 years old, early childhood autism, uses speech, which is associated with strong echolalia, often builds grammatical structures incorrectly, speaks about himself in the third person; Farida A., 12 years old, a mild form of DPVD; Artem L., 9 years old, early childhood autism, speech is missing, a lot of motor stereotypes. The results of art-therapeutic and music-playing sessions with four children of the Rehabilitation Center suffering from DPVD and autism were evaluated by communicative and cognitive qualities, such as:

- productive activity time;
- ability to concentrate;
- attentional set-shifting;
- speech development;
- understanding spoken language;
- the ear for music;
- timekeeping;
- accuracy of intonation;
- ability to play musical instruments;
- precision movements to the music.

The assessment was carried out by observation during the trial lesson, which included acquaintance, the conversation about songs, dances, instruments, simple tasks to sing a favorite song, repeat the melody, perform the song together with the teacher, clap the rhythm, move to the music, etc. For each expressed quality was given one point. In general, the condition of children was evaluated on a 10-point scale in accordance with the above ten qualities. During the initial testing, the following results were obtained: Polina S. has obtained 4 points, Ilya V. – 5 points, Farida A. – 6 points, and Artem L. – 2 points. At the initial stage of the psychological and pedagogical experiment, testing and supervision of children with health limitation, who have shown low results, were carried out.

After a cycle of special classes, almost all indicators were improved, although these indicators of one autistic child were lower than those of the others. Each of the four cases required conducting an analysis of the problems encountered by children in learning, as well as an individual selection of the most appropriate forms of work. Based on the results of the initial testing of children, specific strategy for music lessons was developed for each child. The most difficult condition was noted in Artem (9 years old): the speech was absent, there were many motor stereotypes, communicative and cognitive functions were poorly developed. Initially, music classes were held in a test mode once a week for 20 minutes. The child was very sensitive to sounds, from an early age he asked to turn off the music if it sounded longer than 10 minutes. At the beginning of training Artem vocalized very much on his syllables, he practically did not fall silent, especially vocalizations increased in stressful situations – he was almost shouting. Artem's parents expected help from music classes in the overall development of the child, in particular, his speech and communication skills. Following their wishes and based on the long-term development program of the child, the indicators were selected, which could be improved, namely:

- increasing the time of productive activity;
- accelerating of shiftability from one activity to another;
- developing speech and communication skills in general;
- developing an understanding of oral speech, switching from visual perception to auditory;
- developing the musical ear;
- developing a sense of rhythm;
- learning to play musical instruments;
- learning to move to the music;
- forming correct vocal attitude;
- learning the accuracy of intonation;
- forming proper sound formation.

3. RESULTS

Lessons were clearly structured in such a way that the psychophysical load on children was evenly distributed. The high result in the course of re-adaptation and socialization of children with health limitations was achieved through the use by teachers of the Rehabilitation Center of simple songs, which were performed by children during outdoor games. They enabled children with health limitations to form skills of fast movements, dexterity, intelligence, ability to work in a team, and coherence. Nursery rhymes and jokes are effective for the development of small motor skills in children with health limitations. Other genres of game folklore help to form children's skills of plastic improvisation and consolidate the transfer of artistic image by performing a variety of expressive movements. The children had to fill their movements with emotive expressive pandemic character, vivid facial expressions, and gestures. Thus, when pronouncing and dramatizing nursery rhymes, "I'm sitting on a stone" the children have done all the movements that were appropriate to its content. Practicing teachers emphasized the emotional state of the children in the expressive transmission of the movements of the animals mentioned in the poems. Recitation of rhymes or poems was aimed at creating a rhythmic tone, activating the emotional sphere, and overcoming psychological problems. The purpose of the rhythmic exercise games was also to develop a sense of meter and rhythm, acquiring the skill of elementary rhythmic improvisation, inclusion to various forms of musical performance in role-playing games. The simplest music rhythms were mastered in the course of recitation or singing short nursery rhymes, which was accompanied by playing on wooden spoons or tambourines. For their learning, the teacher together with children rhythmically clapped his hands and against this background expressively recited the text. It is advisable to offer children to repeat the text in phrases like echo, especially because the echolalia, as noted by Marom, can

perform six functions in autistic children, including "echoing as an attempt to initiate or maintain communication" [9, p. 175]. When the text is remembered, one may add movements: stepping around the room to the beat, walking along a circle with various options for stops, squats, turns, etc. The structure of the lesson varied in different groups. Exercises, and songs, music for listening, and games changed from lesson to lesson, however, the structure of the lesson remained the same so that the autistic child had a kind of waymark that would help him feel that he owns the situation, it is predictable and, therefore, safe. After a series of music lessons, these abilities were tested again to assess the effectiveness of the conducted work. The main thing was to monitor the increase in the development level of communication and cognitive skills. During repeated testing the following results were obtained: Polina S. got 7 points, Ilya V. – 8 points, Farida A. – 9 points, and Artem L. – 6 points. The specificity of the lessons with Artem consisted in the need to create a learning environment in which the boy would be concentrated enough for productive activities, without distraction and going into self-stimulation. At the same time, he could not be overworked, since in this case, the nervous system was experiencing too much stress, and Artem was losing control over his behavior. At the beginning of classes, Artem was offered nursery rhyme songs. They had to be accompanied by a movement corresponding to the text. But Artem did not understand the text, and when the assistant helped him to do the right movements, he resisted. Then the teacher himself hummed a song to Artem, accompanying the singing with sounding gestures and inviting the boy to join. As a result, with a little help, Artem began to accompany the singing with claps. The next stage was instrumental music, which the teacher played on the piano, and Artem was offered folk instruments to accompany it. He was able to join in the joint music-making with a little help.

4. DISCUSSION

The results of the study confirm the hypothesis about the capability of music to enhance the development of communicative and cognitive abilities in children with DPVD, as well as in autistic children. All children in the Rehabilitation Center, who were trained in classes, changed the ratio between time of the activity in the classroom and relaxing or distracting activities. Understanding of speech increased significantly, and speech skills were partially formed. While at the beginning of the experiment wandering around the class and attempts to establish productive activities took almost half a 30-minute lesson, at the end of the experiment they were reduced to almost a quarter. At that, children became more organized, and starting classes for them was easier. In addition, class time was used more efficiently, though Artem still needed a lot of time to recover, since he destressed using stereotypical movements and vocalizations. But certain progress was achieved by all autistic children. The value of the obtained research results in comparison with other studies consists in proving the effectiveness of the use of art-therapeutic and gaming technologies based on folklore in order to improve the level of communicative and cognitive abilities of children with DPVD and early childhood autism. As noted by the team of authors of the study "The potential role of rhythmic entrainment and music therapy intervention for individuals with autism spectrum disorders», «music and rhythm have shown significant potential in improving the oral-motor activities of people affected by Autism spectrum disorder. Music... improves their social communication and motor skills» and this work «represents the possible role of rhythmic cueing for sensorimotor regulation in ASD individuals» [2, p. 180]. Another group of researchers notes that «humanoid social robot systematically teaches music to children with autism to improve social/cognitive skills through active music games», and «noticeable improvements were seen in social/cognitive skills of all participants as well as in the positive effect of this program on fine motor imitation skills» [15, p. 40]. However, in addition to the regulatory function, music performs the important function of activating the child's brain.

Our hypothesis is partly similar to the findings of Canadian scientists who "evaluated the neurobehavioral outcomes of a music intervention on social communication and brain connectivity in school-age children", and their study "provides the first evidence that 8-12 weeks of individual music intervention can indeed improve social communication and functional brain connectivity" [14]. However, unlike previous practices of music therapy, the present experiment proves the possibility of forming not only the key capabilities for the development of communicative and cognitive abilities in children with DPVD and early autism, such as the time of productive activity; the ability to concentrate; attentional set-shifting; speech development and understanding of oral speech, but also complex creative abilities such as musical ear, sense of rhythm, the ability to play instruments, which are acquired in the course of special training. The learning ability of autistic children to music, which can be used not only for the purpose of positive emotional impact, was proved experimentally [17]. As a means of communication that gives autistic children a sense of trust and peace of mind, music removes restrictions in the social and emotional interaction of special children with parents, doctors, and teachers that increases the effectiveness of the treatment of such patients and their training in basic skills in the field of musical performance.

5. CONCLUSION

Early start of corrective training provides the greatest efficiency in the correction of a certain defect, which is associated with a high level of plasticity of the brain and nervous system in children. Two-thirds of the wards, for whom the training methods were chosen correctly at an early age, acquire a state of a healthy person, i.e. begin to live a normal life, learn similarly as their healthy peers, and previously diagnosed health problems are left in the past. Perhaps in some children with health limitation, problems will remain for life, despite the improvement due to music therapy. However, the level and quality of their lives will still be much higher than they could have been without any intervention. Therefore, it is necessary to start corrective classes as soon as possible, immediately after the diagnosis is made. At that, the organization of early musical development programs, which has proved in other countries to be very effective, should be one of the priorities when helping children with health limitations in Russia. In case of severe health problems in children, highly qualified specialists are required, who must constantly study together with children, adapt to their needs, and try new correction methods. The effectiveness of correctional work with special children largely depends on taking into account the peculiarities of their learning and development, as well as special educational conditions for children with health limitations. This is associated with the following requirements:

1. It is necessary to provide a sufficiently comfortable and safe environment in which the child would be able to successfully carry out his activities.
2. Classes should be conducted in small groups or individually.
3. The study room should be well soundproofed, and it should not contain distracting objects, toys, pictures, etc.
4. Lessons should be carried out in a very friendly and benevolent atmosphere, where the child will feel safe.
5. The duration of classes should depend on the capabilities of each child, and the active phases of classes must necessarily alternate with pauses, during which the child can relax, as a rule, move around, walk around the class, which requires some space.
6. It is necessary to engage in those types of musical and creative activities, which are desired by the children: one is allowed singing, the other is interested in playing instruments, while the third prefers to make music with a teacher.

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POSITIVE SOCIALIZATION AND PREVENTION OF DEMENTIA OF ELDERLY PEOPLE

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ABSTRACT
This article discusses the concept of positive socialization of older people. The study of cognitive impairment in the elderly is described and the results of the correctional program based on the concept of positive socialization are considered. The main recommendations on the construction of work with the elderly in the framework of the concept of positive socialization are given.
Keywords: *Elderly people positive socialization, dementia, socialization, longevity, social work with the elderly people*

1. INTRODUCTION

In our time around the world there is a tendency to increase life expectancy with it growing and the proportion of the population over the age of 60 years. For example, in Russia in the 1950s, the average life expectancy was 47 years, and by 2010 this figure had risen to 69 years. In 2018, in our country there are more than 46 million people of late age, which is 31.4% of the total number of citizens and it is expected that these figures will only grow. Many domestic and foreign psychologists, such As L. S. Vygotsky, A. R. Luria, F. I. Zinchenko, A. N. Leontiev, P. P. Blonsky, A. A. Smirnov, P. Zhane, G. Ebbinghaus, G. Muller and others were engaged in the study of memory, but the problem of neuropsychological correction of memory in old age was left without due attention. The last few years, the faculty of psychology of Russian state social university is actively engaged in the study of the problem of positive socialization, including the elderly. The first attempts to study this phenomenon were made in 2018 and published in a collection published in the framework of the XVI European psychological Congress. Our society has a stereotype that violations mnestic and cognitive functions of a person aged 75 and up years and older must constantly and inevitably worsen their work, leading to significant losses of various memory lanes and logical thinking. However, the decrease in the functions under consideration can be observed already at the age of 45, and the quality of the severity of these violations has a purely individual character. In normal development of aging, reduced productivity and success of remembering has a weak deviation from the indicators that people had in the early adult period, due to the aging of the organism as a whole, taking the peculiarities of the transmission of impulses along the Central nervous system, as it is, like all body systems, subject to aging, which leads to slower brain functioning and speed of processing information. However, with the appearance of pathological processes in the functioning of mnestic activities or cognitive, the variances are much brighter and stronger than in the normal course of the aging process, hence the importance of this problem, as memory impairments lead to a decline in the quality of life of the host, reducing its ability to

adapt and socialization, making it difficult to work, learn and live a full rich life, leading to various negative emotional feelings about the problem. Based on the above, it can be concluded that the quality of life of modern elderly people depends on their positive socialization. It is very important at the stage of aging to form a person's qualitative stereotypes and competencies, forcing him to live a full and active life. Prevention of dementia is the basis of positive socialization of the elderly, it is very important to maintain the relevance of the individual for society, the elderly should be needed. The idea of mentoring is fundamental in working with the elderly contingent, the formation of an idealized idea of a mentor "elder" gives the elderly the social inclusion that he experienced at a young age, building a career and a family. A lot of dementia manifestation retreat with involvement of the elderly in an active mentoring position, whether it be courses for cooking or a master class in drawing. Involvement in the role of a mentor is the main thesis of positive socialization of the elderly. Based on this concept, we conducted a study on the basis of the state budget institution of the city of Moscow "The boarding house for veterans of labor No. 29" of the Department of labor and social protection of the population of the city of Moscow. The study involved 30 recipients of social services "The boarding house of veterans of labor №29", where the sample was attended by elderly people with the most preserved memory functions. The group consisted of 11 men and 19 women. The average age in the study group was 78.8 years. Positive socialization technology is a multifactorial model of human socialization, taking into account his physical resources and needs. To build an individual route map of positive socialization of an elderly person, we take into account the cognitive abilities of the participant. In order to improve these abilities the staff of the faculty has been selected and developed a mechanism for diagnosis and correction of cognitive characteristics of the elderly.

2. METHODS

Theoretical analysis of the literature on the research topic.

1. Psychodiagnostic methods:
   - Method "10 words»;
   - Method "Reproduction of the story»;
   - Method of diagnostics of visual memory Wechsler D.;
   - Method "Memory for images»;
   - Method "Memory for numbers."
2. Method of mathematical statistics: Wilcoxon signed-rank test

The results of the method "10 words" was diagnosed with low level functions of conservation and reproduction of the material, and a decline in auditory-speech memory, as memorizing the curve of average number of words from the first play until the fifth is: 3,6; 4,5; 5,3; 6,1; 6,2 respectively. However, the level of long – term memory is within the normal range for this age group (the Average number of words played with delayed playback-4.7). The result of the method "Reproduction the story", says slightly lower for this age group, the level of semantic memory (the Average number played by semantic units – a 19.2) and low mechanical memory, resulting in difficulty remembering numbers in the text. According to the results of the method of diagnostics of visual memory Wechsler D.. Wexler was diagnosed with a low level of visual memory (Average score – 4.7), in comparison with persons of young and middle age, but slightly deviating from the norm for this age group. According to the results of the method "Memory for images", we can talk about a decrease in the level of imaginative memory (Average score – 7.9), in comparison with young and middle-aged people, but these results can be considered the norm within this age group, it should take into account the results of the diagnosis of visual memory, and its reduced level, which can tell us about the relative preservation of memory for images, but not the total amount of visual and imaginative memory.

The results of the technique "Memory for numbers" indicate a low level of short-term and mechanical memory (Average score – 6.6), which is explained by the General tendency to reduce the level of mechanical memory in elderly people. On the basis of the above we can say that the diagnosed persons of senile age lowered all indicators, empirical study which we conducted. On the basis of the primary diagnosis, we have developed and conducted a correctional program for senile persons, taking into account the features of their visual, auditory-speech, figurative and semantic memory. The correctional program is designed for 1 month, includes 12 classes, with a frequency of meetings 3 times a week and the duration of each class is about 30 minutes. After the end of the correctional program was made control and evaluation stage of empirical research. The data obtained at this stage indicate an improvement in various types of memory. All functions of mnestic activity, the correction of which the program was aimed at, to a greater or lesser extent, showed positive dynamics and a tendency to improvement. It was noted the improvement of the results of the method "10 words" on the third, fourth, fifth and delayed reproduction (Temp=140 at $p \leq 0.05$; Temp=114 at $p \leq 0.01$; Temp=50 at $p \leq 0.01$; Temp=24.5 at $p \leq 0.01$, respectively), which recorded improvement in the level of oral-aural and long-term memory was shown to improve the results of the method "Reproduction story" (Temp=45 when $p \leq 0,01$), which may indicate the improvement of the semantic and auditory-speech memory, also recorded improved results of the method of diagnosis of visual memory D. Wechsler (Temp=91 if $p \leq 0,01$), which may indicate improved levels of visual short-term memory was shown to improve the results of the implementation of the methodology of "Memory for images" (Temp=105 at $p \leq 0.01$), which may indicate improving image memory, as well as improved results of the method "Memory for numbers" (Temp=66 at $p \leq 0.01$), which tells us about the improvement of the level of mechanical and visual short-term memory.

3. CONCLUSION

The aim of this study was to study and identify the features of cognitive impairment and opportunities for its correction based on the concept of positive socialization of the elderly. In the course of the work, an empirical study was compiled and conducted aimed at diagnosing the level of development of various types of memory in elderly people. The results of the method "10 words" was diagnosed with low level functions of conservation and reproduction of the material, and a decline in auditory-speech memory. However, the level of long-term memory is within the normal range for this age group. The result of the technique "Reproduction the story", says slightly lower for this age group, the level of semantic memory and low mechanical memory, resulting in difficulty remembering numbers in the text. According to the results of diagnostic methods of visual memory D. Wexler was diagnosed with a low level of visual memory, compared with young and middle-aged people, but slightly deviating from the norm for this age group. According to the results of the method "Memory for images", we can talk about a decrease in the level of imaginative memory, in comparison with persons of young and middle age, but these results can be considered the norm within this age group, it should take into account the results of the diagnosis of visual memory, and its reduced level, which can tell us about the relative preservation of memory for images, but not the total amount of visual and imaginative memory. The results of the method "Memory for numbers" indicate a low level of short-term and mechanical memory, which is explained by the General tendency to reduce the level of mechanical memory in elderly people. The results were verified using the method of mathematical statistics Wilcoxon signed-rank test. The statistical significance of differences in the results before and after the correctional program was revealed. Thus, it can be concluded that the decrease in the functions of mnestic activity in elderly people. Correction, which is possible by involving the elderly in an active mentoring role, thereby stimulating brain activity aimed at the transfer of experience and reproduction of accumulated information.

Introducing the concept of "successful old age", the concept of positive socialization assumes that the person in old age should be an active member of society. Types of adaptive and productive aging:

- The first type is "Prometheus". For them, life is a continuous battle. In later years, such people continue to struggle with new difficulties, age-related diseases. At the same time, they strive not only to preserve, but also to expand the subjective space of their life world. Feeling, in the end, the need to rely on others, they accept only the help that they have won.
- The second type is "Productively autonomous". Both in the early and late periods of this type of personality focused on high achievements, success, which is provided by a variety of strategies. They are independent, critical of different social stereotypes and generally accepted opinions.

Older people bravely survive retirement, switch to doing new interesting things, tend to establish new friendships, retain the ability to control their environment. All this leads to their feeling of satisfaction with life and even increases its duration.

3.1. Conclusion 1

To be socially active, to live among people, solving problems of society. The changing attitudes to old age.

3.1.1. Subculture theory

This theory was proposed by the English sociologist A. rose. If a pensioner has it, that is, makes new friends, keeping the old ones as much as possible, gets a sense of belonging to a certain group with the norms of morality, behavior, communication, traditions, spiritual values characteristic for this age, then he acquires psychological stability. In practical terms, A. Rose proposed the creation of settlements, residential houses, boarding houses for pensioners, since the development of a network of social services provided to the elderly strengthens the tendency to form subculture groups and reduces their dependence on family members. It's controversial. But focus on other people. Volunteering against loneliness. Affirmation of moral values in their daily, everyday life.

3.2. Conclusion 2

To be an active friend, to make new friends among people close to of a subculture. According to the theory of E. Erickson, the task of late adulthood, or maturity (60 years and older) is to achieve the integrity of the development of the "I", confidence in the meaning of life, as well as harmony, understood as the essential quality of life as an individual and the entire Universe. Neoplasms of wisdom, the achievement of a sense of fullness of life, of duty, that is, the ability to love.

3.2.1. Conscious activity of the Self

The subject of the conflict of development at this stage are the questions: "What can I offer to future generations?", "Am I satisfied with my life?". Achieving the integrity of the ego is carried out through the search for the meaning of man's life, the integration of all the stages passed. If the most important tasks of previous ages have not been realized, old age is accompanied by disappointment, despair and fear of death. That is why the old age of each person is individual and unique, respectively, and approaches to social work with the elderly should be strictly individual.

3.3. Conclusion 3

Wisdom and acceptance of people and life. Love for what we have. Loving yourself including. Every day grateful for and praise yourself. Positive assessment. R. Peck singled podbreziny this period. In order to achieve a "successful old age," a person must resolve three major conflicts, spanning three dimensions of personality. The first is the conflict of underestimating the self in a professional role. In the course of professional activity, a person is absorbed in the role dictated by the profession. Older people, in connection with retirement, should define for themselves a set of significant activities so that their time was entirely filled with different activities. Man is not equal to his social role. The value of wealth of experience. The second conflict is related to the awareness and acceptance of the fact of deterioration of health and aging of the body. Acceptance and adaptability. Prevention of deterioration. Finally, the third conflict is about overcoming inner loneliness. Resolution is through loss of self-preoccupation (ego transcendence versus ego absorption).

3.4. Conclusion 4

Appreciate your experience, adapt (using modern medical data on the prevention of dementia, take into account your capabilities without excessive concentration on yourself. The position of academician N.M. Amosov, who proved its indisputable value by his own life and work. At the age of 83, people was amazed at how easily he copes with huge physical loads. A person retains the ability to be active and adaptable as long as he receives the appropriate loads to which it is necessary to respond. In the book "Overcoming old age" the author writes that he wanted increased physical activity to increase fitness, " human Nature is strong - you need to trust her, do not fuss about lung diseases and do not drink drugs in vain. Signs of serious illness require a doctor to check, but in this case should not fall into full dependence on medicine".A separate training touch intimate of human relations. Sex is clear temporal relationship between age-related cognitive decline and decreased sex hormone activity has been established. Assumes. that testosterone and estrogens may have certain neuroprotective properties that inhibit the development of involutive changes in the brain. Make love as long as possible!

3.5. Conclusion 5

Body training. A. A. Bodalev in the study of centenarians who have contributed to the development of mankind, showed that there is no extinction of cognitive function in humans, when he continuously trains them. One of their important characteristics is a decrease in the speed of reaction to external stimuli. Training of cognitive functions. Trains all. With age, the amount of memory and attention decreases. You can change automatic processes that are not affected by aging. Training of cognitive functions. Reading. Special technologies and training in new skills. Today, a large number of training sessions and courses.

3.6. Conclusion 6

To train all, what disturbs you! Memory, attention, thinking. And especially sense of humor. Active longevity of the elderly contributes to many factors, the leading psychological among which can be considered the development of it as a socially active person, as a subject of creative activity and a bright personality. And here a huge role is played by a high level of self-organization, conscious self-regulation of their lifestyle and life. Based on the work of Hans Selye (the stress theory) and M. Feldenkrais (the method of "physical training"), T. Hannah has developed and proved in practice the highest efficiency and accessibility of each program of somatic exercises in order to cope with the effects of sensory-motor amnesia, i.e. memory loss in sensation and movement, restore flexibility and health to master the art of not aging.

3.7. Conclusion 7

To master the techniques of self-regulation. Formation of optimism. Outstanding scientists and personality of arts maintained high performance not only in old age, but also in old age. Outstanding creative individuals who have the opportunity to continue their creative life to a ripe old age, have very specific aging procces. In many cases, the life path of such people is a fusion of happiness and suffering, alternating moments of loss and gaining a new meaning of life. Among the most typical features of creative people is the breadth of their interests. In persons engaged in creative work, there is a mobilization of different functions, their inclusion in the overall structure of intelligence as a holistic education, steadily resisting the aging process.

3.8. Conclusion 8

Become a Creator. Harmoniously satisfying their needs.

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SPECIFICITY OF STUDENTS' CREATIVITY POTENTIAL WITHOUT EXPRESSED PREREQUISITES FOR PROFESSIONAL DEFORMATIONS (BURNOUT)

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ABSTRACT

An in-depth understanding of the "creative potential" phenomenon, in particular, students without professional deformations (burnout) expressed by prerequisites. The features of the creative potential of students without the expressed prerequisites of professional deformations (burnout) are revealed: a high level of communication skills, striving for independence, heuristics; above the average level of flexibility, visual memory, leadership, personal inclination to creativity (activity, altruism, concern for others, desire to stand out, love of solitary work, curiosity, independence, pressure drop, lack of boredom, need for activity, riskiness, self-sufficiency, aspiration to risk, feelings of beauty, sense of purpose), curiosity, independence, optimism, practicality, decisiveness, auditory memory, degree of concentration, creative potential, purposeful spine; the average level of belief in oneself, competitiveness, innovation, constancy, integrity, reformism, the ability to abstract, demanding, energy; below the average level of authoritarianism, ambitiousness, intelligence, revolutionism, reduction of personal achievements and professional motivation; low level with a tendency to a level below the average of prerequisites for professional deformations in general; low level of depersonalization, personal distance, psycho-emotional and emotional exhaustion.

Keywords: *burnout, creation, creativity potential, depersonalization, emotional and / or physical exhaustion, personal distance, professional deformations, professional motivation, psychoemotional exhaustion, reduction of personal achievements*

1. INTRODUCTION

Creativity potential - a set of qualities that determine the possibility and scope of creative activity (Altukhova, Polyakova, 2015; Polyakova, 2015; Polyakova, Selezneva, 2015; Altukhova, Polyakova, Divnenko, 2016; Sokolovskaya, Udodov, Grinenko, Miroshkin, Diatlova, Egorova, 2019; Nesterova, Babieva, Merenkova, Grinenko, Sokolovskaya, Krasheninnikova, 2019]; the main basic component of self-realization in preliminary diagnostics of the level of creative development, determining the characteristics of motivation, organizing creative activities, monitoring the quality of the creative process, determining the compliance of the result with the planned (Polyakova, 2014; Polyakova, 2015; Salakhova, Bulgakov, Sokolovskaya, Khammatova, Mikhaylovsky, 2016; Polyakova, 2017; Bulgakov, Babieva, Levanova, Gridyaeva, Erofeeva, Sokolovskaya, Davidyan, 2018; Klokova, Polyakova, 2019); professionally important quality conducive to successful training and effective professional activity (Belyakova, Petrova, Polyakova, 2017; Bonkalo, Polyakova, Bonkalo, Kolesnik, Sorokoumova, 2015; Elshansky, Anufriev, Polyakova, Semenov, 2018; Mironova, Polyakova, Ushkov, 2017; Mironova, Polyakova, Ushkov, 2018; Jafar Zade, Senkevich, Polyakova, Basimov, Strelkov, Tarasov, 2018); intrinsic factor preventing the occurrence of prerequisites for professional deformations (Polyakova, 2009; Polyakova, 2011;

Polyakova, 2014; Polyakova, Petrova, Mironova, 2018; Polyakova, Petrova, Mironova, Semenov, 2019).

2. METHODS

At the first stage of the study, the presence or absence of prerequisites for professional deformations (burnout) of students was diagnosed. The block of methods for determining the prerequisites of professional deformations (PD), burnout (depersonalization (Dep), personal distance (PD), psychoemotional exhaustion (PE), reduction of personal achievements (RPA), reduction of professional motivation (RPM), emotional exhaustion (EE)):

1. Maslach burnout inventory (MBI), by C. Maslach and S. Jackson (Maslach, Jackson, 1981), in textual adaptation N. Vodopyanova (Ilyin, 2000), in the interpretative adaptation of O. Polyakova (Polyakova, Petrova, Belyakova, 2018);
2. modification Maslach burnout inventory (mod MBI), by C. Maslach and S. Jackson (Maslach, Jackson, 1981), in textual adaptation by teachers of St. Petersburg State University (Workshop on the Psychology of Professional Activities, 2000), in the interpretative adaptation of O. Polyakova (Polyakova, Petrova, Belyakova, 2018);
3. Mental Burnout Questionnaire (MBQ), by B. Farber (Farber, 1983), in textual adaptation of A. Rukavishnikov (Fetiskin, Kozlov, Manuilov, 2002), in the interpretative adaptation of O. Polyakova (Polyakova, Petrova, Belyakova, 2018).

From a sample of 5029 people, 316 students were selected by random distribution without any pronounced prerequisites for professional deformations (burnout). At the second stage of the study, the characteristics of the creative potential of students without the expressed prerequisites for professional deformations (burnout) were identified. The block of methods for determining the potential of creativity:

1. What is your creativity (WYC), authors: O. Potemkina and E. Potemkina, the goal is to determine the degree of creativity and its components (curiosity (Cu), self-confidence (SC), constancy (Co), ambitiousness (Am), visual memory (VM), auditory memory (AM), desire for independence (DI), ability to abstract (AA), degree of concentration (DC)) (Potemkina, Potemkina, 2016), the author of the modification of the interpretation of the results is O. Polyakova (table 1);
2. Questionnaire for Personal Creativity (QPC), author - G. Davis, the goal is to determine the level of personal creativity (Davis, 2019), the author of the modification of the interpretation of the results is O. Polyakova (table 1);
3. Assessment of the level of creative potential of a person (ALCPP), author - A. Sharov, the goal is to determine the level of creative potential of the personality and its components (purposefulness (Pu), heuristic (He), decisiveness (Dec), flexibility (F), exactingness (Ex), independence (Ind), energy (En), authoritarianism (Au), optimism (O), practicality (Pr) , adherence to principles (AP), sociability (S), leadership (Lea), innovation (Inn), competitiveness (C), intelligence (Int), revolutionism (Rev), reformism (Ref)) (Sharov, 2019), the author of the modification of the interpretation of the results is O. Polyakova (table 1).

Table 1: Level scales of the block of techniques for diagnosing creativity

Creativity potential levels		low	below average	average	above average	high
WYC	quality average and overall	1	1.5	2	2.5	3
QPC	∑	0-3	4-7	8-12	13-16	17-21
ALCPP	score for selected qualities	1-2	3-4	5-6	7-8	9-10
	∑	18-50	51-83	84-115	116-148	149-180

3. RESULTS

The data were processed in accordance with the goal of determining the presence or absence of a linear relationship between two indicators of method blocks (prerequisites for professional deformations and creative potential) using the Pearson correlation criterion.

Table 2: Diagnostic results of features and relationships between the prerequisites of professional deformations (burnout) and the creative potential of students without expressed prerequisites for professional deformations (burnout)

Abbreviations for diagnostic procedures and components			MBI / mod MBI				MBQ			
			EE	Dep	RPA	PD	PE	PD	RPM	PD
			11.32 (L)	6.08 (L)	12.86 (BA)	30.26 (BA)	8.12 (L)	7.47 (L)	10.35 (BA)	25.94 (L)
WYC	Cu	2.48 (AA)	0.68*	0.72*	0.28	0.56*	0.76**	0.69*	0.35	0.60*
	SC	2.04 (A)	0.74*	0.65*	0.31	0.57*	0.79**	0.58*	0.28	0.55*
	Co	2.13 (A)	0.34	0.41	0.44	0.40	0.42	0.35	0.39	0.39
	Am	1.53 (BA)	0.42	0.38	0.35	0.38	0.36	0.29	0.34	0.33
	VM	2.51 (AA)	0.28	0.35	0.24	0.29	0.26	0.29	0.33	0.29
	AM	2.54 (AA)	0.26	0.28	0.34	0.29	0.35	0.31	0.40	0.35
	DI	2.86 (H)	0.32	0.48	0.46	0.42	0.36	0.45	0.45	0.42
	AA	2.09 (A)	0.81**	0.72*	0.42	0.65*	0.79**	0.56*	0.39	0.58*
	DC	2.52 (AA)	0.75**	0.53*	0.46	0.58*	0.68*	0.51*	0.37	0.52*
	∑	2.3 (A)	0.51	0.50	0.37	0.46	0.53	0.45	0.37	0.45
QPC	∑	15 (AA)	0.78**	0.66*	0.45	0.63*	0.78**	0.59*	0.34	0.57*
ALCPP	Pu	8.42 (AA)	0.42	0.35	0.43	0.40	0.39	0.27	0.40	0.35
	He	9.15 (H)	0.82**	0.58*	0.37	0.59*	0.79**	0.61*	0.40	0.60*
	Dec	7.52 (AA)	0.38	0.41	0.39	0.39	0.36	0.40	0.41	0.39
	F	7.36 (AA)	0.63*	0.45	0.31	0.46	0.71*	0.35	0.30	0.45
	Ex	6.41 (A)	0.35	0.26	0.29	0.30	0.40	0.36	0.28	0.35
	Ind	7.83 (AA)	0.32	0.29	0.35	0.32	0.34	0.31	0.38	0.34
	En	6.42 (A)	0.30	0.26	0.28	0.28	0.29	0.32	0.36	0.32
	Au	4.38 (BA)	0.18	0.23	0.19	0.20	0.20	0.22	0.17	0.20
	O	8.25 (AA)	0.42	0.37	0.34	0.38	0.44	0.39	0.31	0.38
	Pr	7.63 (AA)	0.19	0.21	0.18	0.19	0.17	0.26	0.21	0.21
	AP	5.92 (A)	0.16	0.19	0.32	0.22	0.18	0.25	0.30	0.24
	S	9.57 (H)	0.75**	0.56*	0.24	0.52*	0.81**	0.59*	0.19	0.53*
	Lea	8.36 (AA)	0.20	0.41	0.33	0.31	0.27	0.43	0.35	0.35
	Inn	6.35 (A)	0.72*	0.43	0.35	0.50	0.69*	0.38	0.24	0.44
	C	6.27 (A)	0.65*	0.38	0.34	0.46	0.69*	0.30	0.31	0.43
	Int	4.41 (BA)	0.34	0.36	0.25	0.32	0.32	0.39	0.24	0.32
	Rev	4.24 (BA)	0.19	0.26	0.16	0.20	0.15	0.29	0.26	0.23
	Ref	5.86 (A)	0.60*	0.42	0.36	0.46	0.58*	0.39	0.41	0.46
	∑	124.35 (AA)	0.42	0.36	0.30	0.36	0.43	0.36	0.31	0.37

Note: levels: low (L), below average (BA), average (A), above average (AA), high (H); * – noticeable connection; ** – high connection, p<0.01.

The results of the diagnosis of the features and the connection of the prerequisites of professional deformations (burnout) and the creative potential of students without expressed prerequisites of professional deformations (burnout) showed:

1. low level of depersonalization, personal estrangement, psychoemotional and emotional exhaustion;
2. low level with a tendency to a level below the average of the prerequisites of professional deformations in general;
3. below the average level of authoritarianism, ambitiousness, intelligence, revolutionism, reduction of personal achievements and professional motivation;

4. average level of faith in oneself, competitiveness, innovation, constancy, integrity, reformism, the ability to disengage, exactingness, energy;
5. above the average level of flexibility, visual memory, leadership, personal inclination to creativity (activity, altruism, anxiety about others, desire to stand out, love solitary work, curiosity, independence, relieve pressure, lack of boredom, need for activity, riskiness, self-sufficiency, desire for risk, a sense of beauty, a sense of purpose), curiosity, independence, optimism, practicality, determination, auditory memory, degree of concentration, creativity, purposeful facts;
6. high level of sociability, the desire for independence, heuristic;
7. noticeable connection between:
   - high sociability and low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - high heuristic and low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - higher than average flexibility and low emotional and psycho-emotional exhaustion;
   - higher than the average personal inclination for creativity (activity, altruism, concern for others, desire to stand out, love single work, curiosity, independence, relieve pressure, lack of boredom, need for activity, riskiness, self-sufficiency, desire for risk, feelings of beauty, feelings purposefulness) and low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - higher than average degree of curiosity and low emotional exhaustion, low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - higher than average degree of concentration and low depersonalization, low psycho-emotional exhaustion, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - medium self-confidence and low emotional exhaustion, low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - average competitiveness and low emotional and psycho-emotional exhaustion;
   - average ability to disengage and low depersonalization, low personal estrangement and low with a tendency to lower than the average level of prerequisites for professional deformations in general;
   - medium innovation and low emotional and psycho-emotional exhaustion;
   - medium reformism and low emotional and psycho-emotional exhaustion;
8. high connection between:
   - high sociability and low emotional and psycho-emotional exhaustion;
   - high heuristic and low emotional and psycho-emotional exhaustion;
   - higher than the average personal inclination for creativity (activity, altruism, concern for others, desire to stand out, love single work, curiosity, independence, relieve pressure, lack of boredom, need for activity, riskiness, self-sufficiency, desire for risk, feelings of beauty, feelings purposefulness) and low emotional and psycho-emotional exhaustion;
   - higher than average degree of curiosity and low psycho-emotional exhaustion;
   - above average degree of concentration and low emotional exhaustion;

- average self-confidence and low psycho-emotional exhaustion; average ability to disengage and low emotional and psycho-emotional exhaustion.

4. DISCUSSION

Maintaining high and above average levels of creativity potential and its components will contribute to:

1. brainstorming, which is an effective means of revealing creative potential, consists of a number of phases: preparation; formation of a creative group, if there is a possibility of cooperation; brainstorming procedure; conclusion (Tyurina, 2019);
2. creative techniques for generating ideas: determining the range of creativity; the formulation of the problem is the opposite; snakes and ladders; preset combinations; arbitrary choice of words; focusing; destruction of paradigms; the use of metaphors (Green, 2019).

5. CONCLUSION

Students satisfied with professional training and not having expressed prerequisites for professional deformations (burnout) (low level of depersonalization, personal estrangement, psychoemotional and emotional exhaustion; low level with a tendency to a level lower than the average background of professional deformations in general; lower than the average level of reduction of personal achievements and professional motivation) peculiar features of creativity, such as:

- high level of sociability, desire for independence, heuristic;
- higher than the average level of flexibility, visual memory, leadership, personal inclination for creativity (activity, altruism, concern for others, desire to stand out, love for solitary work, curiosity, independence, relieving pressure, lack of boredom, need for activity, riskiness, self-sufficiency, desire for risk, a sense of beauty, a sense of purpose), curiosity, independence, optimism, practicality, determination, auditory memory, degree of concentration, creativity, purposefulness nnosti;
- average level of faith in oneself, competitiveness, innovation, constancy, integrity, reformism, the ability to abstract, exactingness, energy;
- below average level of authoritarianism, ambitiousness, intelligence, revolutionism.

The high connection of practically absent prerequisites for professional deformations (burnout) of students was established with abstraction, activity, altruism, concern for others, a desire to stand out, sociability, personal inclination for creativity, love of solitary work, curiosity, curiosity, independence, rejection of pressure, lack of boredom, the need for activity, riskiness, self-sufficiency, concentration, the desire for risk, a sense of beauty, heuristic.

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LEGAL BARRIERS OF INTERACTION OF THE EDUCATIONAL ORGANIZATION AND THE EMPLOYER TO ORGANIZE THE PROCESS OF PRACTICAL TRAINING AND INTERNSHIP IN THE DIGITAL SPACE

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ABSTRACT
The modern Russian market of skilled labor is characterized by the difficulties of youth employment, including graduates of professional educational organizations and educational institutions of higher education. According to information published on the official website of Rosstat (http://www.gks.ru/bgd/free/B04_03/IssWWW.exe/Stg/d04/79.htm), the proportion of young people under 25 years among the unemployed aged 15 years and older in March 2019 amounted to 18,0%, and the proportion of those with no experience employment is 24.3 percent. Young professionals who have received professional education and enter the labor market after graduation from educational institutions often face various problems in employment. The main obstacle is the discrepancy between the professional areas in which graduates want to find a job and those vacancies for which employers are ready to accept them. To solve this problem, it is proposed to implement an information subsystem that allows to build an effective interaction between the educational organization and the employer. To build such a system, it is necessary to analyze the existing legal regulation of the organization of practices and internships of students and identify legal barriers in the construction of the system. The subject of the study is to determine the legal barriers to the implementation of the concept of digital service of interaction between employers and educational organizations. The object of the study is the normative legal and legislative acts of the Russian Federation regulating the relationship between employers and educational organizations during the practices and internships of students. The result of the study-a list of normative legal acts regulating the interaction between employers and educational organizations, identified legal barriers and proposed changes to eliminate the identified restrictions.
Keywords: *Practice of students, internships, employers, legal regulation, employment*

1. INTRODUCTION

In the Russian Federation, there is an urgent need to adopt a state program, the activities of which would include, inter alia, the introduction of effective solutions aimed at the employment of young professionals with secondary vocational and higher education with the active participation of educational organizations of vocational education, Federal Executive

authorities, public authorities of the Russian Federation, as well as employers. Such a state program is the national program "Digital economy of the Russian Federation", designed for the period up to 2024. The Federal project "Digital public administration", which is part of the national program, provides for the implementation of a set of measures aimed at creating a subsystem of interaction between educational organizations of professional education, employers, students and graduates in the organization of internships and practices within the IAS OBV" Job in Russia". The creation of such a subsystem, developed on the basis of the use of modern information technologies and focused on the establishment of direct business contacts between educational organizations, employers, students and graduates for the organization of practices and internships with the mediation of educational organizations of secondary and higher professional education, is one of the promising directions for further resolution of the difficult situation with youth unemployment.

2. METHODS

To analyse the legal barriers existing laws have been used: method of analysis of documents (Sanzharevsky I. I.,2012) , methods of analysis of the mutual influence (Tambovtsev V. L.,2007), the method of analysis and systematization of data (Sanzharevsky I. I.,2012), the method of analysis of the range of subproblem using the described methods of selected basic legal documents regulating the activity and their analysis according to the following criteria: depth of the considered process, its regulatory tools, information architecture (information content, ease of presentation). In order to determine the legal barriers and the main limiting factors, we have chosen such methods as the study of documentation (Vinogradova M. V. and all 2019) and information materials (Posner R. A. 2004), as well as content analysis.

3. RESULTS

Under legal monitoring we understand the mechanism of continuous assessment, analysis, forecast of the state, dynamics of legislation and practice of its application to identify their compliance with the planned result of legal regulation, as well as the expectations of participants in the legislative process, officials of Executive, judicial and other bodies and levels of government, civil society institutions and, ultimately, aimed at determining the effectiveness of national legislation. The purpose of legal monitoring is to obtain the necessary information for a comprehensive analysis of the state of the legal system, assess the effectiveness of the legal system, develop on the basis of the results of monitoring proposals to improve legislation, on the one hand, and improve the legal culture in the activities of organizations and citizens, on the other hand. The object of legal monitoring are normative legal acts, including draft laws and laws of the Russian Federation in the field of employment and education of the population, normative legal acts of the highest official of the Russian Federation, the Government of the Russian Federation, as well as normative acts of ministries and other Executive authorities. The subject of legal monitoring is to identify contradictions, conflicts and gaps between the law of different legal acts, the repeal or amendment of outdated provisions; redundancy or insufficiency of legal regulation of social relations, the duplication of norms, analysis of labor use, the rules of declarative character of recognition become invalid for acts (secondary legislation) setting separate standards legislation on loss, on the development of new projects; some violations of legislative practice, legal technique, editorial errors, not the authenticity of the text and others. As a result of the legal monitoring, proposals were developed to improve the norms of the current legislation, as well as quantitative information was determined. When determining the quantitative indicator based on the results of legal monitoring it is necessary to take into account the following:

1. quantity and the list of the operating RPA;

2. the number of contrary to the legislation of the NPA, requiring them to be brought into compliance (amendments and additions, invalidation, suspension (or a separate norm), cancellation);
3. inefficiently implemented in law enforcement practice normative legal acts (requiring amendments and additions, recognition become invalid);
4. outdated laws and regulations that require bringing into compliance with the current legislation (amendments and additions; recognition as invalid);
5. normative legal acts contradicting the legislation, brought in accordance with the current legislation (amendments and additions).

The legal framework for the creation of a Subsystem which implements the possibility of organizing the process and practices of training, formation and use of posted information are the regulations governing the automated activities and the establishment and application of IAS OBV "Job in Russia", the requirements for composition of information and data formats, the use of software and hardware.

4. DISCUSSION

The main normative documents regulating the automated activity on the organization of industrial practices of students and undergraduate practices (internships) of graduates of professional educational organizations, at the moment are:

- "Position on the practice of students mastering basic professional educational programs of secondary professional education" approved by Ministry of education and science of 18.04.2013 No. 291 (ed. by 18.08.2016);
- "Position on the practice of students mastering basic professional educational programs of higher education" approved by Ministry of education and science of 27.11.2015 No. 1383 (ed. by 15.12.2017).

By order of the Government of the Russian Federation from 22.04.2019 No. 804-R State Duma of the Federal Assembly of the Russian Federation submitted the draft Federal law № 695427-7 "On amendments to certain legislative acts of the Russian Federation in connection with change of structure of Federal Executive bodies exercising powers in the sphere of education and science". This draft law, among the amendments to the Federal law No. 273-FZ of 29.12.2012 "on education in the Russian Federation", determines the need for a new version of part 8 of article 13:

- "8. Regulations on the practice of students, mastering educational programs of secondary vocational education, and its types are approved by the Federal Executive body responsible for the development and implementation of state policy and legal regulation in the field of General education. Regulations on the practice of students, mastering educational programs of higher education, and its types are approved by the Federal Executive authority, carrying out functions for the development and implementation of state policy and legal regulation in the field of higher education."
- The legislative basis for the implementation and use of the Subsystem should be:
- Federal law of 29.12.2012 № 273-FZ "On education in Russian Federation" (edition of 01.05.2019);
- The law of the Russian Federation of 19.04.1991 № 1032-1 "On employment in Russian Federation" (edition of 11.12.2018) [5];
- In order to ensure the legislative framework for the use of the Subsystem in the organization of practices of students and internships of graduates it is proposed to amend these regulations:

Proposals for amendments to the Federal law of 29.12.2012 № 273-FZ "On education in Russian Federation" (edition of 01.05.2019):

1. In order to the regulatory consolidation of the concept of "internship" that does not appear in the legislation, to Supplement the article 2 "Main definitions used in this Federal law", paragraph 35 as follows: "35) training – type of training or additional professional education, conducted for the purpose of formation and fastening in practice of professional knowledge and skills obtained through theoretical training. The internship is also carried out in order to study best practices, acquire professional, organizational and practical skills to perform duties in the workplace in the occupied or higher position, a new specialty (type of work)."
2. For the purpose of normative fixing of use of a Subsystem as an educational and information resource at the organization of practices and training to add article 18 "Printed and electronic educational and information resources" with part 10 of the following contents: "10. Information resources and services of the all-Russian database of vacancies "Job in Russia" (hereinafter – IAS OBV "Job in Russia") are used in the organization of professional training practices of students and internships of graduates.
3. For the purpose of normative fixing of the concept "graduates" which is absent in acts, to add part 1 of article 33 "Trained" with point 10 of the following contents: "10) graduates – students (cadets) completing in the current academic year training in the educational organization of secondary vocational or higher education on the implemented educational programs, as well as persons who have completed training in educational programs of secondary vocational education or higher education, aged up to 25 years, within a year from the date of graduation from the educational organization".
4. In order to the regulatory consolidation of the list of competences of educational organizations in the established sphere of activities use of a Subsystem for the organization of practices and internships to Supplement part 3 of article 28 "the powers, rights, duties and responsibility of the educational organization" sub-paragraph 20.1 as follows: "20.1) organization of training of students and training of graduates in the framework of professional training, including the use of information resources and services IAS OBV "Job in Russia".
5. "Regulations on practice of the trained mastering the main professional educational programs" regarding inclusion in the specified documents of regulatory requirements:
   - to the organization of internships and training of graduates of educational institutions of professional education;
   - to the organization of practices and internships for the disabled and persons with disabilities in the process of training programs of secondary vocational and higher education;
   - on the use of information resources and services IAS OBV "Job in Russia" in organization of industrial practice, internships.

   The main normative documents regulating the rules of formation, maintenance and modernization of the IAS OBV "Job in Russia", the composition of the information placed in the System, data formats, as well as the procedure for the use of software and hardware are:
   - "Rules of formation, maintenance and upgrading of information-analytical system of the Russian base "Job in Russia" and "List of information contained in the information-analytical system of the Russian base "Job in Russia", approved by the decree of the Government of the Russian Federation from 25.08.2015 № 885 "About the information-analytical system of the Russian base "Job in Russia»;

- "Data formats and requirements for technical, software and linguistic means of ensuring the formation and maintenance of information-analytical system of the Russian base "Job in Russia", approved by order of the Fes from 24.11.2015 No. 319.

The current regulation of the Government of the Russian Federation from August 25, 2015 № 885 "About the information-analytical system of the Russian base "Job in Russia" (ed. by 30.01.2018), adopted in accordance with article 16.2 of the Law of the Russian Federation of 19 April 1991 No. 1032-1 "On employment in Russian Federation". This resolution approved the "Rules of formation, maintenance and upgrading of information-analytical system of the Russian base "Job in Russia" and "List of information contained in the information-analytical system of the Russian base "Job in Russia".
In order to ensure the legitimate legal regulation of the functioning of the IAS OBV "Job in Russia" it is necessary:

1. Make the following changes to "Rules of formation, maintaining and modernization of information and analytical system the all-Russian base of vacancies " Job in Russia " (further-Rules):
   - the list of participants of the System are set out in paragraph 1 of the Rules, add "educational organizations of secondary professional and higher education", which read as follows: "1. These Rules establish the order of formation, maintaining and modernization of information and analytical system the all - Russian base of vacancies "Job in Russia" (further - System), including the order of placement of information in System by Federal Executive authorities, Executive authorities of subjects of the Russian Federation, local governments, employers (legal entities and individual entrepreneurs), the educational organizations of secondary professional and higher education and the citizens looking for work (further-participants of System).»;
   - in the list of goals create a System to Supplement the wording in subparagraph b of paragraph 3 of the regulation, include the text "educational organizations of secondary professional and higher education" and which read as follows: "b) informational support of the implementation of the provisions of the Law Russian Federation "About population employment in the Russian Federation" bodies of Executive power of subjects of the Russian Federation, carrying out powers in the field of assistance of employment of the population and transferred the authority for the implementation of social benefits to citizens, recognized in the prescribed manner unemployed, state institutions of employment service (hereinafter-bodies of employment service), educational organizations of secondary vocational and higher education, as well as employers;»;
   - the composition of information placed in the System (item 4 of the Rules), to align with the proposed new wording of part 1 of article 16.2 of the Law of the Russian Federation dated 19.04.1991 No. 1032 1 "About population employment in the Russian Federation" about the paragraph Rules in the following way: "the System provides information about job opportunities, internships and apprenticeships, employers who needed workers (hereinafter - the employers), availability of jobs and vacancies (including practice or training), citizens, job seekers (more - applicants), and other information in accordance with the list of information contained in the information-analytical system of the Russian base "Job in Russia" approved by the decree of the Government of the Russian Federation of 25 August 2015 N 885 "About the information-analytical system of the Russian base "Job in Russia".»;
   - to include in the list of subsystems in the Federal segment IAS OBV "Job in Russia", listed in paragraph 13, the Provisions of the subsystem interoperability between educational organizations, employers, students and graduates in internships and

practices, as well as a subsystem "Personal account of the educational organization" that provides identification, authentication and registration in the System of educational institutions of secondary professional and higher education, the possibility of placing them in the information System, including for the organization of practices and internships, as well as their interaction with other participants of the System;

- to include in the Procedure section "a Procedure for placement of information on practices and internships", governing the placement of information on the practices of students and the training of graduates of professional educational organizations, the requirements for specified information and the order of its evaluation, the requirements of rules of interaction of suppliers and consumers of information, and to order data exchange;
- Supplement article VII "Requirements management System" the relevant requirements in connection with the planned inclusion of IAS tie "Job in Russia" of the subsystem interoperability between educational organizations, employers, students and graduates in internships and practices, as well as a subsystem "Personal account of the educational organization".

2. Make additions to "the List of the information containing in information and analytical system the all-Russian base of vacancies" Job in Russia " (further - the list of information):
   - to include the heading "Information about the educational organizations of secondary professional education, have a need for practices of students" reflecting the necessary information indicators (in coordination with the Ministry of education of Russia»);
   - to include the heading "Information about educational institutions of higher education, have a need for practices of students and internships for graduates" with reflection in it the necessary information indicators (in coordination with the Ministry of education and science»);
   - to include the heading "Information about the preparation and conduct of practical training and internship", outlining information placed in the System on the preparation and practices of students and training of graduates and participants in the System, placing in it the specified information.

Data formats and requirements for technical, software and linguistic means of ensuring the formation and maintenance of information-analytical system of the Russian base "Job in Russia" was developed by rostrum (as System operator) in accordance with paragraph 3 of resolution of the Government of the Russian Federation from August 25, 2015 № 885 "About the information-analytical system of the Russian base "Job in Russia". Data formats should be defined for all types of information placed in the System, in accordance with the List of information approved by the government of the Russian Federation of August 25, 2015 № 885. In connection with the proposed expansion of the information posted in the IAS OBV "Job in Russia", it is advisable to Supplement the description of data formats with the following sections:

- "The format of the data on educational institutions of secondary professional education, have a need for practices of students»;
- "The format of the data on educational institutions of higher education, have a need for practices of students and training of graduates»;
- "The format of the data on preparation and carrying out practice and training" (with details of the information placed in the System on the preparation and practices of students and internship graduates).

A specific structure of fields, their format and features filling Rostruda, which is the operator of the System, it is necessary to determine, in consultation with interested agencies and established procedures to approve changes to the order of the Fes from 24.11.2015 No. 319.
In addition, the composition of internal and external reference books used in the System, listed in the relevant sections of the document describing the data formats of the IAS OBV "Job in Russia", needs to be clarified.

5. CONCLUSION

Information systems, social networks and electronic mass media accessed via the Internet have become part of the daily lives of citizens of the Russian Federation. According to regular surveys of the population of 16 years and older, the audience of Internet users in Russia by the beginning of 2019 amounted to 90 million people and reached 75.4% of the adult population. A new generation of Russians has emerged, for whom the Internet is becoming the leading means of business communication. One of the most important tasks of the leadership of the country, the subjects of the Russian Federation, Executive authorities at all levels at the present stage is the organization of an effective system of training young personnel on the basis of modern knowledge and technology, securing them at enterprises and organizations in various sectors of the economy, in order to ensure the necessary breakthrough in the development of strategic industrial and economic potential of our state. Key indicators of the effectiveness of secondary vocational and higher education, the quality of training in General, are the degree of orientation of educational programs on the labor market, the demand for graduates and their effective employment. Such employment involves employment based on social needs in the specialty or profile of education in the workplace or positions that meet both the requirements of the graduate and his qualifications. Young professionals entering the labor market after graduating from educational institutions of secondary vocational and higher education, inevitably face difficulties. Today's graduates of professional educational institutions are particularly difficult to compete with experienced professionals. To compete in the labor market, they need to prove their professional competence, as well as have at least a little experience. In this regard, the need for the use of information technologies aimed at effective employment of students and graduates of educational institutions of professional education, including for practical training and internships, is extremely urgent. As a result, the creation and implementation of the Subsystem will contribute to the reduction of tension in the labor market, the qualitative growth of professional qualifications of young workers and the competitiveness of their employers, increase professional flexibility and mobility of labor resources throughout the Russian Federation.

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SOCIO-ECONOMIC EFFECT OF THE INTRODUCTION OF DIGITAL SERVICES FOR EDUCATIONAL INSTITUTIONS

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ABSTRACT

By 2024, several major national projects will be implemented in the Russian Federation. The national project " Digital economy "and the national project" Education " include several projects to create digital platforms and services for educational institutions of different levels. Now we are actively designing new platforms that will help to provide both students and employees a wide range of sets of services in the digital space. The article deals with the socio-economic effect of the introduction of such digital services in the educational environment on the example of the subsystem of interaction between educational organizations, employers, students and graduates in the organization of internships and practices on the basis of information and analytical system all-Russian database of vacancies "Job in Russia". The subject of the study is to identify the socio-economic effect of the introduction of digital services for educational organizations. The object of the study is the subsystem of interaction between educational organizations, employers, students and graduates in the organization of internships and practices on the basis of the information and analytical system all-Russian database of vacancies "Job in Russia" (hereinafter personal account of the educational organization). The result of the study-formulated the socio-economic effect of the introduction of digital services in the work of educational institutions on the example of creating a personal account for interaction with employers.

Keywords: *Trainees' practice, internships, employers, employment, digital economy, personnel for digital economy*

1. INTRODUCTION

Despite the fact that the centers of assistance to employment of graduates of educational institutions, departments, and employment practices that exist in a number of educational organizations and bodies of the state employment service spend a lot of casual work on employment of graduates of educational institutions of professional education, there are a number of objective factors preventing the improvement of the situation with youth unemployment:

- lack of necessary skills of self-determination in the labor market and negotiating with employers on employment issues for a significant part of young citizens who do not have work experience;

- high self-esteem, persons seeking work, their professional level and skills, as well as their failure to meet the requirements of employers;
- lack of jobs with decent wages in some regions in the background of their surplus in other;
- the duration of the procedure of selection of suitable candidates employers job seekers from graduates and matching them with the terms and conditions of employment;
- often those without experience and willing to job, seek assistance from employment agencies reluctantly, having lost hope to seek employment on their own through relatives, friends and acquaintances, believing that the state employment service offered only low-paid and low-prestige jobs;
- a significant part of the employers, avoiding to conduct education and training for those without experience, their jobs prefer to fill through its own staff, and szn informs about the demand for workers in occupations and professions predominantly low-wage, non-special interest candidates.

The consequence of these factors is a high level of unemployment among young people with secondary vocational and higher education. About 25% of unemployed youth are graduates of educational institutions with higher education, and more than 34% - with secondary vocational education (data on the results of sample surveys of the labor force, presented in the statistical collection " labor force, employment and unemployment in Russia. 2018": Rosstat. M., 2018. 142 c.). As a result, de facto graduates of professional educational institutions belong to the category of citizens experiencing difficulties in finding work. Given that one of the main causes of youth unemployment is the lack of experience of graduates of professional educational organizations and educational institutions of higher education in their profession or specialty, the Ministry of labor of Russia and Rostrud are already taking a number of preventive measures aimed at a comprehensive solution to the problem situation. The main emphasis is on the acquisition by students and graduates in the process of mastering the basic professional educational programs of knowledge, skills, and the formation of competencies of a certain level and volume, allowing to conduct professional activity in a certain area and perform work in a particular profession or specialty. The main source of obtaining the required work experience for students, postgraduates and other persons receiving basic vocational or additional education, as well as undergoing vocational training, is considered the passage of practical training and internships. Thus, in order to ensure the formation of a comprehensive system of attracting personnel to the service through professional orientation and selection of young people from among students and graduates of educational organizations, the Ministry of labor of Russia in 2018 developed "Guidelines on the organization of practice of students of educational organizations and training of senior students and graduates of educational institutions of higher education in the state civil and municipal service". The guidelines are aimed at ensuring the interaction of Federal state bodies (Central offices and territorial bodies), state bodies of subjects of the Russian Federation and local governments with specialized educational organizations, their students and graduates to attract promising young personnel to the service. Special attention is paid to the organization of practices and internships for the disabled and persons with disabilities in order to create equal opportunities for them with other citizens to study in secondary vocational and higher education programs. Rostruda an operator of the Information analytical system of the Russian base "Job in Russia" (hereinafter – IAS OBV "Job in Russia"), in 2018 continued its improvement and development. On the IAS OBV portal " Job in Russia "a special information section" Internships and practices " has been created, in which young people and citizens without work experience can choose a place where they will learn new specialties and get their first work experience. Currently, the information base section presents more than 30 thousand different jobs and positions for internships and internships.

Among them are engineering, medical specialties, as well as various professions in the field of services, education, etc. In the Russian Federation there is a need to implement effective solutions aimed at employment of young professionals with secondary vocational and higher education with the active participation of educational organizations, Federal Executive authorities, public authorities of the Russian Federation, as well as employers. The Federal project "Digital public administration", which is part of the national program, provides for the implementation of a set of measures aimed at creating a subsystem of interaction between educational organizations, employers, students and graduates in the organization of internships and practices. The creation of such a subsystem seems to be one of the promising directions for further resolution of the difficult situation with youth unemployment.

2. METHODS

To analyze the socio - economic effect of the introduction of digital services in educational institutions were used: the method of analysis of documents (Posner R.A. 2004), methods of analysis (Vinogradova M. V. and other 2019), the method of analysis and systematization of data (Posner R.A. 2004), the method of problem analysis, using the described methods identified the main problems that will be solved by the introduction of digital services. In order to determine the economic effect, we have chosen such methods as the study of documentation (Vinogradova M. V. and other 2019) and information materials (Vinogradova M. V. and other 2018), as well as the exchange of views and expert evaluation.

3. RESEARCH RESULT

The main purpose of creation of a subsystem of interaction between educational institutions, employers, students and graduates in the organization of training and practice on the basis of information-analytical system of the Russian base "Job in Russia" (hereinafter POORS IAS OBV "Job in Russia") is to promote the employment and youth employment by providing electronic information interaction of educational institutions of secondary professional and higher education, employers, students and graduates in preparing and carrying out practice and training. The information processed in the Subsystem can be used in the following areas of activity in the fields of education, labor and employment:

- assistance to students and graduates of educational institutions of higher and secondary vocational education in the selection of options for practical training or internship, the most fully relevant to their professional knowledge, career aspirations and personal qualities;
- getting the information on the preparation and conduct of the practices or internships, professional self-determination and choosing an optimal employment based on the needs and capabilities of students and graduates, as well as the socio-economic situation in the Russian Federation;
- practical implementation of programs, practices and internships, facilitating the promotion of students and graduates of educational institutions on the labour market, planning their professional career;
- professional orientation of young professionals, provision of students and graduates of practice-oriented knowledge and skills;
- assistance to employers in the development of human resources, search and selection of personnel for vacant positions and vacant jobs in the required specialty, with the necessary qualifications and professional skills;
- ensuring a high level of competitiveness of educational institutions, students and graduates, as well as organizations-employers by focusing on the highest criteria of professional qualification of employees in the labor market;
- the relationship of educational programs with the requirements of employers to the level of training (knowledge and skills) students and graduates;

- provision of up-to-date data for forecasting demand and supply in the labor market and the market of educational services for training specialists in the most popular and promising professions;
- information support for management decision - making on issues related to bringing the volume and profiles of training of secondary vocational and higher education in line with the needs of the labor market;
- promoting professional flexibility and mobility of labor resources throughout the Russian Federation.

The subsystem for interaction between educational organizations, employers, students and graduates in the organization of training and practice on the basis of information-analytical system of the Russian base "Job in Russia" is a specialized informational resource, management and development which is carried rostruda in cooperation with the Federal bodies of Executive power authorized in the field of education, labour and employment (Ministry of education and science, Ministry of education of Russia, Ministry of labor of Russia).
The subsystem assumes the work of users of the following target groups:

- "Students and graduates";
- "Educational organization";
- "Employers";
- "Agencies and organizations that promote youth employment";
- "Ombudsmen and regulatory authorities in the fields of education, labour and employment".

The target group "Students and graduates" will include both citizens who are trained in educational institutions of secondary vocational and higher education and are looking for options for practical training, internships or temporary employment, and graduates who have already graduated from professional educational organizations and are interested in internships with employers for subsequent employment. In the target group "Students and graduates" among the citizens looking for options of practical training, internship or possible employment, the following reference groups can be separately allocated:

- students and graduates of educational institutions of secondary vocational education who are interested in practical training or externship;
- students and graduates of educational institutions of higher education interested in an internship or internships for employers;
- persons with disabilities and persons with disabilities studying in educational institutions of secondary vocational or higher education, interested in practical training or internships;
- students and graduates of vocational education and interested in temporary employment in your spare time;
- students interested in employment with employers in the summer in the form of student labor groups;
- unemployed young professionals, under the age of 25, from among the graduates of educational institutions of secondary vocational and higher education, interested in an internship with employers for subsequent employment;
- citizens who have previously received secondary vocational or higher education, dismissed from the military or law enforcement service at the end of its passage by conscription and interested in an internship with employers for subsequent employment.

In the target group "Educational organizations of secondary vocational and higher education" the following reference groups can be identified:

- educational organizations of the Ministry of education of Russia and their branches, implementing the basic professional educational programs of secondary vocational education in the face of the administrative personnel, authorized employees of the departments of the organization practices and employment, as well as officials of structural subdivisions, responsible for organizing practical training for students and internships graduates;
- educational organization Ministry of education and science and their affiliates, implementing the basic professional educational programs of higher professional education, in the person of the administrative personnel, authorized employees of the departments of the organization practices and employment, as well as officials of structural subdivisions, responsible for organizing training for students and graduates;
- centers or employment services employment of graduates - structural division professional educational organizations, was created to promote employment of students and employment of graduates.

The target group "Employers" will be represented by various organizations and citizens who are employers interested in attracting students and graduates of educational institutions of secondary vocational and higher education for practical training and internships, including temporary employment in their free time or in the summer in the form of student labor groups:

- legal persons that are commercial and non-profit organizations;
- branches, representative offices and other separate subdivisions of legal entities with the right employment contracts;
- organization established in accordance with the law, without rights of a legal entity (mutual funds, district and municipal courts);
- offices of foreign and international organizations on the territory of the Russian Federation;
- individuals engaged in commercial activities (individual entrepreneurs, heads of peasant (farmer) farms);
- citizens engaged in activities, not assigned by law to the business (lawyers, notaries).

In the target group "Employers" reference groups can also be allocated taking into account the category of job seekers from among students and graduates, in which certain employers show the greatest interest. For example, public associations of persons with disabilities and the organizations formed by them promote employment of persons with disabilities, and private security organizations are interested in hiring young citizens dismissed from the military or law enforcement service. The task force "Bodies and organizations promoting youth employment" will include:

- regional centers of assistance to employment of graduates of educational institutions of higher professional education of the Russian Federation subjects;
- the basic centers of employment of graduates of educational institutions of secondary professional education of the Russian Federation subjects;
- subordinate bodies of the state employment service of the population of subjects of the Russian Federation centers, agencies and other public institutions (organizations szn);
- Autonomous non-profit organization "Agency for human capital development in the far East (ARCHK DV)" and its offices in the cities of Khabarovsk, Vladivostok and the Republic of Sakha (Yakutia);
- institutions subordinated to Federal Agency on youth Affairs (further - Federal Agency for youth Affairs) – regarding monitoring of passing by students and graduates of internships in Federal Executive authorities, Executive authorities of subjects of the Russian Federation, the profile organizations of branch of culture and art within the project

initiatives, the agreements on cooperation and interaction performed or signed by Rosmolodezh for the purpose of introduction of new effective forms of professional and personal self-determination, employment of youth, formation at it of professional trajectories and objective representations about the modern labor market and professions;
- other territorial bodies and organizations to promote employment or vocational training of certain categories of citizens, including youth (e.g., centers of advanced training, as well as the organization approved as a Federal or regional innovation platforms in the education system, etc.).

The task force "Authorized and regulatory bodies in the fields of education, labor and employment" will be represented by:
- authorized Federal Executive body responsible for the development and implementation of state policy and legal regulation in the field of higher education and related additional professional education (Ministry of education and science of the Russian Federation);
- authorized Federal Executive body responsible for the development and implementation of state policy and legal regulation in the field of secondary vocational education and related additional vocational education and training (Ministry of Education of the Russian Federation);
- authorized Federal Executive body responsible for the development and implementation of state policy and legal regulation in the field of labor, social partnership and labor relations, employment and unemployment (Ministry of labor of the Russian Federation);
- the authorized Federal Executive body exercising the functions of control and supervision in the field of labor, employment, provision of public services in the field of employment promotion and protection against unemployment (Rostrud);
- the authorized Federal Executive authority performing functions on normative legal regulation in the field of the state regulation of educational activity, functions on control and supervision in the field of education and science (Rosobrnadzor) - as implementation of the state supervision in the field of education regarding the organization by educational organizations of practices at receiving secondary professional and higher education;
- Executive authorities of subjects of the Russian Federation performing functions and powers in the spheres of education, labor and employment of the population (the relevant regional ministries, committees, departments and managements).

Content content of the subsystem for the organization of information exchange and electronic document flow between educational organizations of secondary vocational and higher education, employers, students and graduates in the preparation and conduct of practices and internships should be built taking into account the information needs of the main target groups. Information content Subsystem for specific reference groups should be determined by the characteristics and needs of a particular target audience. For example, many students are arranged for practice and internship through relatives and friends, and not in the specialty due to the fact that they do not know where to find a job in accordance with their education. To respond to this situation, it is possible to form and systematically update in the Subsystem information about the needs of employers in students and graduates for internship programs, and for students – providing convenient access to the database with internship programs from employers. The main tasks performed by the subsystem is to provide electronic information exchange of the following target groups of users:
- educational institutions of secondary vocational education, employers, students in the preparation and carrying out of industrial and predegree practices;
- educational institutions of higher education, employers and students in preparing and conducting practices;

- employers, senior students and graduates of educational institutions of higher education in preparing and carrying out training;
- employers, graduates who have completed a professional educational organization and experiencing difficulties in job searches, in preparing and carrying out training;
- professional educational organizations, employers, students and graduates from the number of persons with disabilities (disabled) in the organization of their practical training.

The implementation of the main tasks of the subsystem is provided by the implementation of the following functions:

- formation, placement in the database Subsystem and use in the process of electronic interaction templates of contracts, agreements and other documents used in an electronic environment;
- implementation of electronic documents between participants of the interaction (at the Subsystem), including the use of electronic signatures is permitted in the provision of public and municipal services or the established agreement between participants of electronic interaction;
- implementation of a system for scalable distributed storage related documents created and used by the Subsystem when the electronic interaction;
- ensure interaction with adjacent subsystems;
- the formation of your statements, reflecting the results of the use of the Subsystem or contain statistical data for demand on the labour market, professions and occupations;
- communication with the service integration of the system with state information resource "Directory of occupations" in order to synchronize data, use of existing or creation of new records in the "Handbook of occupations";
- information interaction with the Federal state information system "unified system of identification and authentication in the infrastructure that provides information and technological interaction of information systems used to provide state and municipal services in electronic form" for the purpose of identification and authorization of registered users of the subsystem.

4. DISCUSSION

The introduction of subsystems of interaction between educational institutions, employers, students and graduates in the organization of training and practice on the basis of information-analytical system of the Russian base "Job in Russia" will have a positive social effect for the target user groups and will have a positive impact on the Russian economy as a whole. The greatest effect in the promotion of employment and youth employment will be obtained at the second stage of the Subsystem by covering the system of electronic information exchange of the majority of educational institutions of secondary vocational and higher education, their students and graduates, as well as employers interested in conducting practices and internships. As a result of the second stage of development work, the purpose of which is to form the core of the Subsystem with functionality focused on the information needs of students and young professionals-graduates of educational institutions, it is assumed:

- by engaging in temporary employment, internships and internships with employers to cover the system of employment assistance to most of the students and graduates of educational institutions of secondary vocational and higher education;
- increase the employment rate of graduates of professional educational institutions in the Russian Federation as a whole by at least 20 percent (in 2018, about 25% of unemployed youth were graduates of educational institutions with higher education, and more than 34%

- with secondary vocational education. In 2021, the target values of these indicators should be 15% and 24%, respectively);
- to reduce the share of graduates working not on the profile of obtained specialty, not less than one-third (32% of the graduates of 2018 completing higher education, reduce to 21% of graduates 2021 and 41% of the graduates of 2018 completing secondary vocational education – up to 29% of graduates in 2021).

The results of the third phase of work, providing capacity building and development of Subsystems tailored to the needs of students and graduates, who already have employment experience and persons with reduced mobility and persons with disabilities, the gap between supply and demand at the most demanded in the labour market, new and emerging occupations, including those requiring secondary vocational education, a list of which is approved by order of Ministry of labor of Russia of November 2, 2015, No. 832, it is planned to reduce by 2022 roughly 15 percent. Also, the practical use of the subsystem will contribute to ensuring a high level of competitiveness of educational organizations, students and graduates, employers by focusing on the highest criteria of professional qualification of employees in the labor market. In addition, the development of the Subsystem will increase the level of social protection in the labor market of persons with disabilities (disabled) and young people with secondary vocational or higher education, who have served in the security agencies and are experiencing difficulties in finding a job. Employers using the services of the system will receive competitive advantages in the development of their production potential due to the opportunities:

- to invite based on existing staffing requirements for training of senior students and graduates hold their training in the workplace with subsequent employment;
- to search and select young specialists for vacant positions and vacant jobs in the required specialties, with the necessary level of qualification and practical skills;
- involve various forms of cooperation and employment of young specialists from other regions with the required employer relevant professional education.

Conducting youth practices and internships in state and municipal bodies will contribute to the personal and professional growth of state civil and municipal employees who are heads of practices, internships or mentors, the formation of a positive image of state bodies and local governments, as well as increase their prestige and attractiveness. The introduction and use of the subsystem will allow the bodies and organizations of the state employment service, management bodies in the field of education, educational organizations of vocational education:

- to organize the Internet an innovative service for professional orientation, providing informed choices as young citizens of the Russian Federation areas of activity, educational organizations, secondary special or higher education and future profession;
- to improve the efficiency of employment of graduates of professional educational organizations, including manpower in other areas;
- to improve the regulation of processes of preparation and use of qualified human resources;
- to promote the interrelated development of markets of labor and educational services, the problem of balancing supply and demand in the labour market;
- to create conditions for improving the quality of the workforce and development of its professional mobility.

Targeted use of the Subsystem will give the following positive effects for the economy of the Russian Federation:

- reduction of budget funds allocated for social benefits in the form of unemployment benefits and material assistance by reducing the number of unemployed youth;

- reduction of funding allocated for vocational training and additional vocational education of unemployed citizens, including training in other areas, by reducing the need for their professional retraining;
- reduction of costs for additional measures in the field of employment, which are financed from the budgets of the subjects of the Russian Federation and the Federal budget funds provided to the budgets of the subjects of the Russian Federation in the form of subsidies on the terms of co-financing;
- assistance in the inflow of qualified young specialists to the regions included in the list of subjects of the Russian Federation, the attraction of labor resources in which is a priority, as well as in the territory of advanced development of the far Eastern Federal district;
- creating prerequisites for the establishment of the Russian Federation information society and the formation of the national digital economy.

Development and implementation of the Subsystem meets the following objectives to achieve the national development goals defined in the "Main activities of the Government of the Russian Federation for the period up to 2024" (approved. The government of the Russian Federation 29.09.2018 G.):

- ensuring the implementation of organizational and technological innovations using digital and platform solutions to support the level of employment and to help meet the additional needs of enterprises in human resources;
- wide spread of flexible forms of employment, participation in the labour force categories of the citizens experiencing difficulties in finding work;
- development of the Institute of "National qualifications system", including by increasing the involvement of employers in the improvement, implementation and use of the qualifications system;
- the creation of conditions for the use of electronic personnel document;
- modernization of vocational education, including the introduction of adaptive, practice-oriented educational programs of secondary professional and higher education;
- providing training of highly qualified personnel for the digital economy.

In the modern technological challenges the key objective of the Government of the Russian Federation in the field of education is to meet the growing demand of strategically important sectors for highly qualified personnel with a high level of professional expertise in critical technological areas, trades and professions, formation of complete system of reproduction of personnel for research and technological development of the country. As a result, the application of the subsystem will help to reduce tension in the labor market, maintain social stability in society, the qualitative growth of professional qualifications of young professionals and the competitiveness of employers, increase the flexibility and mobility of labor resources throughout the Russian Federation.

5. CONCLUSION

The creation of Russian information and communication technologies is carried out in order to provide the state and citizens with new technological advantages of using and processing information, access to it, obtaining knowledge, forming innovative markets and providing leadership in them. The popularity of the Internet, the availability of new opportunities and ways of communication make innovations in the field of information interaction, lead to the emergence of new forms of social relations. Key indicators of the effectiveness of secondary vocational and higher education, the quality of training in General, are the degree of orientation of educational programs on the labor market, the demand for graduates and their effective employment.

Such employment involves employment based on social needs in the specialty or profile of education in the workplace or positions that meet both the requirements of the graduate and his qualifications. The introduction of new digital services, of course, will allow to implement the tasks of guaranteed employment for the first job graduates of secondary professional and higher educational institutions, the use of forces and knowledge of young professionals for the benefit of the country, society and their families. As a result, the creation and implementation of the Subsystem will contribute to the reduction of tension in the labor market, the qualitative growth of professional qualifications of young workers and the competitiveness of their employers, increase professional flexibility and mobility of labor resources throughout the Russian Federation.

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DEVELOPMENT OF A MODEL FOR FORECASTING SOCIO-ECONOMIC DEVELOPMENT ON THE BASIS OF GLOBAL STUDIES OF PUBLIC ADMINISTRATION QUALITY

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ABSTRACT

The article deals with the analysis of the impact of public administration quality on socioeconomic processes in the country, using the results of the Quality of Public Administration panel study (ranking) performed under the methodology of the World Bank. We studied the impact of the ranking on the GDP per capita (PPP) value, on the GDP growth rate in certain countries and on the happiness index on a sample of 60 major and post-Soviet countries. It was shown that with QPA = 20–50%, typical of developing countries, the three mentioned results are not significantly influenced by public administration quality. We found that the ranking under study is largely focused on assessing the impact of the system of state on investment risks, which is not directly referred to in the title and purpose of the study. A comparison of the Quality of Public Administration ranking with the Business Environment Ranking and Global Competitiveness Index revealed a linear dependence between them, where the assessments based on the quality of public administration were much stricter than the other two.

Keywords: *Quality of public administration, GDP per capita, happiness index, investment risks, favorable business environment, ranking, oil curse*

1. INTRODUCTION

The global Quality of Public Administration (QPA) panel study was performed under the methodology of the World Bank (WB) by WB experts [Kaufmann D, 2019] with the support of the World Bank. The study introduces the below six sub-indicators, which determine QPA parameters [Kaufmann D., 2010].

1) Voice and Accountability.
2) Political Stability and Absence of Violence.
3) Government Effectiveness.
4) Regulatory Quality.
5) Rule of Law.
6) Control of Corruption.

An important principle inherent in the Quality of Public Administration ranking is the normative view, i.e. the better the quality/effectiveness of public administration in the country, the more opportunities for its economic development. However, the actual development of various countries often does not correspond to this statement. Hence the question: Does this case represent the paradox, well-known to economists, when the cause is mistaken for the

consequence and vice versa [McConnell K., 2006, p. 12]. Perhaps, sound public administration is a consequence of successful economic development. In this case, we can make use of the advantages of the global QPA ranking, as its aggregated indices cover more than 200 countries, which makes it possible to perform inclusive panel studies over time and by comparing certain countries [Bedane, B, 2017]. Comparing the QPA ranking with other global indices [Pere, E., 2015; Brewer, G., 2008; Hartley, K., 2018] allows determining their interdependence and the areas of individual diagnostics of each of them in order to form a unified system of basic indices of socioeconomic development of various countries and country clusters that have different characteristics. Such a comparison also makes it possible to use the QPA ranking and its sub-indices to build a cognitive model of country development with account of public administration concepts. With this purpose in mind, we compared the Quality of Public Administration index with other indices, such as GDP per capita, GDP growth rate, Happiness Index, Business Environment Ranking, and Global Competitiveness Index.

2. RESEARCH METHODOLOGY

The purpose of this study is to identify new targets and applications for the indices of public administration quality determined as part of the global Quality of Public Administration ranking. To study the regularities of the impact of public administration quality on socioeconomic processes in the country, we initially chose three groups of countries, namely: the Great Seven (G7), seven rapidly developing countries (E7), as well as seven countries that have recently been exposed to sanctions or military pressure (SW7). To sum up individual indices, we calculated the arithmetical mean of the public administration quality indices. Further on, the Quality of Public Administration ranking will be referred as QPA, and the numbers correspondent to the ranking as Q_{PA}. To eliminate the "oil curse" effect [Girod, D. 2018], we compiled another sample of 60 countries, excluding the ones in the SW7 group. The sample includes 30 countries with the greatest GDP in the world, 40 most populated countries, and some countries of the former USSR. The sampling logic is based on excluding the countries that can cause "information noise." The countries with small GDP and population can have a high GDP per capita due to non-economic factors, including subsidies of large partners. Besides, it seems illogical to include them into the diagram with the same specific weight as other countries. Including post-Soviet countries allows controlling the adequacy of public administration quality assessment, as the situation in those countries is rather familiar to the authors. Besides, this sample structure enables a relatively uniform inclusion of countries with various values of the Q_{PA} index, from the smallest to the largest ones, including the mean ones. We used the index of GDP per capita (PPP) [List of countries by GDP (PPP) per capita, 2019] based on the WB data as of 2018 as the response to public administration quality, as this parameter most fully reflects the success of the country's activity and well-being of its population. GDP (PPP) growth rate was used as the second response to the public administration quality index. For this purpose, we used the data on the average GDP (PPP) growth for 1990–2018 (with account of inflation) [List of countries by GDP growth rate, 2019]. Other responses used included:

- The ranking by happiness level by countries, estimated by the UN, i.e. the happiness index [Helliwell, J., 2019; World Happiness Report 2019].
- Business Environment Rankings (BER, 2014–2018) [(Business Environment Rankings 2014–2018, 2018].
- Global Competitiveness Index (GCI), assessed by the World Economic Forum [The Global Competitiveness Report, 2018].

3. RESULTS

3.1. Interdependence of the QPA and GDP Indices

The results of assessing the impact of public administration quality on GDP per capita (PPP) for the G7, E7, SW7 samples are shown in Figure 1. The light shapes represent: Russia – square, China – triangle, India – diamond, and the US – circle. In Figure 1, there are two trend lines plotted over the represented points, being second and fourth order polynomials.

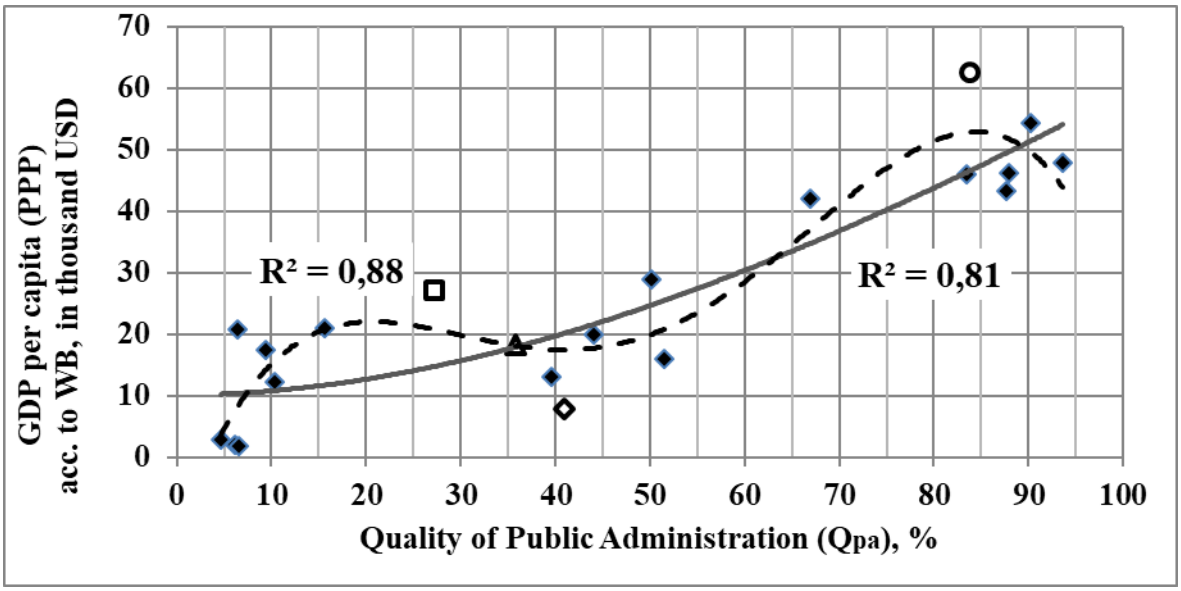

Figure 1: Dependence of GDP per capita on the quality of public administration

It is shown that the validity of approximation for the fourth order polynomial is close to 0.9 (R^2 = 0.88), i.e. it is rather sufficient. The three samples G7, E7, and SW7 are clearly differentiated (from right to left) by the Q_{PA} index, despite the Russia is located closer to the SW7 group. Based on the plotted data, it is fair to say that the improvement of public administration quality leads to a growth in the GDP per capita. However, it is interesting that there is a depression in the area of the public administration quality index Q_{PA} = 30–60%, when approximated with a fourth order polynomial. In management, there is a concept of administration styles [Thompson, 2008], according to which autocratic leadership style in many situations ensures the best productivity [White, 1983]. Though this theory was developed for organizations, it can to a certain extent be applied to entire countries. The curve with two peaks in Figure 1 to a certain extent is due to the fact that four countries among the SW7 sample are oil producers (Iran, Iraq, Libya, Venezuela). Therefore, their GDP per capita is rather high despite poor quality of public administration. This has an impact on the formation of the first response peak and, probably, distorts the natural dependence. The results of estimating the impact of public administration quality on GDP per capita (PPP) for the M60 sample are shown in Figure 2. The figure shows that the effect of depression in the quality of public administration persists with Q_{PA} = 20–50 and to a lesser degree even up to Q_{PA} = 60. The validity of the below approximation is lower than in the G7, E7, SW7 samples, which is reasonable, since the data scatter caused by the inclusion of numerous relatively small countries has a greater impact on it.

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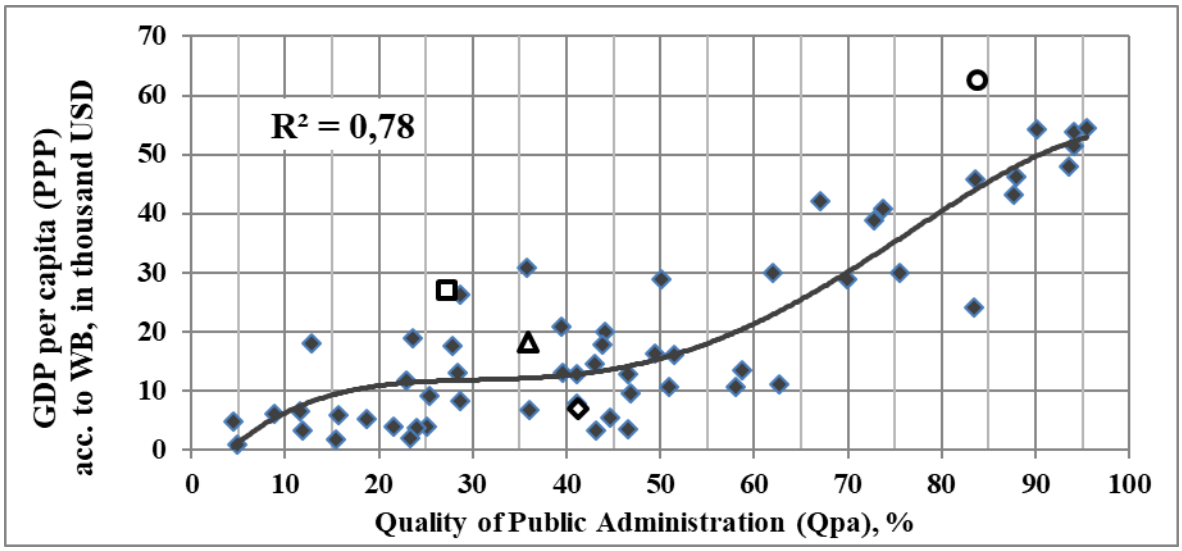

Figure 2: Dependence of the GDP per capita on Q_{PA} for the M60 countries

If we take this dependence of the GDP per capita on Q_{PA} as valid, a two-fold improvement in public administration quality in Russia will cause almost zero growth in GDP per capita. On the other hand, a two-fold deviation of Russia from the trend line requires a clarification. We also analyzed the dependence of the GDP per capita on the components of public administration quality. The analysis showed that the dependence of GDP per capita on QPA components is of the same nature as the one for the aggregated index. In this case, the validity of approximation for the fourth order polynomial was $R^2 = 0.72 – 0.77$. The variant of dependence on the Stability and Zero Violence index was an exception (Figure 3).

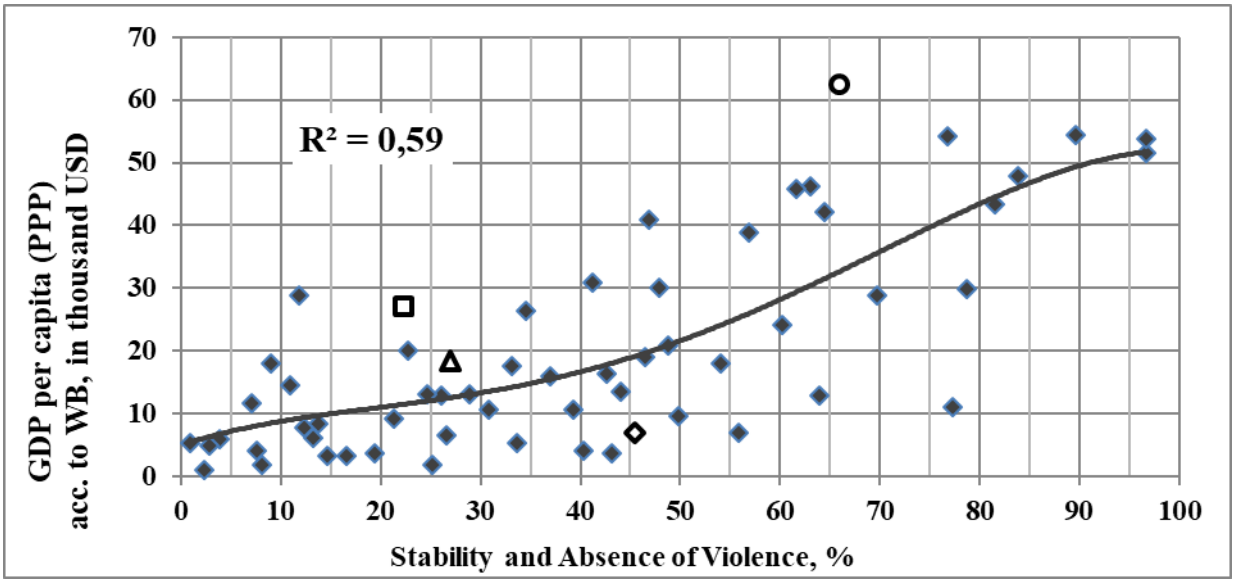

Figure 3: The impact of the Stability and Zero Violence factor on GDP per capita

Its peculiar feature is the greater scatter of points ($R^2 = 0.59$), as well as the fact that the curve has almost zero horizontal interval. On the one hand, it means that stability is one of the most significant factors for the value of GDP per capita, and on the other hand, the values of the stability parameter are lower than other indices. On the average, it equals to 40% for the M60 sample, while others are within 45–51%. Even for the US, it is equal to 66%, while other US indices are within 85–91%. A comparison of Figures 2 and 3 showed that there are countries, which have high stability, and nevertheless, low GDP per capita.

The GDP (PPP) growth rate was used as the second response to the public administration quality. For this purpose, we used the data on the average annual growth rate of GDP (PPP) less inflation for 1990–2018. The respective dependence for the M60 sample is shown in Figure 4.

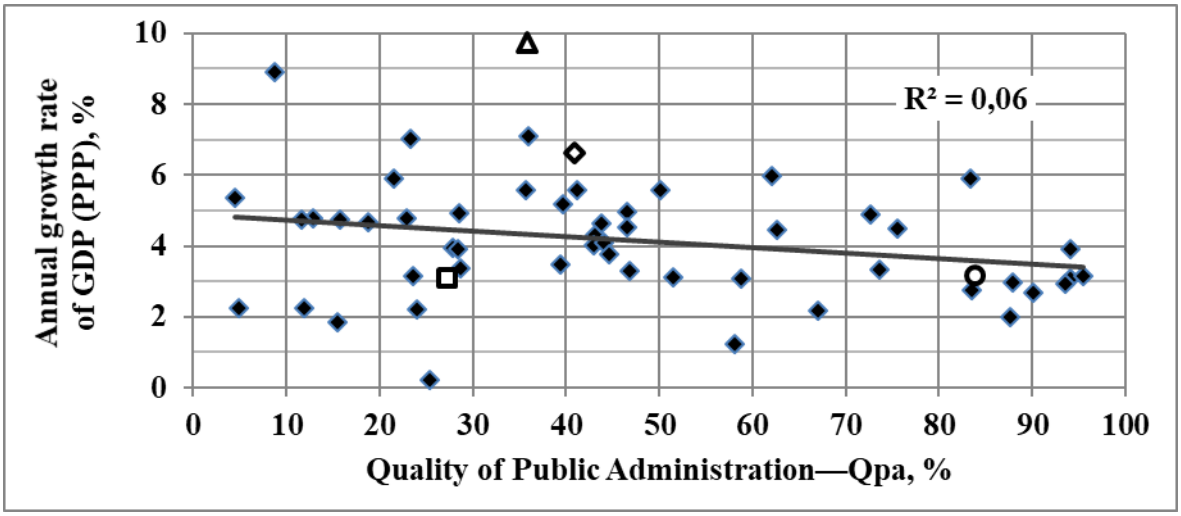

Figure 4: QPA impact on the GDP per capita growth rate

As we can see in Figure 4, the growth rates for this period are around 4% on the average and vary from 0.22% per annum for Ukraine to 9.7% per annum for China. The validity of approximation is very low (R^2 = 0.05), i.e. no statistically regular impact of public administration quality on the GDP growth rates was revealed. Increasing the trend polynomial slightly improves approximation validity. As the quality of public administration increases, the growth rate demonstrates a slight tendency for decreasing, which is due to the higher absolute value of GDP for the respective countries. Increasing the administration quality causes a decrease in the growth rate scatter for various countries. The impact of stability and absence of violence on the growth rate is shown in Figure 5. The highest growth rates are observed with the lowest stability and the highest violence, which is quite unexpected. Other components of public administration quality have no statistically valid effect on the growth rate. In general, it can be stated that the rate of catching-up development non-significantly depends on Q_{PA}.

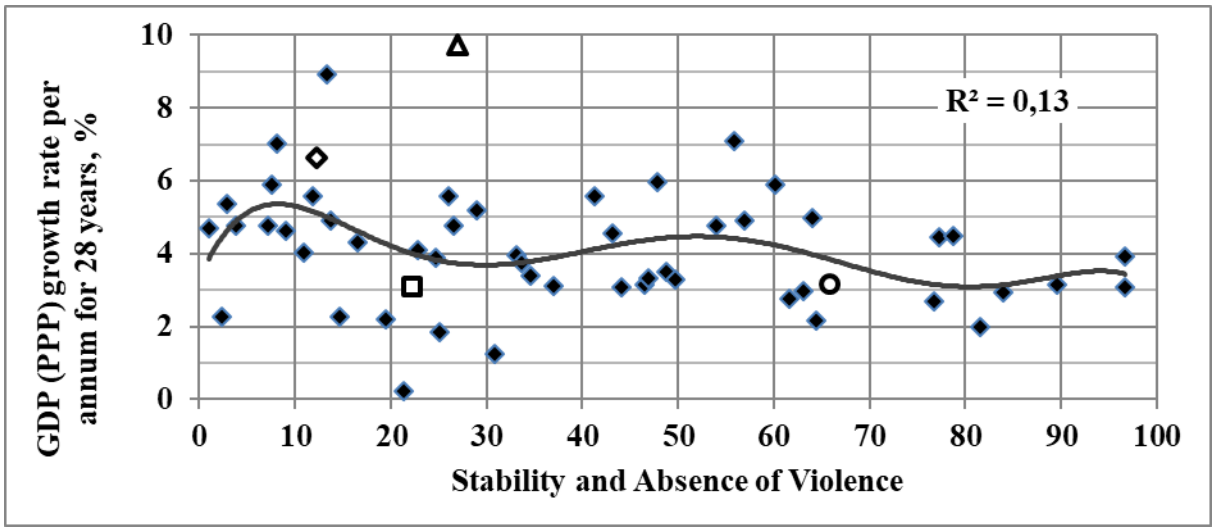

Figure 5: The impact of stability on the GDP growth rate

As the impact of public administration quality on the GDP per capita and the GDP growth rate turned out to be insufficiently relevant to the normative representation of their positive effect, it is interesting to know what factors influence them. In [Solodukha P., 2018; Melnik M., 2018], the factors influencing the GDP of countries were analyzed, and a cognitive matrix of this system was built. Having processed the matrix with the IGLA electronic solution support system [Podvesovsky, A., 2018] allowed us to build a diagram (alpha section at the threshold of 75%) of mutual impact of concepts (the negative impact is represented with a dotted line), as shown in Figure 6.

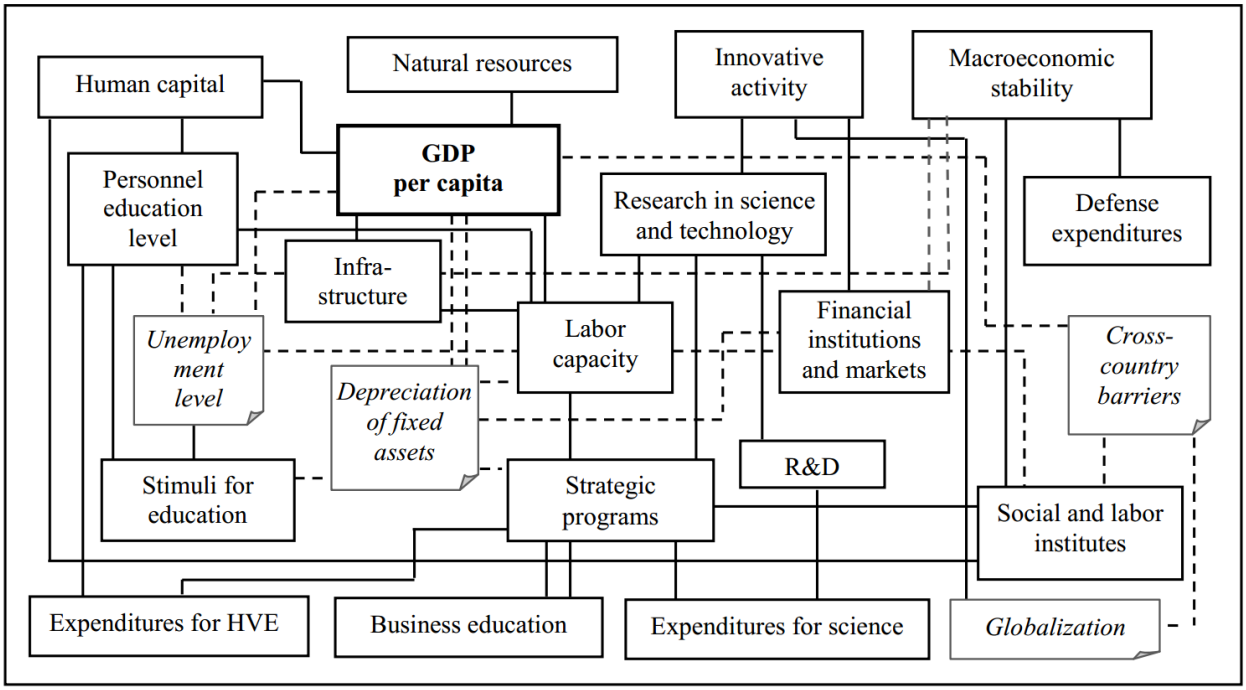

Figure 6: Alpha section of the mutual impact of the cognitive matrix concepts

It is obvious that the concepts of this system virtually do not intersect with the characteristics of public administration quality considered above. Only the infrastructure concept is partially associated with public administration.

3.2. Interdependence of QPA with other rankings

Consider how the quality of public administration impacts another population life quality index—Rating countries for the happiness level [Helliwell, 2019]—calculated by the UN, also known as the Happiness Index. This ranking takes into account the following components, most of which are determined through population surveys: GDP per capita, healthy life duration forecast, social support, life choice freedom, support for other people, existence of corruption, positive or negative feelings. For the M60 sample, the dependence of the 2019 Happiness Index on the Quality of Public Administration (QPA) is provided in Figure 7 (the Happiness Index values are converted from the 10-point system into percentage). It is shown that there is a significant range of Q_{PA} = 0–60% in this case also, in which the value of Q_{PA} does not affect the Happiness Index. For Q_{PA} > 70%, the Happiness Index relatively monotonously increases from 50% to 70% on the average.

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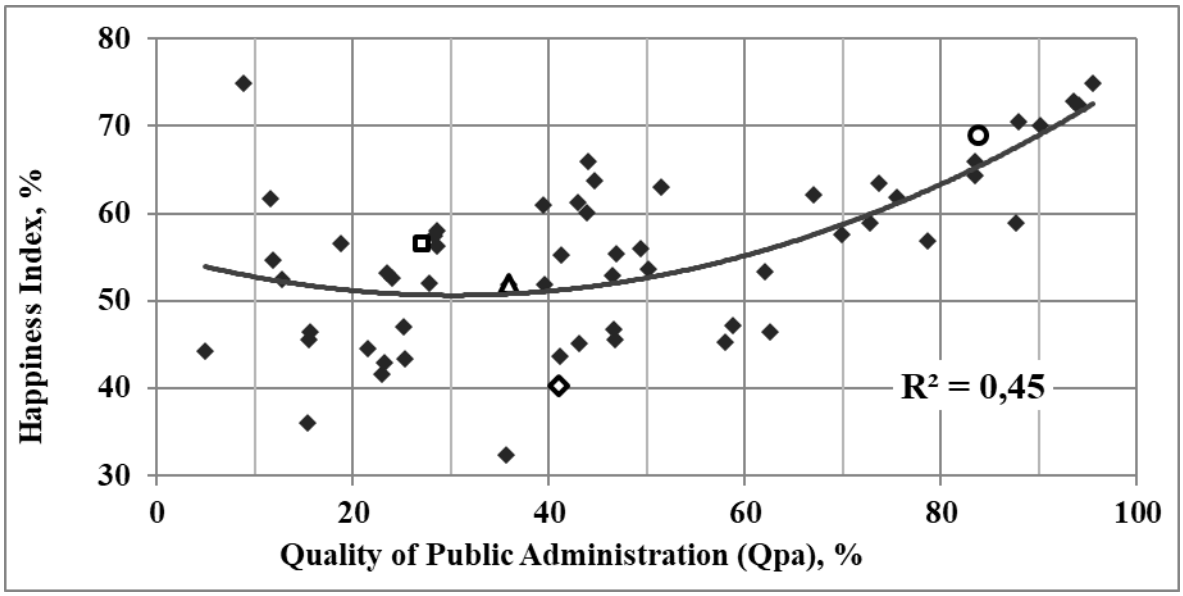

Figure 7: The impact of the Quality of Public Administration on the Happiness Index

Summing up the performed analysis of the public administration quality impact on various indicators of the well-being of the country and its citizens, we need to note that the state must perform a number of functions according to its constitution, which are to provide for favorable conditions of the life of the population. It is to protect the rights of its citizens from infringement of their freedom, honor, life, and property, as well as provide for the country defense and crime control. It is necessary to create conditions for doing business and buying houses, secure the health, retirement benefits, education of the population and recreation facilities. Matching a brief list of the main functions of the state with the quality of public administration indices in the above study, we noticed a significant difference between the functions and indices. Thus, the QPA system quite arguably corresponds to the system target functions of the state. On the other hand, as shown above, the index of public administration quality does not have any significant impact on the GDP per capita, GDP (PPP) growth, and the Happiness Index for the majority of countries (for $Q_{PA} < 70\%$). As a result, the question of the purpose of this ranking development arises, as it is not specifically mentioned in the study methodology [Kaufmann, 2010]. A deeper analysis of this issue showed that this study (Ranking) was aimed at analyzing the impact of the quality of public administration on investment risks, and this is the reason why the World Bank had initiated it. It should be noted that the standard attributes of various rankings, as well as studies are the following ones:

1) The title of the study mentions the purpose of the study.
2) The purpose is introduced.
3) The study consumers are mentioned.
4) The concept is introduced.

The Public Administration Quality ranking had none of the above. If we assume that the purpose of the study was to assess the government-related risks for investors, the situation becomes clearer. To check whether it is acceptable to use the study of public administration quality for the purpose of investment risk assessment, we compared its results with the data of the global research of business environment rankings (BER, 2014–2018). Each country in the BER is evaluated using 10 main sub-indices, including political and macroeconomic stability, market opportunities, free market and competition policy, investment policy, the system of overseas trade and currency exchange rate control, taxation system, financial structure, labor market, and infrastructure.

Figure 8 presents a comparison of the indices of public administration quality and business environment (BER is converted from the 10-point system into percentage). In this case, the sample was mainly relevant to the one contained in the BER study, excluding six minor economics. In Figure 8, a linear trend line is drawn through the obtained points.

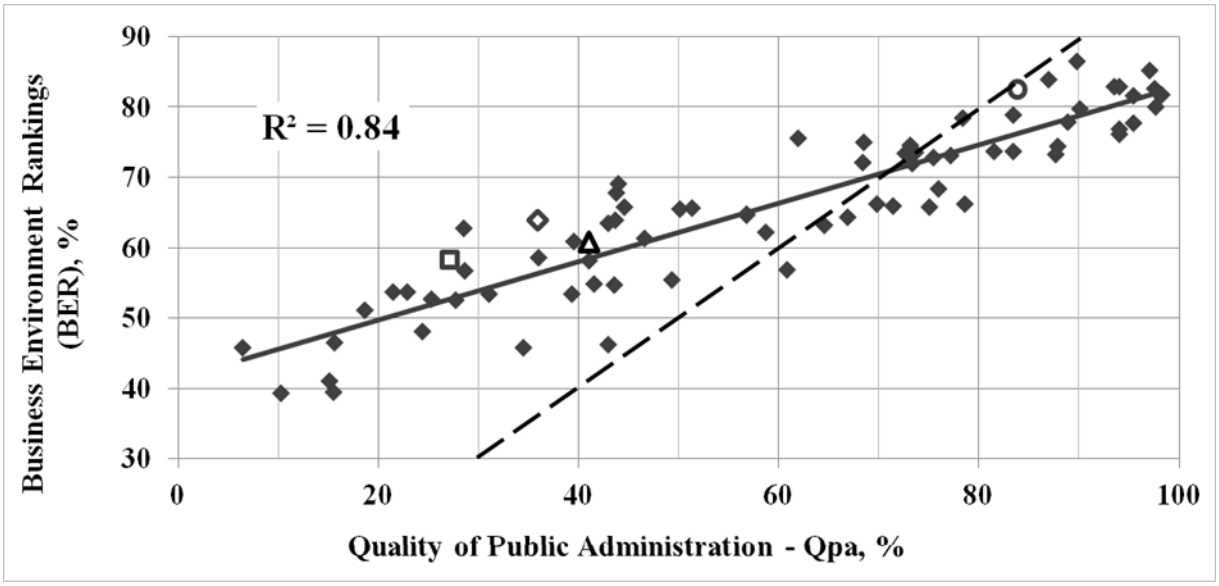

Figure 8: The impact of public administration quality on the business environment

It is shown that the dependence between the BER rankings and QPA is basically linear, with rather high validity of approximation (R^2 = 0.84). It is characteristic that the BER points for Russia, China, the US, and India are above the trend line, which is probably due to the sizes of the respective markets. Despite that the index of public administration quality (Q_{PA}) for Russia is one third of that of the US, the BER index is just around 30% lower. Probably, it can be interpreted as overestimated strictness of the public administration quality index. The dotted line in Figure 8 indicates the line of equal ranking. Obviously, the QPA ranking is higher for the countries with Q_{PA} > 70% and lower for the countries with a low Q_{PA}, typical of developing countries. To confirm this statement, we compared the BER ranking with another internationally recognized ranking used to assess the investment prospects of countries, which is formed by the World Economic Forum, the Global Competitiveness Index (GCI) [The Global Competitiveness Report, 2018]. It is based on 12 sub-indices: institute, infrastructure, macroeconomic stability, health, education, commodities market efficiency, technological development, business competitive position, and innovative capacity. One can easily notice that these sub-indices largely correspond to the concepts shown in Figure 6 but are significantly different from the QPA and BER sub-indices. The BER and GCI ratio is shown in Figure 9 (BER is given as percentage). The dotted line indicates the line of equal ranking.

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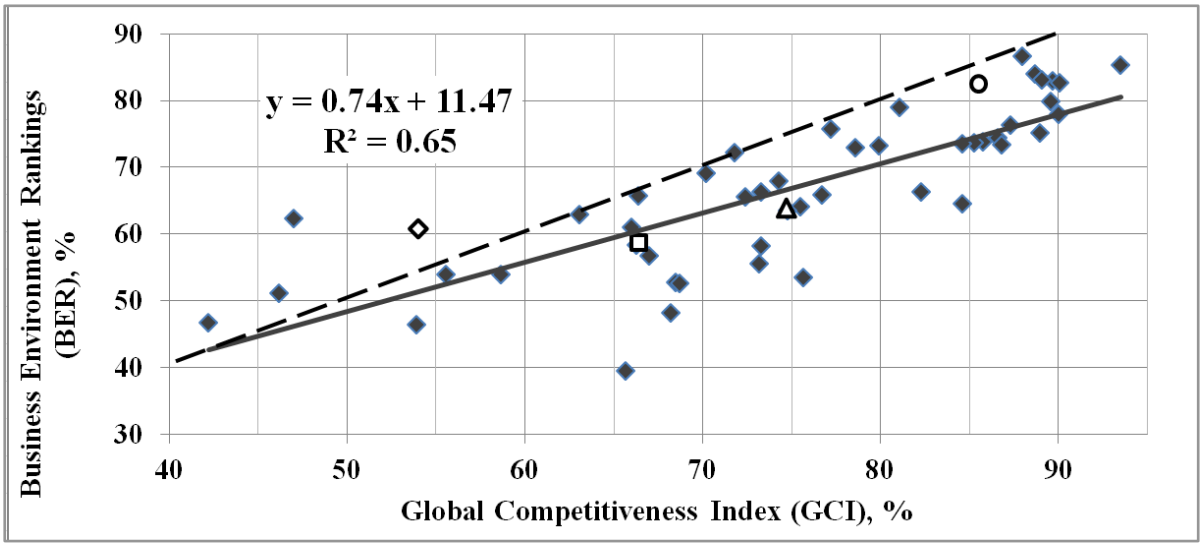

Figure 9: Comparison of BER and GCI rankings

One can see that the GCI index gives a higher ranking to the business environment in Russia and generally assesses the investment prospects of countries, particularly the highly competitive ones, somewhat higher. According the GCI, the competitive position of the US is just 28% higher than that of Russia. Thus, the Quality of Public Administration ranking can be used to assess the impact of risks of state structure on the investment prospects of countries, although with account of the fact that it considerably underestimates the prospects of developing countries and overestimates the prospects of developed countries. Nevertheless, for the businesses that are particularly sensitive to the features of interaction with government structures, this viewpoint comes in useful. The views on the set of indices identified by comparing various rankings, which have an impact on various socioeconomic parameters of countries, allows building a conceptual development model for the countries that differ by public administration quality according to the QPA authors.

4. DISCUSSION

The work compares various rankings and responses by pairs, which may seem incorrect, as the study deals with the sophisticated multidimensional area of socioeconomic development of various countries. However, the system is so sophisticated (highly complex system) that any attempts to study correlations of several magnitudes will hardly allow coming to statistically valid conclusions. On the other hand, human consciousness hardly perceives multidimensional dependences. Therefore, pair-wise comparison is rather satisfactory for finding magnitude order dependences, particularly when it involves monitoring the most interesting points, as has been done in this study. One of the main purposes of this study was to verify the opinion, according to which a high quality of public administration contributes in economic development. However, the study failed to unambiguously confirm or refute this statement. Although we obtained solid data proving that this assumption is not true for $Q_{PA} < 60\%$, there is a large number of other parameters of the phenomenon that can influence the conditions of the impact of public administration quality on economic development, which requires to be studied additionally.

5. SUMMARY

1) In this study, we analyzed the impact of public administration quality on socioeconomic processes in the country, using the results of the Quality of Public Administration panel study performed by the World Bank, and determined methodological limitations and opportunities of this ranking.

2) It was shown that if the generalized quality of public administration index QPA is below 60%, which is typical of developing countries, it does not have any significant impact on GDP per capita.
3) High quality of public administration (QPA) also does not influence on the GDP (PPP) growth rate (according to the averaged data for 1990–2018).
4) Besides, the Happiness Index value, estimated by the UN, is also not affected by QPA if its value is within 0–60%. For higher QPA values, there is a statistically significant growth of the Happiness Index by 5–7 points.
5) We found that the presented Quality of Public Administration study is essentially focused on assessing the impact of the state structure on investment risks, which is not directly referred to in the title and purpose of the study.
6) Having compared the values of the global Quality of Public Administration ranking with the Business Environment Rankings (BER) and Global Competitiveness Index (GCI), we determined a linear dependence between them, with the QPA-based assessment being more rigorous compared to the other two. For example, the QPA index equals to 27% for Russia, and 84% for the US, while the GCI index is equal to 66% and 86%, accordingly.

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THE ROLE OF PSYCHOLOGICAL THEORIES IN THE DEVELOPMENT OF INTERDISCIPLINARY DIRECTION OF MODERN HUMANITIES "MEMORY STUDIES"

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ABSTRACT
The authors distinguish two main stages of modern memory studies formation the formation of the memorial paradigm (from the end of the XIX century to the 80-ies of XX century) and "memory boom" (from the 80-s of XX century till the present time). Analyze the conceptual apparatus formation of memory studies since the end of XIX and the 80s of XX century on the material concepts of psychology, sociology, and history. It is concluded that the dominant meaning of psychological theories in the first stage of the conceptual apparatus interdisciplinary direction of modern humanities "memory studies".
Keywords: *memory studies, historical memory, collective memory, group memory*

1. INTRODUCTION

It is well known – memory is selective. It is less obvious that this seemingly purely psychological law also applies at the level of society. However, and, perhaps, precisely because of the nature of this selectivity, the selection mechanisms still remained largely mysterious. It is not always clear on what principle some events are recorded by memory for years, decades, centuries, and others are "erased", disappear from memory, and therefore sometimes from history. These manifestations of memory often look like unpredictable whims, but this does not mean that it is impossible to understand the laws of its functioning. It is known that historical memory is conditioned both by ideological manipulations and other attempts of violent formation of the historical consciousness of the masses officially prescribed by the authorities. In this kind memory can be seen a specific form of oppression. But here is not always clear the technique of social memory, that is, how certain events, characters, images are removed from the historical consciousness or, conversely, imposed on him. Some regularities in the functioning of collective historical memory can be explained by direct, though cautious extrapolation to the area of historical knowledge of psychological laws. On the other hand, some of the relevant mechanisms of such memory are not so spontaneous and easily identifiable. Memory of this kind is causally and functionally dependent on factors that are much easier to verbally identify than to reveal in their real manifestation. Of course, the mechanisms of memory (including the mechanisms of forgetting) are used in the social process in certain interests, but since interest, as shown in classical Marxism, is not always realized by his followers, the mechanisms of memory often act unconsciously or their action leads to unexpected, or rather, not anticipated results. And here, as we can see, we are not in the field of psychological, but actually socio-historical laws. Since the 20s of XX century, the concept of social memory has been established in the arsenal of social sciences, although it cannot be

said that it is well developed. As a result, scientists use different synonyms of this concept, referring to approximately one of its meaning-the supra-personal storage mechanism of socially significant information ("memory of the world"," external memory", "supraindividual storage system","extracorporeal system of social inheritance", etc.) [L. N. Stolovich, Ülikool T. R., Rebane, Ya. K., 1984, Rebane, 1982, Kolevatov, 1984]. Thus, memory is a condition for the existence of culture, if we consider culture as a socially significant experience of human activity. Culture is transmitted through language, demonstration, example, and this translation is impossible without the existence of mechanisms of social memory. "Memory studies" - an interdisciplinary direction of modern humanitarianism, which arose in the 1980s at the junction of a number of Humanities – General and social psychology, social philosophy, history, political science, semiotics, historical psychology, historical sociology, sociology of time – is aimed at the study of historical, cultural, social, group memory in modern societies and societies of the past. The purpose of this article is to trace the origin of the basic concepts of "memory studies" in the context of the conceptual apparatus formation of memory studies, to identify key points along the way. Conventionally, this path can be divided into two stages: the formation of the memorial paradigm (from the end of the XIX century to the 80-ies of XX century) and "memory boom" (from the 80-s of XX century till the present time). The purpose of the article is to follow the process of formation of the conceptual apparatus of memory studies, showing how interdisciplinary synthesis was carried out here on the basis of psychological concepts, which continues to influence the modern development of memory studies.

2. METHODOLOGY

True humanitarian knowledge always strives for the ideal – objective, absolute knowledge of the cultural and historical reality "as it was in reality", but the progress towards this ideal is always hampered by the presence of a number of scientific and General cultural laws. One of the most significant regularities is related to the mechanisms of functioning of historical and cultural memory-a phenomenon that includes both the results of scientific humanitarian knowledge and all the elements of "ordinary" knowledge, people's ideas about their history and culture, events and personalities. At the same time, it turns out that the assessments that are given to events at certain historical stages are due to the specific conditions of the existence of this society, the historical situation, the characteristics of the assessing subject, everyday life and the state of science, and depending on these factors, they change. In this regard, there is an increasing negation of classical subject-object relations in humanitarian cognition, and the subject and object in the humanitarian consciousness appear as a cultural text with an infinite number of interpretations in a closed hermeneutic circle. The historical knowledge thus interpreted is fraught with the danger of depriving history of its scientific status. Meanwhile, the cognitive efforts actualization is quite possible on classical grounds. Indeed, as V. M. Mezhuyev noted, "the object of historical and systematic knowledge (history of people) due to the fact that it is not only known, but also created by people, has what can be called a subjective or active side, objective subjectivity. The problem is precisely that subjectivity as a necessary essential aspect of social and historical reality should become the subject of scientific and materialistic cognition and research" [Mezhuyev, 1977, p.66]. If we approach the problem of memory from a philosophical, that is, methodological side, it turns out that social memory appears primarily as a cultural determinant of social development, and the scientific interpretation of historical time then depends on our understanding of culture as a whole. Considering culture in the traditions of experimental theory-in it culture is understood as a socially significant experience of human activity transmitted from generation to generation [Muravyov, 1995] – it is possible to consider the temporality captured in the nodes of historical memory as the quintessence of the secondary determination of society. Historical memory is formed and created on two levels – at the theoretical level, in historical science, on the one

hand, and at the level of ordinary historical consciousness, on the other. At the same time, it is easy to notice that it is in the collision of both that the historical time is formed in the proper sense of the word. At the same time, it turns out that the main factor that affects this process is human collective memory. As the past can be actualized for an individual only through his own memory, so the history of society exists only through social memory [Pushkareva, 2008].

3. RESULTS

Throughout the history of philosophy, the concepts of time and memory were somehow thematized by philosophers of different directions [Gaidenko, 1969], but only in the 20-30s of the XX century there appears the study of memory from a fundamentally new point of view – the social one. Based on the analysis of historical documents, data of ethnography, socio-psychological experiments by representatives of socio-humanitarian sciences, it is concluded that human memory has a social character. Then the concept of social memory itself is formed and introduced into scientific use. A great contribution to the formation of a new view of human memory was made within the framework of social psychology and sociology. A gnoseological stimulus and a kind of provocation to begin forming a new view of the problems of human memory were the ideas of the French philosopher-intuitionist, representative of the "philosophy of life" Henri Bergson (1859-1941). Bergson attached great importance to memory, calling it a point of contact between the spirit and matter. In his works, he defended the idea that the "duration", interpreted as filled with subjective experiences image of a certain substance underlying all phenomena, and there is a memory inherent in all current things, thus possible memory of a single person. The French psychologist Pierre Jean (1859-1947) criticized Bergson's thesis, stressing: "an isolated individual does not have memory, because he does not need it" [Rogovin, 1966]. Considering first of all examples of pathological development of separate persons memory, Jean is not limited to it and expands the concept to scales of social psychology, considers evolution of memory in anthropogenesis. He considers memory primarily as verbal, as a specific answer to a question, to a word. Jean's works were written a little less than a century ago, but his ideas are important for understanding the social, historical, cultural time and memory, in which the narrative, the story (narrative) really takes a very important place. Also for the further development of the study of social memory there was an important conclusion of Jean that memorization and reproduction are not reproductive, and constructive. An important thing for modern "memory studies" is described by Jean and traumatic cases of amnesia, which he explains a kind of fear – "fear of remembering." The understanding of Janet’s memory is multifaceted: it was formed mainly on the basis of pathology, but also appealed to other areas of knowledge. «In Jean's work, memory is revealed as a special process, not reducible to conservation, reproduction, recognition. He spoke of memory arising in a special social space, transforming the very essence of life» [Fedulova, 2003, 113]. The cultural and historical concept of L. S. Vygotsky (1896-1934) and A. R. Luria (1902-1977), in which the ideas of P. Jean developed, outlined the broadest and most general scheme of the memory development as a mental phenomenon, covering the entire written history of mankind. The decisive moment in the evolution of memory is the creation of an artificial sign as a tool, a means of remembering. Only through the mediated nature of mental processes, a person can change the surrounding reality and make behavior reasonable. L. Vygotsky was proposed the term "collective psychology" [Vygotsky, 1997, 22], allowing shifting on group individual scheme memories developed the ideas of J.-G. de Tarda [Tard, 1999] and G.Lebon [Lebon, 2001], who studied the "psychology of masses" were developed in a close direction. Different psychologists at the same time come to the conclusion that social processes are interpersonal interactions that form massive spiritual and psychological processes. Psychologists at the same time also experimentally show differences in a person’s assessment of the extent and real duration of past astronomical time [Sturt, 1999, James, 2011].

Based on the findings American sociologists P. Sorokin (1889-1968) and R. Merton (1910-2003) managed to justify the fundamental difference between astronomical and social time, to show the independence of social time not only from individual consciousness, but also from natural rhythms, to prove its socio-cultural value and variability [Sorokin, P., Merton, 1937]. Today, modern sociology of time, represented, for example, by the works of Anthony Giddens [Giddens, 2005], considers social memory as the most important mechanism of the natural time organization. The idea of the existence of collective (or social) structures of consciousness in the XIX – early XX century was developed not only in social psychology, but in almost all humanities. At the same time, rather diverse set of concepts was proposed: "social consciousness" in political economy and philosophy (K. Marx), "collective ideas" (E. Durkheim), "social stereotype" (W. Lippman) in sociology, "social ideas" (B. Malinovsky) and "mentality" (Lucien Lévy-Bruhl) in cultural anthropology. This line is completed by the neo-Marxists Louis Pierre Althusser, who, in particular, even pointed to a certain proportion of such objective (programmable by the society) and subjective (the free society), representations of the individual. The famous work of Maurice Halbwachs "Social frameworks of memory" (1925) begins with "legalization" and the active dissemination of the concept of "group memory" and the subsequent terminological variations on this theme. The breadth of intellectual interests and the interdisciplinary nature of the classical scientist work made it possible to create a work that has become one of the most important for modern memory studies, its importance is great for both sociology and history, theory of culture. The basic idea of M. Halbwachs is that the memory of individuals and groups socially determined: "Often I think of something because this causes me other that their memory is helping my memory, and my memory relies on their memory. ...In this sense, it turns out that there is a collective memory and individual framework of memory, and our individual thinking is capable of remembering as much as it is enclosed in this framework and participates in this memory." [Halbwachs, 2007] Following the social psychologists Halbwachs insists on the fact that memories are reconstructed, rather than copying events: "...our minds just cannot pay attention to the past, not deforming it; rising to the surface, our memory is like transforming, changing shape, spoiled by intellectual light" [Halbwachs, 2007, p. 56]. This thesis became a key one for the generation of historical memory researchers in the 80s of XX century. Maurice Halbwachs examines both the individual memory and the memory of groups – family, religious group, social class, reveals the relationship of memory and tradition. The work "social framework of memory", being a classic work for memory studies, still causes an ambiguous assessment of the scientific community. For example, the famous German Egyptologist and cultural theorist Jan Assman complains that Halbwachs is not limited to the analysis of the "social framework" of memory, and "went even further, declaring the collective subject of memory and memories, creating the concept of "group memory" and "memory of the nation", in which the concept of memory turns into a metaphor" [Assmann, 2004, p. 37], The famous American historian Allan Megilla echoes him: "collective memory is more likely to occur when a lot of people involved in the same historical events. Then we can say that these people have a "collective" memory of these events, but not in the sense of a certain supra-individual memory-because there is no" memory" outside of individuals – but in the sense that each person has (within the boundaries of his own consciousness) an image, experience or Gestalt, which other people have also experienced. In addition, these images or gestalts largely coincide, otherwise the memory would not be "collective" [Megill, 2007, p. 113]. Another claim to Halbwachs, is that the verbal form for modern social memory (the priority of which he says in his work) with the proliferation of visual media is not so important. Despite the fact that Halbwachs himself distinguished between history and memory, believing that history begins where memory ends, the ideas of the French thinker strongly influenced on historical science and the spread of the new concept of "historical memory" in scientific and public discourse, primarily through the school of "Annals".

As you know, the task of the new school of “Annals” (1929) was to synthesize all social and humanitarian knowledge within the framework of history, overcoming disciplinary barriers. Attempts to synthesize socio-humanitarian knowledge within the framework of the school of annals were carried out, we can say, outside the philosophical reflection, and historians themselves emphasized their focus on empirical knowledge, a close connection with historical fact. Attempts to create a "total history", which were made by four generations of students of the annals school founders, fade to the 1980s, when the methodological turn to the so-called "new cultural history" occurred. It based from the fact that the only and real object to study is culture. If annals tried to implement synthesis on the basis of socio-economic history, adding the study of culture and mentality, the new cultural history focuses on the study of culture, mentalities. The work of one of the brightest representatives of this school – Mark Ferro – "How to tell the history to children in different countries of the world" (1975), where the problem of historical memory and the use of memory for political purposes begins to be actively discussed, has become a classic one for our theme. Mark Ferro distinguishes "three centers of history": "history of winners", "history of losers", collective memory of society. Collective memory, according to Ferro, is spontaneously layered on the institutional history of the winners. [Ferro, 1992, p. 306-308]. The book on the relationship of history and memory and their fate of different generations of people, nations and countries by Jacques Le Goff "History of Europe, told to children" (1996) is remarkable in connection with the problem. French historian tells fascinatingly about the life of Europeans from ancient times to the end of the twentieth century and suddenly...suddenly raises the questions: “Where does the history lead to: unity or division? what unites and what divides Europeans?” [Le Goff, 2010, p. 107]. So, at the first stage of the formation of memory studies, the key role is played by psychological theories, on the basis of which the conceptual apparatus of memory studies is formed mainly. The concepts of group memory, social memory, historical memory are introduced into the scientific circulation. At the second stage of the formation of memory studies from the 80s of the XX century, the role of psychological theories is not so great. At this time, the concept forms the concept of cultural memory [Assman, Y.], it occurs outside the influence of the psychological theories. Although new works appear, with attempts to introduce the concepts of «autobiographical memory» [Kansteiner, 2002], «collective historical trauma» into scientific sorting [Giesen, 2000]. At the stage of origin of memory studies it is possible to fix counter attempts of psychologists, sociologists and historians to prove the need of new concepts – "collective memory", "group memory", "historical memory", emphasizing social and cultural sense of memory and social time. The development of this terminology can be considered successfully, although it is still criticized, which points to the society anthropomorphization, which occurs when transferring individual psychological mechanisms to the social level.

4. CONCLUSIONS

At the first stage of memory studies formation the conceptual apparatus was developed with the dominant influence of psychological concepts, as well as the sociologists and historians participation, the opportunity to talk about the "collective" on the basis of the "individual" generalization was proved. This became the basis for the further development of memory studies, when national research schools memory studies are formed, each of which tries to solve topical issues not only scientific, but also actual social development. From the works of the "third generation" historians of the "Annals" school the problems of memory studies acquires the burning social character, which until now has been consistently enhanced. Attention to the problems of social, group, historical, cultural memory, which originated in the 20s of the XX century, has acquired a truly global scope since the 80s of the XX century, when memory studies have become not just an intellectual fashion, but also a fact of social and political life

in Europe, America and Russia. In general, memory studies from the beginning to the present day have become a peculiar manifestation of the «anthropological turn» in socio-humanitarian knowledge.

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MIGRATION AS A FORM OF CULTURAL TRANSMISSION: EUROPEAN WAYS OF RUSSIAN THOUGHT IN THE TWENTIETH CENTURY

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ABSTRACT

The relevance of the article is determined by the fact that in modern conditions, when the problems of population migration have become critical and acute, there is a need for a comprehensive and exhaustive study of this phenomenon. The retrospective view of a historical way of European civilization allows to see what significant role was played by population migration in formation of the shape of culture. We can find a set of examples of impact of migration processes not only on external forms of culture, but even on its religious and cult traditions. Extremely broad approach to such social phenomenon as migration, allows to consider in this foreshortening the most various movements of people – whether it be within regions of one country or crossing its borders. The purpose of this article is to examine the impact of migration, caused by the sociopolitical cataclysms of the 20th century, on the intellectual processes in Europe and in Russian thought. Unique experience of the last century consists that emigration of "the first wave" had significant effect on formation of the sphere of philosophical thought. As a result of expulsion from Russia after the revolution of 1917 of the largest philosophers and theologians, in emigre circles of Paris there was a center of religious philosophy which became the platform of intensive intellectual interaction of two cultural and historical worlds – the West and the East. The Russian postrevolutionary diaspora – quite rare example in historical prospect of significant mutual enrichments of East Christian and West Christian religious and philosophical traditions. This process is investigated in the work by the method of retrospective analysis. Throughout the entire period of the development the Russian thought was in dialogue with the West. The new situation not just deepened this dialogue. The crash of Russia extremely sharpened all the problems of Russian culture, set the task of judgment of the causes of crisis, search of an exit from it. "Silver age" of domestic philosophy, its bright blossoming at the beginning of the XX century raised many questions on which it did not manage to give the answer. It was the accelerator on the way of the Russian thought "from Marxism to idealism". The postrevolutionary situation both in Russia, and beyond its limits, promoted religious reconsideration of all philosophical perspective, its extreme existential pointedness. Fruits of this dialogue and this reconsideration as available to us the results of the process being studied, are in focus of attention of this research.

Keywords: *Russian emigration, Parisian school, neopatristic synthesis, dialogue of the East and West*

1. INTRODUCTION

If you look at the historical path of European civilization, you can see what a significant role was played by the migration of the population in shaping the very image of culture. A very broad view of migration allows you to see in this perspective the most diverse movements of people, whether within the regions of one country or across its borders. These are trade trips, wars, and relocations as a result of deteriorated natural or socio-political conditions. Plunging into the depths of history, we find many examples of the influence of migration processes on the very image of culture and even on its core religious and cult traditions. The Jewish people, forcibly driven into captivity by Nebuchadnezzar, joined the Babylonian culture, which influenced the whole face of Judaism, which was then formed. The military migrations of European nations had a tremendous formative effect on civilization processes.

Thus, the Romans, who conquered the Greek world, themselves were conquered by a higher culture. The same can be said about the invasion of Rome by the barbarians after several centuries. And the whole European social and political map is the fruit of the military campaigns of the Roman legionaries. Let us recall the mass emigration of icon-painters from Byzantium during the iconoclastic persecution of the 8th century - whether it did not serve the flourishing of European art, which later grew into a powerful splash of the Renaissance. The crusaders undoubtedly influenced him at the beginning of the 13th century, defeating Constantinople, whose immense wealth — partly settled in the Venetian banks, partly revealed to the West high artistic patterns — created the material prerequisites for the Renaissance. Low level of communication development led to slow processes of cultural influences. The same Renaissance, which ended in Italy in the second decade of the XVI century, reached the northern Europe only by the end of the XVI - the beginning of the XVII centuries, and even later - of Russia. The development of industry, the system of transport and other communications in the XIX century led to the fact that population movements became more active and, as a result, the sociocultural processes in Europe began to occur almost simultaneously. “Studii cauza peregrinatur” (lat.) - from the Middle Ages to the present day - a common form of migration, the movement of students from one university to another in order to listen to lectures of famous professors. This was the way of the spread of intellectual culture in the European space, and later - beyond its borders.

2. RESEARCH

The relevance of the article is determined by the fact that in modern conditions, when the problems of population migration have become very acute, there is a need for a comprehensive and exhaustive study of this phenomenon, not limited to considering only the economic or socio-political aspects of it. The purpose of this article is to study the influence of migration processes caused by the cataclysms of the twentieth century on the intellectual processes in Europe, as well as to consider the development of Russian thought, resulting from its localization in the European émigré environment. The study carried out by the method of retrospective analysis. The Russian revolution of 1917 had as a result mass emigration (in its large part violent) to the countries of the West major figures of religious and philosophical thought. As a result, European philosophy was the breeding ground and soil for the further development of Russian thought at its new stage. It can be said with confidence that the Russian post-revolutionary diaspora is a rather rare example in the historical perspective of significant mutual influence and mutual enrichment of Eastern Christian and Western Christian religious and philosophical traditions. The Russian revolution, as mentioned above, led to the displacement of the intellectual forces of society, their localization outside the center of revolutionary events. In the 20s of the twentieth century, one of such places was Paris, where theologians and philosophers settled - exiles and immigrants from Russia. Throughout its development, Russian thought was in constant dialogue with the West. New historical situation extremely deepened this dialogue. The collapse of tsarist Russia to the limit has sharpened all the problems of national culture, put forward the task of understanding the causes of the catastrophe, finding possible ways out of it. The “Silver Age”, when the Russian philosophy experienced an unprecedented flourishing, raised a number of questions that remained unanswered. This period of intensive development of the most diverse forms of culture acted as an accelerator of Russian thought on its path "from Marxism to idealism." The situation associated with World War I and the revolution in Russia demanded a new religious understanding of all philosophical problems, strengthening its existential orientation. In 1925, St. Sergius Theological Institute was opened in Paris, which became the largest center of Orthodox theology in Europe in the twentieth century. The institute has gathered the brightest minds of Russia that were in exile: G.V. Florovsky, S.N. Bulgakov, V.V. Zenkovsky, B.P.

Vysheslavtseva, LA Sander, A.A. Afanasyev, and others. The St. Sergius Institution became the core of the formation of a whole community of theologians and philosophers called the "Paris School". Representatives of this circle taught at the institute, some of them spoke there with separate lectures or participated in conferences, some argued with the line of the Institute. It can be said that, beginning in the mid-1920s, an intellectual field of a high level of tension arose in Paris. In a dialogue with Catholic and Protestant theology, with Western philosophy, thinkers of Russian emigration came to understand Orthodoxy and were able to open and present it to the West. Under the influence of this, a real "patristic revival" began in the West, many European thinkers became interested in Eastern Christian religious philosophy or even adopted Orthodoxy. As part of this process, something else important for Russian philosophy has occurred. "If before the revolution, Russian philosophy could be qualified as a special school in line with the classical Western European philosophical tradition, then as a result of the search for a new status for Russian thought that was outlined in Russia and accelerated by historical circumstances, Russian philosophy reached a completely new level - identification yourself as a different philosophical tradition" [8]. This new tradition — based on the basis of Eastern Christianity, that is, on the ontological foundation different from the West, philosophy: the diaspora, in the self-consciousness of Russian Orthodoxy, who found themselves in the intellectual reality of the West. This is a huge contribution of the Russian diaspora to the Russian self-consciousness and philosophical self-determination "[11, p. 240]. The Paris School created an intellectual environment for the further development of Russian philosophy, which during this period was impossible in Russia. And, from the perspective of our consideration, it is especially important, in this environment there was a mutually enriching dialogue of the Eastern and Western discourses. But the main thing - there was a rediscovery of Orthodox theology, and great efforts were made to interpret it in the language of modern philosophy - a process reminiscent of that which was in Byzantium during the heyday of patristic writing. Then the efforts of the Fathers of the Church developed a new language, born from the meeting of Hellenic philosophy and Orthodox theology. In order to better comprehend the results of the meeting of two cultural-historical worlds, it is necessary to give a brief, if possible, description of the philosophical situation in the European space at the time that representatives of Russian thought enter it. European Christian philosophy, represented by the following areas: Christian evolutionism, personalism, neo-Thomism, neo-Protestantism, became the immediate nutrient medium, the ground on which Russian thought was developing now. We give a brief sketch of these areas. The name of the influential philosophical direction of the twentieth century "personalism" comes from the Latin. Persona - personality, which indicates that the focus of his attention - personality (man and God). Personalism was formed in France (although it had supporters in America). E. Mounier and J. Lacroix stood at its source. A circle of philosophers formed around them, which included P. Ricoeur, M. Nedonsel, P. Landsberg and others. Almost all were Catholics. As E. Mounier argued, personalism is not a school of philosophy or a conceptual system — more precisely, it is a worldview, a reappraisal of values, an indication that the basis of all social and philosophical aspirations is a person's personality. The emergence of personalism, its creators associated with the European crisis of the 20-30s. When confronting themselves with Marxists, who find exclusively economic reasons in crisis, and moralists, who see the key factor in social catastrophes in the destruction of morality, personalists asserted the unity of the spiritual and material principles in man — the center of all activity and all values. Since a man is a personality, there are as many centers as people, since the unity of the material and the spiritual is manifested in all differently. Personalists did not give definitions to a man or personality; they wrote in a non-classical philosophical manner. The key words of personalism are "transcendence" and "involvement": human involvement in the living processes of the world and transcendence - overcoming the boundaries of these processes.

The focus of personalism's attention is not a person in general, not a person, as some "I", but a concrete, real, integral personality from body and soul, capable of loving, creating, learning, feeling, working and being lazy. Personality fits into being and thus acquires ontological status. But a person cannot be closed on himself; his personalism sees its sources in God. According to a personalistic vision, it is this fact that determines the personality of a person. The Christian teaching about man is consistently personalistic. Mounier himself emphasized that he does not create a new school of philosophy, but he reproduces the well-known assertion that a person, returning to God, will thereby return to himself, thus peace will reign in his soul and society. The French personalists were primarily Catholics. They wanted, without violating the dogmatic provisions of Catholicism, to reconsider the individual belief systems. They called themselves "left-wing Catholics". The personalists set the task of orienting a person to the first Christian installations. They considered freedom to be the most important characteristic of a person, not determined by any social factors. This was their radical divergence from Marxism, which sees the dictates of economic factors in society. The personalists did not agree with the idealists, who, by showing their loyalty to religion, actually led their followers not to a personal God, but to an impersonal spirit. As (in the spirit of Pascal) the American personalist W. Hawking wrote, " must not be danced and laughed before God of Spinoza" [6, p. 161]. For personalism, the principle of the dialogical nature of human existence — the communicative theory of personality — is essential. "To be yourself, you have to be at least two; in order to be fully self it is necessary for God to be different" (Nedonsel) [6, p. 161]. Such a statement in the personalism of the problem of personality implies its creative character. A person does not become isolated on himself, but rises to the level of transcendence, that is, the highest self-realization possible in the act of spiritual union with God. The transcendence of a person in his striving for God has a deep justification in personalism. When communicating with the world, the communicative aspect of personality is realized as an experience: "everything that exists is experience and a manifestation of the personality energy that is greater than nature" (Brightman) [7, p. 560]. The being of the individual acquires meaning through the determination of that most important task of unity with God, which is the main goal of life, according to Christianity, and history acts not as a sum of events, but as a "dynamic of personal existence" (Mounier). The social and philosophical concept of personalism is also based on communicative values, the ideal is "personal and communicative civilization" - "a society of personalities". "The Eternal Divine Republic is based on the construction of bridges between classes, contrary to all oppositions of material interests" (Hawking) [7, p. 561]. In personalism, there is also a criticism of modern democracy, which places the interests of a particular person impersonal above us. Personalism is alien not only to communism with its impersonal happiness, but also to democracy, which is transformed into tyranny over the individual. The habit of gathering in crowds can be defined as a specific disease of modern society. By virtue of his understanding of the centrality of the personality, personalism comes close to such areas of philosophy as existentialism, philosophical anthropology, and post-industrial society. Subsequently, the term "personalism", which originally existed in Christian philosophy, acquired a broader meaning, expressing the dominance of "man" over "humanity" as an abstraction. Christian evolutionism was founded by Pierre Teilhard de Chardin (1881–1955) - French paleontologist, professor of the Geology Department of the Catholic University in Paris, a member of the Jesuit Order. At the same time, his teaching goes beyond the Christian worldview, as he rejects a number of fundamental tenets of dogma: the creation of the world by God, the original sin, Christ is treated as a special kind of spiritual energy, "the principle of universal vitality." The work "The Phenomenon of Man" covers the problem of the relationship between religion and science, the theme of evolution and the coming transformation of the world. The ideal of T. de Chardin was to create a "super-science" that coordinates all branches of knowledge.

In this perspective, he saw the special significance of religion, since science requires a belief that the universe makes sense. Building the architectonics of the development of planetary life, T. de Chardin defined the stages of its development as “pre-life” (or “sphere of matter” - geosphere), “life” (biosphere) and “human phenomenon” (noosphere). In the future, according to the idea of T. de Chardin, love will develop from the noosphere - the highest universal form of spiritual energy. He substantiated a unique interpretation of humanism in the context of his concept. His intellectual-religious model includes the idea of "superlife", "superhumanity", "human planetaryization," superconsciousness, "etc. T. de Chardin has an original anthropology, a special kind of humanism. Anthropocentrism, characteristic of this humanism of de Chardin, has a special, planetary character. “The more we make efforts to get away from a person in our theories, the more narrow the circles described by us around him ... To decipher a person means, in essence, trying to find out how the world was formed and how it should continue to be formed” [9, . 221]. On the same lines of thought, social and philosophical constructions of de Chardin are also developing: “If humanity has a future, then it can be represented only in the form of harmonious reconciliation of freedom with planning and uniting into integrity. The distribution of the resources of the globe. Geoeconomics, geopolitics, geodemography. Organization of research, developing into a rational organization of the Earth ... human energy (created outside of all physics, biology and psychology - R. R.). And in the course of this already begun construction, our science, focusing on the person, will increasingly be face to meet with religion ”[9, p. 222]. Summarizing the idea of Teilhard de Chardin, one can say that for all the fantastic nature of his theoretical constructions, which are at the interface of science and mythology, his individual conclusions are very accurate. In particular, his idea of the centrality of man in the universe is in complete agreement with the "anthropological turn" in science. Neo-Protestantism, which declared itself the creation of original models of culture and religious and philosophical concepts, includes several areas that emerged in the 20th century in the Protestant environment of Germany and the USA. These areas: liberal Christianity, dialectical theology and neo-Protestantism in the narrow sense of the word. Liberal Christianity - its representatives Ernst Troelch (1865 - 1923) and Adolf Harnack (1851–1930) - preach "social gospel", glorifying scientific and technical progress, as a way to build a comfortable Christian society, the Kingdom of God on earth. Theologians of this trend understand Christianity in a utilitarian moral-applied and socially useful sense, trying to modernize it in the spirit of modern scientific concepts. In particular, E. Trölc highly appreciates the socio-historical role of Christianity, considering that the Church, with the collapse of antiquity, saved the state, society and culture by creating its own organization, thereby maintaining continuity between two completely different historical worlds and stages of development. Through this function, Christianity introduced into the Western world religious and sociological aspects that are absent in other world religions. At the same time, E. Trölc sees the discrepancy between Christianity and the social and spiritual needs of modernity. This is manifested in the characteristic Protestantism pragmatization of Christianity, reducing it to social or moral aspects. Dialectical theology was the leading direction in Protestant theology in the 20s – 30s of the 20th century. It was arise in Germany. Its founder, Karl Barth, criticizes liberal Christianity for its populism and excessive trust in progress. K. Barth synthesized the views of early existentialism in the spirit of S. Kierkegaard on the relationship between God and man and the traditional Protestant understanding of human nature. Comprehending on this basis the existence of a person in the modern world, K. Barth comes to the conclusion that the socio-historical situation is tragic, embodies in the religious form the idea of the crisis of Western civilization. The transcendence of God to the world determines the paradox and incomprehensibility of human existence. The paradox of divine will is that divine love for man is combined with the domination of evil in the world, the existence of social vices, world wars.

The dialectic nature of the relationship between good and evil, destruction and salvation, sin and redemption cannot be rationally interpreted, it must simply be accepted. History as God's judgment is irrational. The irrational dialectic of the relationship between man and God leaves man no opportunity to bridge the gap between him and God. Emphasizing the thesis about the complete antithesis between the divine and the earthly, K. Barth called his doctrine the “theology of crisis”, referring to the meaning of the Greek word crisis - gap, separation. We can say that the pathos of dialectical theology is the idea of the inapplicability of faith to any real world problem, the assertion of the impossibility of solving worldly problems by theological means. Paraphrasing Tertullian's maxim "I believe, for it is absurd," dialectical theology proclaimed: "I believe, for it is in vain." This direction includes such thinkers as R. Bultman, E. Brunner, F. Gogarten, E. Turneyzer, early P. Tillich. In dialectical theology, the philosophical influence of existentialism is manifested. It can be defined as neo-orthodoxy — the rejection of the modernization and liberalization of dogma and an orientation toward traditional Protestantism. Neo-Protestantism in the narrow sense of the word is associated primarily with the name of the German-American Protestant theologian and philosopher Paul Tillich (1886–1965). His theological system is built on the intersection of theology, philosophy and psychology. He tried to create a synthetic theory of culture, which would allow to answer the questions contained in the "human situation", using the terminological arsenal of existentialism. His work “The Courage to Be” analyzes the “experience of God”, which allows a person to cope with existential anxiety - manifested in the forms of anxiety of fate and death, anxiety of lack of meaning - in a situation on the border of human capabilities. At the same time, a person experiences a special state of being captured by God, when there is no longer any church, no cult, or theology. P. Tillich connects two spheres - the sacred and the secular, in the separation of which he sees the tragedy of modern man, alienated from true being. In one of his main works, The Theology of Culture, he explores the religious experience underlying the culture. According to the Protestant vision, the sacred and the profane are equally infinitely far and at the same time infinitely close to the Highest. The author explores the possibilities of bridging the gap between theology and problems of worldly existence, distancing himself from the position of dialectical theology, which radically contrasted religion to the world. At the same time, he does not close in with the position of liberal theology, which, in his estimation, dissolves God in the world. According to P. Tillich, religion gives meaning to culture, and culture contains forms that allow expressing the religious content of life. Claiming the symbolic nature of all traditional Christian concepts, Tillich considers it necessary to give a philosophical interpretation of their content, since, as F. Schleiermacher, believes that theology must be philosophical. The main method of philosophical theology is the method of correlation, which allows philosophical questions to correlate with the answers of theology. Moreover, if a philosopher adheres to a passionless attitude towards the world, then the theologian is included in reality with all his being, with all his feelings and experiences. Contrasting his position to B. Pascal, P. Tillich argues that the God of Abraham, Isaac and Jacob and the God of the philosophers are one and the same God. A broad understanding of religion allows P. Tillichu to define many secular movements as quasi-religious. New Protestant Theology (J. Moltman, B. Metz, etc.). made a revision of European anthropology and attempted to outline a new concept of man. Despite the seeming newness, the use of such characteristics as the “anthropological turn” or even the “anthropological revolution”, in fact turns out to be “only a continuation of the old line drawn from the beginning of the last century, from Schleiermacher and Strauss: the line <...> psychologisation, subjectivization of Christianity , deconstruction and "demythologization" of everything that seems "supernatural" and "mythical" for the brain of the German professor of theology "[10]. Such an approach turns into another reduction of Christianity, an anthropological reduction. Of great interest and importance for our research is such an influential trend in Western philosophy as neo-Thomism.

Its main representatives are J. Maritain (1882-1973) and E. Gilson (1884-1978). Being the official philosophical doctrine of modern Roman Catholicism, it is rooted in the scholastic interpretation of Thomas Aquinas by Thomas Aquinas. Neo-Thomism preserves many principles of Thomas Aquinas's philosophy: "philosophy is the servant of theology", searching for and improving rational evidence of God's existence, etc. Thomism, having mastered the positive aspects of the scholastic method (systematic, scrupulous, elaborated philosophical tools, etc.) reacts flexibly to diverse cultural phenomena. It must be admitted that he is honored by the revival of metaphysics in the period of modern history. Encyclical Pope Leo XIII "AeterniPatris" 1879 he was proclaimed eternal and the only true philosophy. The encyclical itself was a philosophical and theological study - from the Gospels and the Apostolic Epistles to the works of St.. The Fathers of the Church before the VII century (in Catholicism, as already indicated, the Fathers of the Church recognize only those who wrote before the VII century, later theologians are considered teachers of the Church) - on the subject of their relationship to philosophy. It was a very comprehensive review of all church authors, who in their works, one way or another, touched upon philosophical problems. The works of Tatian, Justin the Philosopher, Afinogor, Augustin the Blessed, Basil the Great, Gregory the Theologian, Gregory of Nyssa, John of Damascus, Leo the Great, Gregory the Great and others were examined. Based on this analysis, it was shown that philosophy is not the opposite of religion. The opposite of religion is the philosophy of the world - it is about it that the Epistle of Paul refers to the Colossians: "See, brotherhood, lest anyone enthrall you with philosophy and empty deceptions, according to human tradition, according to the elements of the world, and not according to Christ" (Col. 2, eight). Philosophy based on Christianity does not oppose Christ — the Fathers of the Church reasoned in that spirit. E. Gilson wrote in the same vein: "He who resorts to philosophical arguments in interpreting Holy Scripture and puts them at the service of faith, does not add water to wine, but turns water into wine" [3]. But the human mind is finite, it takes us to the limits of its capabilities, and beyond them the faith takes us, the source of which is Divine revelation. Faith predominates over reason, just as theology predominates over philosophy. Faith is the ultimate criterion of any truth (note that in the Eastern Christian discourse there is another criterion basis - a practical one: the ascetic experience of the Church in the face of many of its ascetics). But theology without philosophy also cannot exist. With the help of philosophy, theology acquires the structure and spirit of genuine science, is molded into the form of a system, it becomes more demonstrative, it can be spread among people who are not religious and non-religious. At the same time, Christian philosophy is not idealism, but, as E. Gilson repeatedly underlines, this is realism, uniting in itself the material and ideal beginnings. Reconciliation of Catholicism with secular science was also manifested in such actions of Pope John Paul II as addressing messages to the Academy of Sciences (1992, 1996), in which he apologizes to science on behalf of the Catholic Church for the trial of Galileo, as well as for condemnation theory of evolution. This means the unacceptability of the theory of evolution only in its purely materialistic, reductionist interpretation. As for man, then, as Thomas Aquinas asserted, he is a created creature - a creature spiritually and materially. There is a difference in the understanding of the human spirit by oriental fathers and in neo-Thomism. By definition, Gilson, "man is the ultimate spirit in the material" [3]. That is, not only the body is finite, but the spirit as a created principle. Fathers of the Church, especially the later ones, such as John of Damascus and Gregory Palamas, argued that the human spirit is not finite. The human soul is endowed with the mind - the ability to comprehend the spiritual principle of things - their form, but it itself is the "form of forms". In addition, the soul is endowed with another ability - the will, which is free due to the fact that it was received as a gift from God. At the same time, free will exists within the framework of Divine Providence. Just as the navigational charts do not limit the freedom of the captain, so the Divine Providence does not limit the freedom of human actions, but points the way and helps to avoid mistakes.

A person's freedom determines his responsibility for all his actions; it is closely related to morality. The freedom of human choice also explains the presence of evil in the world. According to neo-Thomism, there are three forms for the comprehension of truth: science, philosophy, and theology. The lowest of them, science, fixes phenomena and establishes causal relationships between them. Philosophy is a higher level of rational knowledge. Being the science of the causes of things, philosophy is at the same time the doctrine of the First Highest Cause — here it joins with theology, which combines in itself the pinnacle of rational knowledge and irrational supramental knowledge identical to faith. Everything created by God forms a hierarchy of being - from minerals standing on the lower step of the hierarchical ladder - the first objects characterized by matter and form, through the kingdom of plants and animals with mortal souls towering over the inorganic world, then - man and nine angelic ranks. Man is the unity of potency and act, matter and form. The form that determines the existence of man is his immortal soul. The question of the relationship between the being of God and the being created by Him, the neotomists decide through the teaching of the analogy of God and the world. By virtue of this analogy, according to the properties of all being, it is possible to form a certain idea about the properties of God. Beginning with the Second Vatican Council (1962-1965), neo-Thomism, where criticism was heard against it, began to transform into its "flexible" form, called "assimilating neotomism", actively perceiving and adapting the ideas of existentialism, phenomenology, and structuralism to the needs of Catholicism. The own tradition of national thought, which was always characterized by an appeal to patristic literature, became systematic in the nineteenth century. Before the revolution, the study of the works of saints fathers reached its apogee. Then, already on European soil, it was continued by the philosophers and theologians of the Russian emigration. It can be said with confidence that such a noticeable appeal to the patristic heritage that has arisen in the European intellectual environment is the result of resonance, mutual influence of two cultural and philosophical traditions that came into close contact in the conditions of emigration. In parallel, interest in patristics has noticeably increased in the Catholic environment — a so-called "turn to fathers" has occurred. In the 40s of the twentieth century, the publication of the most authoritative series "Sources Chretiennes" began. In 1946, G. Daniela explains the "turn to the Fathers": "For us, the Fathers are not only reliable witnesses of the past situation. They still represent the most relevant food for today's man, because in them we find such categories, lost by scholastic theology, which characterize modern life ... " [2, p. 19] . This statement testifies that Western culture, which survived the modernist crisis in the twentieth century, in search of a way out of the impasse turned to a common source common to all Christian civilization - the Greek patristics. The idea formulated by G. Florovsky inspired a lot of research in the field of patristics, both in the Russian emigration environment and in the Western scientific community. These are such thinkers as I. Ozar, H. Balthazar, L. Prestige, J. Daniele., A. de Lyubak, I. Meyendorf, J. Pelikan et al., V. Lossky, K. Kern, S. Sakharov, K. Ware, I. Zizioulas, R. Williams, and others. This ever-growing interest in the patristic heritage in the twentieth century is called the "patristic" or "neo-patristic" revival. It affected not only the scientific field, but also penetrated cultural and social life. Due to the socio-political situation in Russia, Western studies have gone far ahead. In the spectrum of creative developments, which were carried out by figures of the Paris School, four main areas can be distinguished [5, p. 301]: "patristic revival"; "Liturgical revival"; understanding of Russian history, culture, literature; direction that developed the traditions of Russian religious and philosophical thought. Behind each one there are their own names, which glorified Russian culture in the West. The most important of them, which defined the described "patristic revival", is associated with the names of Archpriest George Florovsky (1893–1979), Archbishop Basil (Krivoshein, 1900–1985), V.N. Lossky (1903–1958), Archimandrite Cyprian (Kern, 1909–1960), Archpriest John Meyendorff (1926–1992).

The inspirer of the Russian emigration, the greatest philosopher and theologian of the twentieth century, George Florovsky (1893–1979), was the inspiration for the appeal to the patristic heritage. It was he who formulated the idea of neo-patristic synthesis, and his slogan “forward, to the Fathers!” Became the banner of the West-European “patristic revival” that embraced the religious philosophy of the twentieth century, the cultural and social sphere, which revealed to the world treasures of Eastern Christian thought and spiritual tradition. His fundamental work, The Paths of Russian Theology, is a kind of encyclopedia of the development of Russian thought, the exhaustive self-reflection of it, which allows it to move on and develop. Florovsky's deep study of German idealism (almost all Russian philosophy addressed him, the tradition of teaching noble children in German universities existed in Russia since the 18th century) led him to the conclusion that his anti-personalism was fundamentally incompatible with the Russian-Byzantine mentality, which had Orthodox world view. The “transcendental subject” that emerged in Western philosophy is incompatible with the Christian personality. Florovsky argued that “if it is possible to speak at all about some kind of“ Christian metaphysics, ”then this must be the metaphysics of the person [4, p. 61]. It is in the individual, and not in the state, society or any other collective, that the absolute beginning is revealed, “the personal beginning should not be sacrificed to the corporate” [4, p. 70]. According to prot. Georgy Florovsky, "The human person goes beyond history." It is also irreducible to the natural principle, supernatural, because it has the “supernatural task of free <...> communion and communion with God” [4, p. 70]. Within the framework of the “patristic revival” described by Georgy Florovsky, the idea of “neo-patristic synthesis” was put forward, the key setting of which was his appeal: “forward to the fathers”. Neo-patristic synthesis became the whole direction of religious and philosophical thought of the XX and XXI centuries, which united theologians of various Christian denominations on the basis of the patristic heritage. In the Parisian environment, something extremely important for the whole history of Russian philosophy also occurred. Before the revolution, by virtue of the vastly superior age of Western thought and its influence, domestic philosophy could be qualified as a special school in the course of the classical Western European philosophical tradition. As a result of the search for a new ontological foundation, which began before the revolution in Russia and was accelerated by historical circumstances, Russian philosophy reached a completely new level - identifying itself as a different philosophical tradition. This new tradition is a modern philosophy built on the foundation of Eastern Christianity, i.e. ontology, different in relation to the West: “... the status of a parallel tradition that would internally respond to our position in Christian ecumene, was first intuitively realized and understood in the theology of the Russian diaspora, in the self-consciousness of the Russian Orthodox. This is a huge contribution of the Russian diaspora to the Russian self-consciousness and philosophical self-determination ”[11, p. 240]. Another direction in the activities of the Paris school is associated with the liturgical revival of Orthodoxy. It was developed in the writings of Archpriest Nikolai Afanasyev (1893 - 1966) and Archpriest Alexander Schmemann (1921 - 1983), where the central role of the Eucharist in the life of the Church was based, the richness of liturgical tradition was revealed. The third direction is the comprehension of Russian history, culture, literature; it is associated with the names of A.V. Kartashev (1875 - 1960), G.P. Fedotov (1886 - 1951), Archpriest Sergius Chetverikov (1867 - 1947), I.M. Kontsevich (1893 - 1965), N.A. Zernov (1898 - 1980). The fourth trend developed the traditions of Russian religious and philosophical thought. It is associated with the names of N.A. Berdyaev (1874 - 1948), N.O. Lossky (1870 - 1965), L.P. Karsavina (1882 - 1952), I.A. Ilyin (1882 - 1954); B.P. Vysheslavtsev (1877 - 1954), Archpriest Vasily Zenkovsky (1881 - 1962), S.L. Franca (1907 - 1950), L.I. Shestov (1866 - 1938). In the works of these thinkers, the themes that they began in the pre-revolutionary period of the Russian philosophical renaissance were creatively developed, new stages of the path “from Marxism to idealism” passed; Multiple contacts with European personalism, phenomenology and existentialism have

borne fruit. One of the brightest stars in the pleiad of the Russian diaspora was Archpriest Sergei Bulgakov, who made a significant contribution to several areas of the Paris School at once. In 1935, a whole period of sharp discussions on the topic of sophiology took place in Paris. Sofia, the Wisdom of God, which in the Eastern Christian tradition from the most ancient times was identified with Christ, in the works of Vladimir Solovyov acquired a hypostatic status and dressed in philosophical and poetic clothes by his genius creator, entered the work of almost all Russian philosophers of the beginning of the 20th century. But, if other philosophers "could afford it," then from Archpriest Sergius Bulgakov, who headed the department of dogmatic theology at St. Sergius Theological Institute in Paris, great religious doctrines were required. Theological analysis of the writings of archpriest Sergius at the request of Metropolitan Sergius (Stargorodsky) was carried out by V.N. Lossky, speaking with their strict criticism and the conclusion of the incompatibility of the author's sophiological views with Orthodox theology. Such a principled approach provoked an active protest among thinkers accustomed to philosophical permissiveness. We can say that V.N. Lossky drew a line under Russian Sophiology, having divorced the tradition of patristic thought of Orthodoxy with a free philosophical search. Another name is indirectly connected with the Paris School - Archimandrite Sophrony (Sakharov, 1896 - 1993), a student of the outstanding Athos ascetic, canonized in the twentieth century, Elder Silouine. Archimandrite Sofroniy discovered the spiritual insights of his teacher, and also contributed to the development of theological personalism, which places the main emphasis on the communication of the personal God and man as a person. Such an influential direction of social and philosophical thought of the Russian emigre as Eurasianism, which emerged in 1921 in the works of N.S. Trubetskoy, P.N. Savitsky, L.P. Karsavina et al. caused a large number of oral and print discussions. In the works of these scientists, Russia was viewed as a very special cultural and historical phenomenon, the fruit of the synthesis of European and Asian cultures - Eurasia. True, a period of schism in the Eurasian community was already associated with Paris, when articles appeared in Eurasian periodicals calling for ideological and political unity and cooperation with the Soviet authorities. As is known, the Eurasian movement was taken under control by the government of post-revolutionary Russia, it was qualified as a source of potential political threat and gradually ceased to exist as a movement. However, it still has its apologists in our time, see [1]. Thus, the Paris School accumulated in itself the most important intellectual processes of the Russian diaspora, created an environment for the further development of Russian philosophy, which was impossible during this period in Russia. In this environment, a mutually enriching dialogue of eastern and western discourses took place. But most importantly, there was a new acquisition of Orthodox theology, which became the pivot for all areas of thought; significant efforts were made to interpret it in the language of modern philosophy, a process similar to that which took place in the heyday of patristic writing in Byzantium. Then, in the works of the great fathers of the church, the development of a new language, born from the meeting of Orthodox theology with Hellenic philosophy, was carried out. The philosophical and theological process started by the Paris School continues today, expanding, attracting new names, not fitting into the Paris framework: as early as the 1950s of the 20th century, George Florovsky, Alexander Schmemann, John Meiendorf moved to America, creating York Center for Orthodox Theology. In addition, after the collapse of the “iron curtain”, when a stream of unknown philosophical, theological, historical publications literally poured into Russia, “rediscovery” of Russian thought, its new self-identification, connection of new thinkers to that truly great intellectual and spiritual process occurred which took place in a very difficult time in Paris. Those developments, those discoveries that were made in the harsh conditions of emigration, did not go unnoticed by Russian thinkers and served to build the building of modern Orthodox philosophy on the foundation of the rediscovered in conditions of dispersion of the heritage of the Fathers of the Church.

3. CONCLUSION

Comprehending the situation as a whole, realizing how much trouble brought with it the wars and revolutions of the twentieth century, one can see that in the flood of evil flowed through this flood of meaning, of intense philosophical and theological search, which, despite all adversity, showed that person's high spiritual dispensation is not determined by anything - neither social cataclysms nor the difficulties of emigration, but in all the circumstances he can, rising above them, build his dialogue with God and people, he can think, create and love, while remaining human.

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INTERNATIONAL MASTER'S PROGRAMME IN ADAPTIVE PHYSICAL ACTIVITY

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ABSTRACT
The article deals with the concept of building an innovative international master's program in the field of physical activity for people with disabilities. Analyzes the main problems and prospects of training specialists of a new type, able to perform managerial, pedagogical, preventive and rehabilitation activities on the basis of complex application of means of adaptive physical exercises, sports, recreation and tourism, combine the concept of adaptive physical activities.
Keywords: *education, adaptive physical activity, rehabilitation, recreation, inclusive tourism, persons with disabilities*

1. INTRODUCTION

In modern society, the motivation to a healthy lifestyle is increasing, the introduction to active motor recreation of people of all ages and all levels of well-being is of paramount importance (Pillay, 2016). The concept of "health" is no longer limited to the treatment of disease, but means the promotion of human well-being and the development of his personal abilities (Chiodera, 2008), taking into account different conditions (Dooris, 2018). The priority is to develop the skills of the right way of life, the relationship of health, safety and the environment in life, in the workplace (Condemi, 2016) and in sport (Cavarretta, 2018; Nocella, 2019). For example, hydrotherapy is not limited to therapeutic effects (Viegas, 2019; Vaccarezza, 2010), but is also a preventive measure of recreation, actively opposing medical effects lifestyle aimed at maintaining health and well-being (Solimene, 2016). In this process a significant role is played by social and accessible tourism, which has become one of the world's most important socio-economic sectors of human activity (Sharma, 2012, Minnaert, 2014), in essence, a social phenomenon of modernity (Makhov, 2017). According to the World Health Organization, persons with disabilities constitute about 15% of the world population (WHO, 2011). In this aspect another important issue and the modern trend is the practical implementation of the humanitarian principles of inclusion into society life the people with disabilities in health status through introduction of methods and means of adaptive physical culture and adaptive sports (Makhov, Zubenko, 2017; Mikhaylova et al. 2019). The main problem of people with disabilities is the presence of barriers: limited communication with the world, limited mobility, poor contacts with others, with nature, difficulty in accessing cultural values and education.

This problem is solved by social adaptation of disabled people and their social rehabilitation (Akhmetshin, 2004), which, in turn, can not be implemented without physical rehabilitation with the help of adaptive physical culture, sports and inclusive tourism (Evseev, 2010). Tourism is a motor activity that compensates for limited movements (hypokinesia), provides therapy and prevention of psychosomatic diseases, maintenance of physical fitness and health, that is, recreation – both simple (compensation) and extended (development of human strength). A holistic comprehension of this problem, taking into account the modern concept of human development, leads to the necessity of supplementing the markers of the human development index with actual indicators of physical culture and sports, given the prevailing mainstreams of the state policy of the Russian Federation in this field (Mikhailova, 2018). However, the success of tourism in recreational activities is, first of all, to find and emphasize the strong natural health resources of any territory, as well as the possibility of their use in recreational and therapeutic purposes. For these purposes it is needed the specialists of a new type – conceptologists which have professional competences as in the field of administrative, recreational and rehabilitative activities, as in the research and design activities for the integrated use of means of physical activity (Galli, 2012), including adaptive physical education (Volta, 2016), recreation, inclusive, accessible, barrier-free, adaptive tourism and adaptive sports.

2. TOURISM AS A MEANS OF PSYCHOPHYSICAL REHABILITATION

The following factors allow to consider tourism as a means of psychophysical rehabilitation (Socio-cultural rehabilitation of the disabled: Methodical recommendations, 2002). Tourism is a motor activity that compensates for the limited movement (hypokinesia), provides therapy and prevention of psychosomatic diseases, maintaining physical fitness and health; tourism creates a sphere of full-fledged communication, the possibility of establishing social contacts, testing social roles, receiving support, integration into society; tourism provides an opportunity to develop ecological and cultural activities; aesthetics of nature, architecture, monuments. At the same time, the terms "inclusive tourism" and "tourism accessible to all" are synonymous, and the term "adaptive tourism" reflects the target orientation of tourism activities for persons with special needs in tourism and services and is applicable to travel in the natural environment. The term "barrier-free tourism" reflects the degree of accessibility of objects of display and tourist infrastructure and is applicable mainly to urban tourism and excursion activities. In general, inclusive tourism as" tourism accessible to all " is a priority of modern tourism development on a global scale (UNWTO, 2016). Meanwhile, to ensure the possibility of travel and excursions with metered physical activity, it is necessary to make tourism safe and accessible to the disabled by creating an accessible (barrier-free) environment and creating special programs of tourist and recreational services, including complexes of physical exercises with appropriate control of the human body. Therefore, training of highly qualified specialists capable not only to research, but also to develop and implement comprehensive programs of social adaptation and physical rehabilitation of persons with disabilities in various countries abroad and in the regions of Russia becomes extremely necessary. There is a problem of diversification of the content of professional tourism education, which includes as one of its basic components, the training of masters, which can be used in the training areas "Service and Tourism", "Sociology and social work", "Physical culture for persons with deviations in health status (adaptive physical culture)" etc. with the formation of the required additional competencies. Since 2016, RSSU has been training undergraduates in the field of accessible tourism within the framework of the basic educational program of higher education "Physical rehabilitation and sport in recreation and tourism" in the direction of training "Physical culture for people with disabilities in health (adaptive physical culture)". Profile training along with the fundamental disciplines for this direction provides for the study of a number of disciplines

focused on inclusive tourism and recreation, which in this context, together with adaptive physical culture and adaptive sports, constitute the sphere of adaptive physical (motor) activity.

3. RESEARCH DIRECTIONS OF ADAPTIVE PHYSICAL ACTIVITIES

Tourism and recreation are effective, but still insufficiently studied means of psychophysical and social rehabilitation of persons with disabilities and persons with disabilities. Therefore, the research work of undergraduates in the educational process is focused on research in a number of areas of organizational and managerial, pedagogical and rehabilitation nature. In particular for the integrated field of physical rehabilitation and social adaptation of disabled people the following research topics are of undoubted interest (Shmeleva, 2017):

1. Research and development of modern technologies of physical and social rehabilitation of disabled people with lesions of the musculoskeletal system.
2. Research and development of modern technologies of physical and social rehabilitation of people with disabilities with hearing disorder.
3. Research and development of modern technologies of physical and social rehabilitation of disabled people with vision disorder.
4. Research and development of modern technologies of physical rehabilitation of people with disabilities in the health state with the help of active tourism.
5. Research and development of modern technologies of physical rehabilitation of disabled people with the help of game animation in tourist and recreational complexes.
6. Research and development of modern program and methodological complexes for physical rehabilitation of people with disabilities in the health state with the help of recreation and tourism.
7. Research and development of modern technologies of social rehabilitation for people with disabilities in the health state with the help of adaptive sports, recreation and tourism.
8. Research and development of modern technologies of physical rehabilitation of people with disabilities in health state with the help of chess tourism.
9. Tourism as a method of comprehensive rehabilitation of children with visual, hearing, musculoskeletal disorder.
10. Comprehensive usage of adaptive sport games and tourism in the rehabilitation of children with disabilities.
11. The influence of excursion (sport, recreation) tourism on socialization and adaptation people with disabilities to modern living conditions.

Integration and concentration of scientists and researchers of different scientific schools and universities of different countries is necessary for successful development of scientific researches and training of qualified personnel in this innovative direction. In this case, one of the effective projects is the creation of international educational programs of master's level – programs of "double diploma" (Seselkin, 2012).

4. DESIGN FEATURES AND PROSPECTS OF IMPLEMENTATION OF THE INTERNATIONAL MASTER'S PROGRAM IN THE FIELD OF ADAPTIVE PHYSICAL ACTIVITY

4.1. Features of international program design

The creation of an international master’s program in the field of adaptive motor activities began with the signing of the cooperation agreement between the Russian State Social University (RSSU) and the University of Parma (Italy) in 2016. Within the framework of this agreement there was an exchange of scientists and students on the basis of the principles of academic mobility and the Bologna process (Russia and Bologna process, 2007). During scientific contacts and discussions, including meetings of the annual International Social Congress in

Moscow, the teaching staff of the Department of adaptive physical culture and recreation of RSSU and the Department of medicine and surgery of the University of Parma created the concept of a joint international program "double diploma" on the basis of master's programs "Physical rehabilitation and sports in recreation and tourism" (RSSU) and "Theory and methods of preventive and adaptive physical activity" (University of Parma). The joint program was formed on the basis of competence-based approach and national standards of higher education in both countries. A thorough analysis of the curricula allowed to establish the following correspondence of the disciplines of the international program (Table 1).

4.2. Prospects for the implementation of the international program

In order to implement the "double degree" program under the current agreement a new agreement was signed in July 2019. According this agreement the parties agree to implement an integrated educational program, which implies for students participating in the program, alternative periods of study at the partner University in order to obtain a double degree, recognized by the University of Parma as a master's degree (second stage of training) in the direction of training LM-67 "Theory and methods of preventive and adaptive physical activity», and recognized as a master's degree in the direction of training 49.04.02" Physical culture for persons with disabilities in health (adaptive physical culture)", focus and master's program "Physical rehabilitation and sports in recreation and tourism".

Table following on the next page

Table 1: Compliance of academic disciplines of the international program

No.	Disciplines (Parma University)	CFU	Subjects included, CFU	Subjects included (RSSU), CFU	CFU
	1st Year				
1	Activity "Motor sports preventive and adapted for different bands age"	8	Activity "Motor sports preventive and adapted for different bands age" - 5 Teaching of sport - 3	Current state of adaptive recreation and tourism in Russia and abroad – 2 History and ontology of science - 3 Management and marketing in adaptive sports, recreation and tourism - 4	9
2	Biochemistry and metabolism in sport	7	Haematochemistry - 2 Endocrinology - 1 Biochemistry - 4	Biochemical basis of adaptive sports - 2 BIOCHEMISTRY (4 credits) Introductory practice (educational) - 3 Research work (educational) – 3	8
3	Human anatomy and body composition assessment	8	Anatomy and antropometry – 3 Auxology – 2 Histology – 1 Aging - 2	Anatomical foundations of adaptive physical education -2 HISTOLOGY (1 credits) Research work (industrial) - 6 AGING (2 credits) AGING (2 credits)	8
4	Kinesiology of adaptive sports	7	Bioengineering - 1 Adaptive sport and bone and joint pathologies - 2 Principles of rehabilitation and ergonomics - 4	Biomechanical basis of adaptive sports - 2 PRINCIPLES OF REHABILITATION AND ERGONOMICS (4 credits) Theoretical and methodical bases of physical rehabilitation - 4 Technologies of physical rehabilitation in diseases and injuries - 3	9
5	Laboratory analysis applied to sports	6	Clinical biochemistry - 1 Applied histopathology - 1 General pathology - 1 Applied microbiology - 2 Applied dermatology - 1	Scientific research in professional activity - 4 Material and technical support of adaptive sports - 2 APPLIED MICROBIOLOGY (2 credits)	6
6	Physiology and neurophysiology of motor control	8	Neurology - 1 Physiology - 3 Adapted physical education - 4	Physiological basis of adaptive physical education - 2 PHYSIOLOGY (3 credits) Adaptive physical education-theory and practice - 4	6
7	Training external structure 1st year - A	6		Scientific and pedagogical practice - 6	6
8	Training external structure 1st year - B	7		Professionally-oriented practice - 5	5
	Total	57		Total	57
	2nd Year				
9	Chek activities chosen by the student	8		Preparation and defense of thesis - 6	6
10	Education, education and psychology in sport	9	Sport law - 1 Teaching and education applied to sport -7 Psychology of motor and sport activities - 1	Organizational and legal basis of adaptive sports, recreation and tourism - 2 Modern methods of adaptive physical education - 4 Regulation and organization of work in adaptive physical education, recreation and tourism - 2 Psychological basis of adaptive sports – 2	10
11	Final exam A foreign language, final examination	5		Foreign language in professional activities - 9	9
12	Lifestyles, risk factors and wellness techniques	11	Hygiene - 2 Hydrology, sport therapy and nutrition - 4 Sociology of communication –2	Modern theory and methods of social control - 4 Design methodology of wellness products – 4 Social rehabilitation of invalids with means of recreation and tourism - 3	11
13	Sport therapy and doping	6	Sport medicine 2 Sport and cardiologic pathology - 2 Sport and respiratory pathology -1 Pharmacology - 1	Professionally-oriented practice - 4	4
14	Theory, technique , teaching and evaluation sports	6	Morphometry - 1 Instrumental evaluation -1 Theory – 4	Technologies and methods of teaching game types of adaptive sports - 4 Scientific research in professional activity - 4	8
15	Theory and methods of adapted physical activities	8	Child neuropsychiatry - 1 Theory - 6 Audiology - 1	Theory and methods of adaptive physical recreation and tourism - 4 Modern approaches and technologies of adaptive sports - 2	6
16	Training external structure 2nd year	7		Pre-graduation practice – 9	9
17	Subtotal	60		Subtotal	63
18	Total	117		Total	120

The parties undertake to include in their Regulations on educational programs information explaining how students participating in the program are awarded two degrees, including a list of disciplines and other activities that must be carried out to implement the curriculum.

The parties undertake to determine the specific curriculum of the double degree program. The curriculum is semester-by-semester and may consist of special blocks of disciplines (including modular blocks of disciplines) operating due to the transnational nature of the program. In addition, it may include periods of practice (internships, work practices) to be conducted in both private and public organizations, according to the Party concerned. Examinations and determination of the duration of the period for which the student participating in the program will be sent to the partner University will be determined taking into account the indicators of motivation and balanced criteria. The curriculum adopted as the basis of the program may be modified each year as agreed between the parties, without prejudice to students already participating in the program. In order to be enrolled in the program, students are selected by each Party according to criteria agreed and established by the respective division of each Party. In order to be admitted to the program, students of the University of Parma must be officially enrolled in the master's program "Theory and methods of preventive and adaptive physical activity", and students of RSSU must be officially enrolled in the master's program "Physical rehabilitation and sports in recreation and tourism". The list of students who have been selected for the double degree program must be submitted to the partner University no later than three months before the start of the semester of the double degree program. The parties agree to consider the period of study at the partner University as the main condition for awarding double diplomas. The duration of study at the partner University is agreed within one semester. Students participating in the program must attend the blocks of disciplines provided by the approved curriculum. As for students, during the period of study at the partner University, they must successfully obtain at least 30 credits (ECTS for EU countries) and not more than half of the total number of credits provided for the completion of the program of study at their University. The host country provides students with a double degree program certificate with a detailed description of the subjects listened, the number of credits received and grades. Successful exams and grades received by students of the double degree program during their studies at the partner University are automatically recognized at the sending University.

5. CONCLUSION

The analysis of curricula and content of Russian and Italian master's programs conducted on the basis of competence approach allowed to develop the concept of joint international master's training program in the field of integrated adaptive physical activity on the basis of complex application of means of adaptive physical culture, recreation and inclusive tourism for the purpose of psychophysical rehabilitation of persons with disabilities. Serious joint work on the implementation of the educational program in the educational process of the partner universities is to be done. It is necessary to update the joint working curriculum taking into account the transition to a new Federal state educational standard of master's degree in Russia, to familiarize with the bases of practices of partner universities and much more. However, at present it is advisable to recommend consideration of the possibility of making changes to the Federal state educational standards of higher education in all areas of bachelor's and master's degrees, included in the enlarged groups of training areas "Sociology and social work", "Service and tourism", "Physical culture and sport", on the formation of professional competence "Ability to design, plan, organize and carry out activities for psychophysical rehabilitation, recreation and social adaptation of people with disabilities through the integrated use of recreational facilities, inclusive tourism and adaptive sports. Before making changes to the standards to recommend universities to take into account these proposals in the formation and updating of specialized educational programs of higher, secondary professional and additional professional education.

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MODERN FORMS AND METHODS OF WORK WITH RECIPIENTS OF SOCIAL SERVICES

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ABSTRACT
The success of innovative activities depends on many factors, which this study classifies. This study investigates innovations and innovative processes in social activity and their subsequent adaptation to modern social work, with a view to improving the performance of social worker and the quality of social services provided to the population and certain categories and groups of citizens, who find themselves in difficult life situations. Experts distinguish two components in the structure of innovation: the technological process of innovation and the functional process of the use of its potential. The conclusion is that social workers should have knowledge and skills of using social innovations and motivation for positive changes due to the reform-oriented modern Russian social development and the modernization of the social service system. Currently, all spheres of the society are exposed to innovative processes. Therefore, knowledge of historical, theoretical, and practical issues related to social innovation is of great importance for the improvement of social work.
Keywords: *social work, social service, innovation, development models, society adaptation*

1. INTRODUCTION

Radical social and economic changes in the society have created and established new social attitudes, new social policies, and a special attitude to innovations in the social sphere (Ramon, & Sarri, 1996; Prigozhin, 2012; Dmitriev, Usmanov, & Shchepitkova, 2013). At the same time, innovation process should be regarded as changes that are implemented after scientific research or discovery, which are qualitatively different from their previous counterpart. Innovation is a special field of theory and practice, a system of actions on the part of a social subject that is improving the qualities of a socio-cultural object, which allows the agent to acquire the necessary resources and rewards him or her with a positive reputation (Dudchenko, 2015). The success of innovation – the implementation of innovations and management by means of innovation – depends on many factors. Firstly, specialists in the social sphere have to be highly competent. They should have scientific knowledge about the application of social innovations and have practical skills. Secondly, the possibility of realizing the vast innovative potential that young people bring to the table is also an important factor. Its significance has yet to be realized by the society. Therefore, it is necessary to form a public opinion of young people as of carriers of innovative thinking and action. Thirdly, large-scale implementation of innovations requires careful consideration of legal, socioeconomic, and organizational issues. By taking these factors into account, it is possible to improve the process of introduction of innovations in social work. Modern social organizations and institutions should adapt to the changing realities and anticipate the trends of future changes in accordance with modernization trend in CIS countries, including Russia (Grigoryev, Guslyakova, & Gusova, 2006). As these problems are solved, various social innovations are designed and implemented. Researchers generally call them social innovations. Social innovations, i.e. innovations that are organized socially or are new phenomena in social work, which form at a certain stage of development of the society in the context of changing social conditions and which trigger effective positive transformations in the social sphere, have a number of features that distinguish them from sociological,

technological, and other types of innovations (Plotinsky, 2012; Cajaiba-Santana, 2014, pp. 42-51; Moulaert, 2013). The first type is a result of collective creativity; material and technological innovations are designed by specific authors. In addition, return on social innovations is somewhat delayed – their effect is not immediate or specific, which is often the case with material and technological innovations. Social innovations are premised on the external environment; their scope of application depends on the group and personal qualities of people involved in their implementation under a large variety of social life phenomena. Social innovations are classified differently. In terms of the level and range of social innovations (Voorberg, Bekkers, & Tummers, 2015, pp. 1333-1357; Manzini, & Coad, 2015), we distinguish global innovations, which focus on solving common human problems, and regional or local innovations, which represent narrower interests of regional or local importance. In terms of social life (Manzini, 2014, pp. 57-66; Popescu, & Gheorghe, 2015, pp. 77-82), we distinguish social, political, and economic innovations, innovations in the cultural and spiritual sphere, and innovations in social structures and institutions. In terms of scope (Fujisawa et al., 2015, pp. 1-13; Borzaga, & Bodini, 2014, pp. 411-421), we distinguish single social innovations that apply to one object and diffuse ones that apply to many objects. In terms of the structure of the social sphere in general (Martin, & Upham, 2016, pp. 204-213; Mehmood, & Parra, 2013), the components whereof include education, management, employment, pensions, culture, sports, etc., we distinguish pedagogical, educational, legal, managerial, and social innovations. Sources of social innovations (Chesbrough, & Minin, 2014, pp. 169-188; Baker, & Mehmood, 2015, pp. 321-334) include changes in the external environment, social problems that cannot be solved through conventional methods, and changes in the demands of the society. Unresolved social problems give impetus to the development of new means and regulations in the social sphere. Thus, the purpose of this study is to investigate the development and mechanisms of application of social innovations. To that end, the following issues should be considered: the effect of innovation on the social sphere; forms of innovative methods; program-based innovation principles.

2. MATERIALS AND METHODS

In solving the set problems, we used a set of such complementary research methods as analysis of special philosophical, psychological, and scientific-methodological literature on the subject matter, general theoretical methods of analysis, synthesis, and theoretical modeling. On the philosophical level, social innovations develop as innovations in social practice, contributing to the resolution of contradictions that arise in a heterogeneous and unstable society under intensifying social mobility, when many traditional forms and methods of social guarantees fail. Society develops through renewal, creating prerequisites for new unorthodox components in the social sphere and innovative ways of social activity. Innovations are a form of social development (Ramon, & Sarri, 1996). In this regard, it is necessary to consider the content of innovation. The innovative process, i.e. the process of idea generation, development, experimental approbation, distribution, and use, includes innovative activity that aims to use scientific knowledge and practical experience to create new or improved products, manufacturing technologies, and social services. Innovative processes reflect the essence of social changes. They characterize the source of development of the society. These processes are discrete and usually cyclical. They are related to the innovation life cycle, which does not preserve that which already exists, but transforms it and gives it different qualities with the inevitable risk of failure and revision or replacement of obsolete regulations. This is one of the fundamental socio-cultural prerequisites for development of social practice, its enrichment with new cognitive, technological, aesthetic, and other forms of human experience. The innovation process is predetermined by the dual nature of innovation. On the one hand, it is a direct experience formed within a specific type of activity (research, production, household, etc.).

On the other hand, it is a new experience, a reproduced element of social practice, a phenomenon and representation of culture. The innovation process can take on a form of pragmatization of a new spiritual product, which transforms it into practical activity standards. Experts distinguish two components in the structure of innovation (Prigozhin, 2012; Dmitriev, Usmanov, & Shchepitkova, 2013): the technological process of innovation and the functional process of the use of its potential. The innovation process is divided into several phases, which have several stages: applied research; technical developments; primary development; spread; application. Innovation process can be simple (unexpanded), simple (inter-organizational), and extended. Extended innovation processes include the following six phases: creation; trade or supply; application; spread; extended reproduction; cessation of innovation development. The innovation cycle denotes the period from the development to the application, the duration whereof can vary depending on many factors that may slow down the process. Such bottlenecks involve socio-economic and psychological factors. The first group includes shortage of funding, obvious shortage of professionally trained personnel, and prospects of job cuts and unemployment throughout the development of each specific innovation process. Psychological factors are based on various psychological barriers related to information or worldview (insufficient awareness of the essence and purpose of innovation or attitude to innovations as to a short-term campaign). The reasons that restrain the innovation process include closed-minded thinking and a lack of initiative and creative approaches to solving problems in the social sphere. Scientists are developing special programs, the purpose whereof is to provide sociopsychological support of innovations (Plotinsky, 2010). Their main elements are as follows: a critical attitude to future innovations and reasoning in their favor; substantiation of expected results; study of the employees' opinions, with a view to identifying the supporters and opponents of innovation and finding the correct approach to each person; approval of plans for the implementation of innovations with regard to public judgments and attitudes. These programs are being used to develop a mechanism that should weaken inhibiting factors by stimulating the creativity of workers: creation of an environment for maintaining a creative atmosphere in the organization; stimulation of innovative activity of young workers; regular innovation contests; financial and moral support of creative workers (state titles and prizes, referral to internships at foreign centers, etc.). The innovator is the social foundation and the subject of social innovations. We propose to divide them based on the following characteristics:

- type of innovative activity – creators (authors of the idea and its popularizers) and implementers (authors of the technological process behind the development and implementation);
- main specialty – professional and amateur innovators;
- number of participants – group and individual innovators;
- subject of innovation activity – innovators – developers of new products, technologies, methods of activity, new social norms and relations.

Special implementation services are required to organize effective work with innovators and innovations. Personnel that satisfy a number of requirements are of great importance in this situation. Firstly, special training is required that involves knowledge of socio-psychological and economic aspects of innovation, as well as the ability to handle changing information. Secondly, intuition and a broad-based knowledge play a special role. Essential traits include motivation to help the innovator and the ability to put his or her interests before one's own.

3. RESULTS AND DISCUSSION

In recent years, innovators have developed modern methods of alcoholism treatment (social medicine), new methods for stimulating labor activity (production), and new training methods (pedagogy) that combine conventional classical modes with innovative education (Dudchenko,

2015; Grigoryev, Guslyakova, & Gusova, 2006). Innovation not only passes on social experience of one generation to another, but also contributes to the development of the personality of an active social subject that is capable of adapting to new conditions. All these novelties, technologies, and methods are the subject of social innovation. A new branch of knowledge – social innovation study – has developed significantly due to the fact that many organizations and socially oriented companies are constantly compelled to adapt to ever-changing circumstances and develop conventional or search for fundamentally new ways of solving social problems. Social innovation study focuses on the theory and practice of social innovations. Innovative social technologies are methods and techniques of creation and implementation of innovations in the society and realization of initiatives that lead to qualitative changes in various spheres of social life and promote rational use of materials and other resources in the society. Innovative technologies exist in two forms: in the form of programs and documents and in the form of real social processes that develop under the framework of these programs. In order to use new methods and technologies to solve specific problems, it is necessary to modify and adapt them to the peculiarities of management, traditions, scales and levels of social systems. This, in turn, creates and develops innovative methods based on new ideas and principles that discover new opportunities for solving complex problems at all levels of the social system. The innovative method has developed in various forms, namely:

- innovative games as a research and development method;
- game programs that provide ways and means of engaging group mental activities to solve problems;
- socio-technical games based on the activity of social technologists;
- matrices that combine innovative methods and fundamental technologies of research, training, and
- practice.

Humans strive to bring certain order to the surrounding world using available images and programs. This process is called ontological synthesis and it is the foundation and mechanism of effective actions. Crises in the life of social systems are resolved by means that have been developed within the framework of an innovative methodology that is aimed at developing means of searching for and implementing new technologies. Program-based innovation of social systems is one such method. It is based on a number of fundamental principles:

- the principle of orientation on the renewal and transformation of the entire organization and its connection with the environment, since changes of only certain parts and components of the system cannot be effective enough for the entire system;
- the principle of the "ultimate goal": strategic goals developed for the organization by its representatives should as high as possible;
- the principle of "pulsing innovation": a program of innovative lectures that is held with short breaks and involves intensive interaction between the consultants and members of the organization during the lecture;
- the principle of "cumulative motivation": analysis and evaluation of previous innovations. This will help motivate representatives of the social system for further positive changes, since the consolidation of results gives confidence in case of success on the one hand, but can cause dissatisfaction in the absence of success on the other hand;
- the principle of "integrative programming": development of a real strategy with regard to the actual results of each stage and their correlation with the concept of renewal;
- the principle of "innovation core development": change of the organization through change of its employees via initiation of their need for such a change; the innovative team of the organization is "nurtured" over the course of the program. The team is preparing to serve as carriers of innovative methodologies that is capable of implementing them in practice.

These principles allow forming alternative systems and relations that contain mechanisms for preventing the emergence of crises and conflicts rather than dealing with critical situations themselves. The ability to affect social processes is comes from a series of factors (Grigoryev, Guslyakova, & Gusova, 2006): availability of all-round information on these processes, availability of social regulation tools, and development of effective organizational mechanisms for each specific case. Thus, only specialists that have information about this object and practical knowledge of what is going on can engage in innovative development in the social and organizational spheres. These specialties have become popular, especially in recent years: "social technologist", "social engineer", "social designer", etc. These specialists develop practitioners and teach them innovative social technologies. Innovations in social services are the subject of scientific research, carried out in various directions both in Russia and abroad: research of programs, experimental social innovations, research in the field of creation of methods and models. In the typology of innovative models, their classification is based on the language in which they are formulated:

- content model – natural language;
- formal model – one or several formal languages.

The natural science community often regards modeling as a purely mathematical tool, the humanitarian sphere often uses conceptual models. Any model is a model of an object, a fragment of reality. By observing the object, a person (or any cognitive system) reproduces in the mind a certainmental image of the object, which we call a cognitive model. One could also use the term "mental" model. By forming a cognitive model, the subject seeks to answer specific questions. Therefore, everything unnecessary is cut off from the infinitely complex reality in order to create a brief description of the object. The cognitive model of an object is based on the "worldview" of the subject – the features of his or her perception, attitudes, values, and interests. The content model is the next stage of modeling. It enables acquiring new information about the behavior of the object and figuring out relations and patterns that cannot be detected with other methods of analysis. In terms of their functions, content models are subdivided into descriptive, explanatory, and prognostic (Dmitriev, Usmanov, & Shchepitkova, 2013). Any description of an object can be regarded as a descriptive model. Explanatory models are used to figure out why something is happening. Prognostic models should describe the future behavior of the object and tell which changes cause particular effects on the studied object. Prognostic models do not have to include explanatory models. It is possible to obtain a favorable prediction via empirical generalizations using only the data of descriptive models. A conceptual model is a content model that is based on theoretical concepts and constructs of a certain subject area of knowledge. In a more general sense, the conceptual model is a content model that is based on a particular concept or point of view. The formulation of a conceptual model often involves the achievement of a certain level of abstraction in the transition from the preliminary description of an object to its formal model. Conceptual models manifest themselves either in a purely verbal form or in a mixed verbal and visual representation. There are three types of conceptual models: logical-semantic, structuralfunctional, and cause-and-effect. The elements of the logical-semantic model are all statements and facts included in the verbal description of an object. Such a model is analyzed by means of logic with the involvement of certain subject area knowledge. During the creation of structural-functional models, the object is usually regarded as an integral system that which should be broken down into parts, components, elements, and subsystems. System parts are connected by structural relationships that describe subordination and the logical and temporal sequence of problem solving. Structural-functional links should be visualized in the form of various graphs, charts, and diagrams. Such diagrams are useful for analyzing the supporting role and purpose of individual subsystems in relation to

the whole and for assessing the interdependence of separate elements. Cause-and-effect models are often used to explain and predict the behavior of an object. Unlike structural-functional models, they focus primarily on describing the dynamics of studied processes. Herein, time is not always taken into account explicitly. The fact is that the causeand-effect relationships between the elements of the model imply the development of processes and events in time. Elements of such models may involve notions, categories, concepts, constructs, indicators, and variables that describe the behavior of studied object. The element of cause-and-effect content models should be considered a factor (from Latin factor – a doer, maker, performer) – a reason, a driving force of the studied processes and phenomena (Gulina, 2010; Chertopolokh, 2014). The term "factor" reminds the researcher that the following operations are required after the object is divided into parts and components: identification of the main relationships; determination of how changes in certain factors affect other components of the model; understanding of how the mechanism works in general and whether it describes the dynamics of studied parameters adequately. The cause-and-effect mechanism of a phenomenon is often studied separately from all the unnecessary factors, taking into account only the factors, the interaction whereof enables understanding the structure and predicting the behavior of the studied object. During its development, study, and improvement of the content model, the cognitive model is constantly modified and complicated. In the humanities, the modeling cycle usually ends with this stage, but in certain cases, the model can be formalized to such an extent that it becomes possible to develop and study the formal model of an object. In social sciences, formal models hold a decent, but relatively modest spot in the lower part of the scheme. Formal models enable comprehending the essence of the studied social phenomena and revealing its main interrelations and patterns. Formal means of analysis allow studying the behavior of a model and obtaining new unobvious results. In any case, the results of formal modeling are used to specify the content model and, most importantly, the cognitive model. In social sciences, cognitive factors are the leading factors due to the fact that cognitive models are an integral part of social reality. Moreover, they shape and design reality itself to a great extent. In any case, the mechanism is a model of the studied object. Thus, this term is not obligatory, but it is often useful. The final stage of development of a content model is problem setting. It is worth bearing in mind that problem setting is sometimes regarded as the initial stage of development of the model, which involves preliminary specification and elaboration of the main research tasks. Two options are possible after problem setting: one could examine the model at the content level or further formalize the description of the object and proceed to formal research methods. The formulation of goals, to which the studied object should aspire and the determination of major factors and limitations of the model is the most essential part of problem setting. To set limitations means to determine the list of possible actions and the acceptable and unacceptable states of the object. Limitations may prevent the object from achieving the goals. A good content model requires experience, intuition, knowledge, and improvisation. The study of a formal model of an object can be useful for the development of a content model, since it helps to clarify formulations, identify missing elements, and remove excessive ones. However, the development of the model is only the first part of the modeling process; the second part is the study of the model (operation and experimentation). The evolutionary research model is the main model in the social sphere, which can be applied to various methods of studying the development of social work technologies. The model involves evolutionary research phase (analysis, development, improvement, and evaluation) and a utilization phase (spread and implementation). The analysis phase implies the identification and actualization of the problem. This is followed by a review of solution techniques and a practical assessment of the proposed development methods. The successful completion of this stage is the making of a decision as regards to whether or not the innovation is possible (rational). The development phase consists of the following stages: determination of the goals and area of the innovation and the need for

the innovation; determination of the problems that emerge during development; collection and processing of information; search for and selection ofalternative solutions; connection of the development components; improvement of innovations in real conditions; solution of procedural issues related to its application or description of how it should be used. The success of each stage increases the probability of the innovation solving the problems of the social service, for the solution whereof it was designed. The improvement phase is a process of studying the innovation and its tests, verifying its adequacy, and improving or redoing it (if necessary). Main attention is paid to the development plan that defines the scope of work, the subject and sequence of operations, and the conditions for trials and tests. This phase ends the stage of evolutionary research. The evaluation phase is the starting point for further development of the innovation. The phase lays the foundation for its spread and implementation. At the same time, its cost, efficiency, and capacity are evaluated in normal operating conditions. If the evaluation phase yields mostly positive results, this means that the research has created a ready-to-use innovation. The spread and implementation phases involved the preparation of all necessary materials, the spread of innovations among potential users, and implementation.

4. CONCLUSION

In general, evolutionary research provides conditions for creating a useful methodology in addition to the common research methods and requires special training of social workers. Social workers should have knowledge and skills of using social innovations and motivation for positive changes due to the reform-oriented modern Russian social development and the modernization of the social service system. Currently, all spheres of the society are exposed to innovative processes. Therefore, knowledge of historical, theoretical, and practical issues related to social innovation is of great importance for the improvement of social work. The results of this study can serve as a theoretical source for the development of practical models of social innovation.

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PECULIARITIES OF INSTITUTIONAL DEVELOPMENT OF THE LABOR MARKET IN RUSSIA

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ABSTRACT

As a result of the study, it was proved that the institutional development of employment in Russia depends on the degree of conformity of formal and informal institutions, and the higher the degree of discrepancy between them, the higher the risk of the spread of informal labor practices and the formation of an employment policy that does not meet the requirements of the modern development of the country's economy. To mitigate this problem, the article proposes three schemes of action and proves that the third is the most preferable: the first approach is pulling up the formal sector of the economy to the informal, i.e. It is proposed not to impose artificially constructed formal institutions, but to legalize already existing informal norms and practices by which society lives; the second approach is pulling up the informal sector of the economy to the formal; the third approach is the oncoming movement of formal and informal institutions, for its implementation, the state must carry out two functions: stimulating, i.e. contribute to the formation of a legal environment that would fill the vacuum between existing formal rules and actual labor practices, and punish, that is, the state should create favorable institutional conditions for monitoring the implementation of labor legislation and applying measures in case of violation.

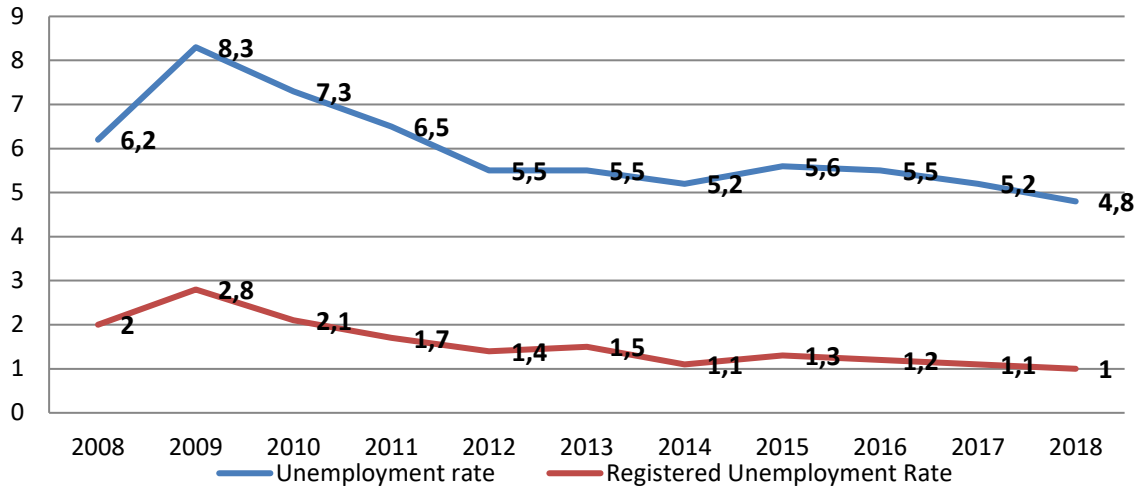
Keywords: *labor market anti-institutions, institutional development, informal employment, institutional traps*

1. INTRODUCTION

Over the past 25 years economists around the world have been actively studying how formal labor market institutions affect its direct functioning. Interest in these issues was spurred by persistently high unemployment in many countries and a slowdown in job creation even against the backdrop of significant economic growth. These issues did not ignore Russia, however, our country was characterized by a slightly different situation. The domestic labor market is characterized by relatively small fluctuations in employment and a low level of registered unemployment, at the same time, the gap between the general and registered part of it was and remains quite significant.

Figure following on the next page

Figure 1: Unemployment level of population in Russia at the age of 15-72 years by age groups (as a percentage of the labor force)



Source: Data from the Federal State Statistics Service. Access mode: https://www.gks.ru/

One of the reasons for this phenomenon is the widespread use of non-standard forms of labor relations in our country, one of the particular cases of which is informal employment. To study the processes and conditions under which informal employment is being formed and expanding in Russia, in our work we consider it appropriate to apply logic, tools and principles of institutionalism as one of the scientific methods. To this end, we will initially analyze the institutional aspects of the Russian labor market, which is important not only theoretically, but also as a basis for developing practical recommendations for improving its functioning mechanisms. Based on the statements in the literature (D. North, 1997). and analysis of the practice of the functioning of the labor market, the following typology of labor market institutions can be compiled.

- Institutions of specification of ownership of labor services (norms, traditions, values that determine labor behavior, the practice of concluding and content of formal and informal labor contracts, labor legislation).
- Institutions of searching for a counterparty (work or employee) and collecting information (state and non-state labor mediation structures, mass media, corporate and informal relations, contacts, information channels, recommendations, reputation).
- Collective Institute for Contracting, Negotiating - trade unions.
- Institutions for monitoring compliance with contracts, protecting property rights (labor inspection, labor arbitration, partly trade unions).
- Institutions that determine mobility and transactional barriers in the labor market (labor discrimination, professional and territorial mobility, legislative restrictions on mobility, prestige and status of jobs).
- Institutions of internal corporate, administrative distribution of resources (norms, administrative rules and procedures for the functioning of the internal labor market).
- Institutions of state regulation of the labor market, compensating for the "failures" of the labor market (employment service, unemployment insurance systems, labor control bodies).

Institutions related to the functioning of the labor market can be divided into:

- state (education and retraining system, labor inspection, employment services at the federal, regional and local level, court and prosecutor's office);

- non-governmental (trade unions, private educational institutions, private intermediary firms, recruiting agencies);
- informal (ethical standards, national, local or family traditions, religious dogmas and regulations, prejudices, the institution of shadow employment).

As can be seen from this classification, in parallel with the formal labor market, its informal component coexists, a particular case of which is informal employment. What is the reason for this fact? The content of the institutional environment and the structure of the institutional system determine the presence or absence of institutional conditions for the existence and development of the informal labor market. In our work, we adhere to the point of view that an institution is a subjective factor of economic reality, therefore, institutional conditions are created on the basis of institutionalization of certain institutional forms (norms and rules, institutional instruments), that is, institutions are primary, and institutional conditions are secondary. Therefore, conditions are inextricably linked with the elements of the institutional system or institutional environment that determine them, which are derived from the phenomena of norms and rules laid down in the respective institutions. On the basis of the institute, a specific institutional condition for socio-economic activity, in particular, labor, is formed. By institutional condition, we mean the possibility of an activity that is provided or not provided. Based on this formulation, it is possible to determine the institutional conditions for the formation of informal employment as a set of opportunities created by the system of labor market institutions regarding the harmonization of informal participation in the labor process. Due to the fact that in our case, socio-economic anti-institutes provide the opportunity for creating institutional conditions for the development of informal labor relations, it seems to us appropriate, in no way mixing the "cause" (anti-institute) and the consequence (condition), to classify and socio-economic anti-institutes and the conditions they form based on their common classification features. All this will make it possible to assess the significance of the institutional conditions determined by these anti-institutions for the existence and spread of informal employment.

2. METHODS

In the research process, the following general scientific methods were used: a content analysis method designed to analyze the semantic content of text arrays and communicative correspondence products on the subject of research, as well as tools for inductive and deductive analysis, which allowed us to combine the individual conclusions of the authors on this problem and formulate the author's vision of the problem. In the research process, special methods were also used: absolute and relative statistical indicators, dynamics indicators, methods for visualizing the results of the study, the method of calculating the fairness of the average salary. When constructing and describing the models, the authors tried to adhere to the principles of an integrated approach that allows us to establish the most significant relationships and trends of phenomena and processes on labor market and formalize the most significant effects.

3. RESULTS

We have identified four grouping criteria from the study of classification models of institutional conditions, as applied to socio-economic anti-institutes, which determine the extent and functioning of informal employment.

3.1. Classification of institutions by degree of formalization

According to the degree of formalization, institutions are traditionally divided into formal and informal. Formal institutions are documented laws, constitutions, and contracts. Informal institutions include customs, traditions, and codes of conduct.

Formal institutions usually arise on the basis of social practices already established in society through their legal registration. In this case, formal institutions correspond (congruent) to informal ones and serve to resolve disputes over the content and interpretation of unwritten laws, reducing the costs of using institutions. But formal institutions often also serve to purposefully change informal institutions. In this case, formal institutions can also be classified according to two criteria:

a) on the application for the change (most often, modernization) of informal institutions. It:
   - firstly, the adoption of new laws that are designed to exclude social norms that are considered obsolete;
   - secondly, the adoption of laws that promote the dissemination of new rules of conduct recognized by society as useful.

b) by mass, i.e. the number of new laws adopted per unit of time:
   - firstly, a gradual process, when laws are adopted one at a time, being discussed and assimilated by society slowly;
   - secondly, a relatively fleeting process, when laws are adopted in large numbers, usually formalizing and consolidating the political victory of certain social strata;
   - thirdly, the massive import of institutions, which can be called an "institutional revolution", when in a historically short period of time a large part of the formal institutional matrix of a given society is replaced.

In Russia in the 1990s, it was precisely the massive import of institutions. At the same time, in contrast to the version of legislative formalization of the existing informal institutions described by North, in our country the "institutional revolution" was characterized by the following features:

1. alien systems of laws that are distorted when transferred from the laws of other countries are superimposed on deep-rooted social practices, methods of doing business, and norms of behavior;
2. these institutions are not consistent with each other, i.e. incongruent with the rules and stereotypes of behavior familiar to a given society.

In the event of a similar situation, two options for the implementation of activities are possible, including labor:

1. since informal institutions are changing in accordance with adopted laws, economic entities act within the framework of legislation;
2. economic entities act contrary to the law, adapting to circumvent it, since the costs of illegality are lower than the costs of following the "letter of the law".

Thus, it turns out that in response to incongruent formal institutions ("rules of the game" according to D. North), corresponding "methods of the game" arise (or, in another way, according to Nelson and Winter, "routines"). But it is necessary to determine exactly which "game techniques" lead to informal business practices. To do this, consider two types of routines. The first one includes the congenial (corresponding in spirit), i.e. in our case, this is the first option for carrying out activities, and orthogonal (perpendicular), the second option - it shows that the more "shy" and incongruent institutions are, the more society responds to the generation of various informal techniques and types of economic behavior.

3.2. Classification of institutions by the degree of institutionalization of the shadow economy

According to the degree of institutionalization of the shadow economy, two groups of institutions are distinguished:

a) the first group - institutions that arose within certain legal structures - political, legal, economic, in the course of the implementation of economic transformations. Therefore, today there is every reason to talk about the presence of "through" shadow economic institutions. Such "cross-cutting" institutions include informal employment.
b) the second group - shadow institutions that arose "apart" from such structures, as it were, "in a clean" place. Their appearance outside any previously existing legal economic organizations is evidenced by their very names: "roof", "racket", "hitting", "rollback", etc. This group of institutions, in our opinion, includes illegal (criminal) employment, but it is not considered in this paper.

As a result of the activities of these institutions, society bears many socio-economic costs, the main of which are as follows.

1. The emerging institutions of the shadow economy have led to the formation of a special business style – a business "for their own", while "not their own" do not have a real opportunity to enter the market, including the labor market.
2. Double morality and the uncertainty of economic, and therefore, largely social norms of behavior. This negatively affects the morale of society, which in reality is increasingly moving away from what is commonly called "civilized rules of conduct."

3.3. Classification of institutions by choice

Before moving on to this classification, or rather, entering it, it is necessary to briefly dwell on the theoretical premises of institutional change. The fact is that, depending on the source of the emergence of one or another order of actions, the possibilities of conscious influence on this order also change if it, for some reason, does not satisfy certain economic agents. Currently, in economic science there is no single, universally accepted theory of institutional change, so we will consider five basic concepts.

1. A concept explaining changes in institutions, primarily ownership rights, changes in the relative prices of economic resources. The state and political processes are interpreted in it as passive factors, tacitly "accepting" any changes that determine the growth of net social benefits (V.L.Tambovtsev, 1999). In other words, with this approach to explaining institutional changes, attention was focused mainly on the existence of demand for them from the economy, due to insufficient efficiency in the use of resources. Moreover, the potential of their proposal, "depending on the ability and desire of the political order to provide a new institutional environment" was not taken into account (V.L.Tambovtsev, 1999). Moreover, not only political factors were ignored, but also the importance of how introduced rules, accepted or rejected institutional changes will affect the redistribution of wealth.
2. The next concept is North's approach, the distinguishing feature of which is an explicit introduction to the analysis of processes occurring in the political market, and emphasizing the positivity (inequality to zero) of transaction costs on it, i.e. obstacles to the implementation of relevant political actions and exchanges. Indeed, as B. Vira notes, "the choice of institutional alternatives is carried out in the political arena and is the end result of ideological discussions, balancing political forces" (V.L.Tambovtsev, 1999). The adoption of the above provisions allowed North to cast doubt on the widespread belief that institutions are primarily a means of saving costs of economic activity, since they increase the level of certainty of the external environment and reduce the cost of finding information, analyzing it, etc., t .e. reduce transaction costs as part of the total cost of managing. Such an opinion, as shown by North (D. North, 1997)., is erroneous, because it actually proceeds from the naive premise that "natural selection" (competition) among institutions ensures the

"survival" of those that allow resources to be used with the greatest efficiency. Obstacle to the fact that among the really operating institutions only those that provide the most efficient economic conditions are represented, various factors are central, among which are the high transaction costs of implementing institutional changes: "... in the world of zero transaction costs, an effective solution that can produce highest total income. But since transaction costs are not zero, we can expect the formation of various models of economic behavior that reflect differences in how successfully a particular institutional system reduces transaction (and transformation) costs. But why do comparatively inefficient economies persist? What prevents them from perceiving the institutions of more efficient economies? If institutions existed within the framework of zero transaction costs, then history would not matter; a change in the ratio of prices or preferences would immediately induce the restructuring of institutions for effective adaptation to new conditions ... But if the question is how we arrived at today's institutions, and if the path we follow limits our future choice of alternatives, then we can assert not only that history matters, but also that the stability of poorly functioning economies and the centuries-old divergent development model come from the same root " (D. North, 1997). In another work, specifically characterizing the role of the state in the formation of effective property rights (that is, those that can ensure the greatest aggregate, social efficiency of the use of resources), North noted: "The establishment of non-personalized rules and contractual relations means the formation of the state, and with it - unequal distribution of coercive power. This creates an opportunity for those with greater coercive power to interpret laws in their own interests, regardless of how they affect productivity. In other words, those laws that meet the interests of those in power, and not those that reduce the total transaction costs, begin to be adopted and enforced ... Political systems are organically characterized by a tendency to create ineffective property rights that lead to stagnation and decline. There are two main reasons for this. Firstly, the income earned by the rulers may be higher with a property structure that, although ineffective, is easier to control and creates more opportunities for tax collection than an effective structure that requires high control and tax collection costs. Secondly, rulers, as a rule, cannot allow themselves to establish effective property rights, since this can offend some subjects and thereby jeopardize the observance of the rights of others. In other words, even if the rulers want to pass laws guided by considerations of efficiency, the interests of self-preservation will dictate a different course of action for them, since effective norms can infringe on the interests of strong political groups ... " (D. North, 1993). It seems that the above provisions adequately characterize the current Russian situation, but do not reflect an alternative way of "introducing" institutional innovations - through the so-called institutional market.

3. Another approach to the problem is the theory of induced institutional innovations proposed by V. Ratten and Yu. Khayyami (V.L.Tambovtsev, 1999). They are trying equally to take into account both exogenous changes that generate demand for new institutions, as well as political and cultural constraints on the proposal of "response" institutional changes. In accordance with their approach, exogenous changes in technology, resource endowments, or in consumer demand create imbalances in the markets of factors of production, from which the demand for institutional changes grows. At the same time, in their opinion, institutional innovations are proposed in order to preserve the share of private income that goes to the state (or its functionaries - "political entrepreneurs"). Since the growth of private incomes is not identical to social welfare, the institutional innovations proposed by the government may be ineffective from the point of view of the whole society and its economy. This theory emphasizes not only the cultural limitations of the proposed institutional changes, but also highlights the factor of private income of the institutional innovator.

4. "Distribution" theory of institutional change G. Laybkepa. From his point of view, the attitude of individual economic agents to the proposed institutional innovation is determined by the net benefits that they receive from the implementation of the latter. The emerging conflict of interest finds its solution in the process of conducting political negotiations and concluding relevant transactions (contracts): "... the core of the problem of carrying out these transactions is to come up with politically acceptable distribution mechanisms to indicate the recipients of benefits from institutional changes while they remain production advantages " (V.L.Tambovtsev, 1999). The exogenous changes mentioned above can create political imbalance and create demand for institutional innovations. The motives for the emerging contract process are the perceived losses from the existing ineffective institutional structure and the expected part of the net benefit that can be realized by eliminating these inefficiencies. However, the "influential parties", who are threatened by losses in the new institutional structure, are able to block beneficial institutional changes, unless these losses are adequately compensated for by them. The high level of transaction costs in the political market leads to the fact that such forms as the multiplicity of parties to the political contract process, heterogeneity of special interest groups, information asymmetry and uneven distribution of wealth can result in socially ineffective end results, i.e. to the adoption of not the best of the objectively possible political decisions to change the formal rules of behavior of economic agents.

5. The position of J. Knight, who drew attention to the "free rider problem" in connection with the processes of concluding political transactions regarding the implementation of socially effective institutional changes. From this point of view, a rational economic agent will not take part in such a contract process, because if it is successfully completed, it will receive its share of the total benefit without any costs. Knight treats social interactions as contractual processes and introduces the concept of asymmetric distribution of power in society as the primary explanation for institutional change. At the same time, the institutional structure may not accurately reflect the existing asymmetry of resource allocation - due to the presence of individual costs of concluding and implementing contracts, high transaction costs of collective actions and the existence of significant uncertainty in the ratio of actions taken and their actual final results. According to Knight, the demand for institutional change arises from private agents who care exclusively about their own welfare. It is only by chance that a public resolution of the distributional conflict can lead to final results that are also socially desirable. In his opinion, the hypothesis that the construction excludes ineffective institutions should be discarded, since force (the possibility of violence) is usually distributed unevenly in society. Accordingly, "development and change are the essence of the distribution conflict function regarding significant social benefits, while sustainability and stability are the functions of the continuous ability of institutional rules to provide distributional benefits" (V.L.Tambovtsev, 1999).

Based on the considered concepts of institutional changes, we can conclude that they connect the ability of the state to really change the existing formal institutions with two provisions. The first is about the distribution of forces in society and in the political arena (respectively, about the distribution of benefits and losses from the planned change that certain groups of special interests may suffer). The second is about the amount of costs (not only monetary) for the implementation of the required collective action, which may turn out to be prohibitively high for the implementation of such an action, despite significant potential benefits from it. Indeed, firstly, it may well turn out that some political groups will have to bear the costs, and others should use the fruits; and secondly, even if the subjects of benefits and costs coincide, it is necessary to spend resources at the moment, and it is supposed to receive benefits only in the

future. It is here that the question arises for ordinary economic entities about the method of choosing an institution:

- The first method is the choice in the political market, where rules are introduced, the results of the use of which by economic entities bring one or another benefit to the players of the political market;
- The second method is the choice in the institutional market, where the rules of economic behavior are used, the results of which are evaluated as beneficial by the economic entities themselves.

The market for institutions or the institutional market (according to S. Peyovich) is “a process that allows individuals to choose the rules of the game in their community. Through their voluntary interactions, individuals evaluate prevailing rules, determine and test the suitability of new ones. The most important function of this competitive market is, therefore, the promotion of institutional innovation and forms of adaptive behavior. ” Accordingly, in the market of institutes “competition of institutes” arises, which results in the following:

1. “winning institutions” are institutions that have become widespread in economic behavior. They are systematically used in similar situations by the vast majority of business entities;
2. “losing institutions” are institutions that have ceased to be applied at all or are only rarely followed in the class of similar decision-making situations.

Based on the foregoing, we can conclude that the rules imputed by the state (selected in the political market) will actually function in the economy if and only if they are “bought” in the free institutional market (“winning institutions”), if not happens, then economic agents use economic methods orthogonal to these institutions, i.e. contributing to the development of shadow relations ("anti-winning institutions").

3.4. Classification of Institutions by Efficiency

Efficiency institutions are divided into effective and ineffective. In this group, we are only interested in inefficient institutions that act as constraints on the economic growth of society. These are destructive institutions, which are examples of those incapable of combining with positive formal and informal norms of institutions or directly contradicting them, as well as institutions characterized by a traditional, but extensive or regressive nature. V.M. Polterovich calls inefficient institutions institutional traps (V.M. Polterovich, 2004). An example of such an institutional trap is informal employment. For an economic agent, the strategy for choosing employment in the formal labor market or participation in informal labor relations depends on fundamental and organizational factors. The first, in our case, is the state policy in the field of labor and employment, the second is the coercive system, which forms the expectation of damage from violation of labor and tax laws (for example, in terms of non-contractual hiring or paying salaries “in an envelope” in order to reduce deductions to social insurance funds, i.e. cost savings). As noted above, in our country the Constitution enshrines the principle of free labor. Initially, this was done with the aim of developing small business, which would contribute to the development of a competitive market, increase tax deductions and increase employment. But Russia was not ready for the application of this principle in practice, as a result, a significant part of the country's citizens was drawn into informal economic relations. All this led to a hare problem, i.e. everyone was the loser - both the state (underpayments to the budget and social insurance funds, the unemployment problem was partly aggravated) and the population (the absence of any social guarantees).

3.5. Solving the problem of informal labor practices (institutional approach)

Paradoxical as it may seem, anti-institutions can partially take the form of formal institutions. Institutions that regulate economic activity also quite often produce legislation formalizing a certain part of anti-institutions. Of course, the adoption of such laws is lobbied by the interested sections of society. Common to all types of formalization (legalization) of anti-institutions or their parts is that they formally formalize the types of economic behavior (game techniques) aimed at circumventing existing institutions. Of course, the legislator will never adopt a law or other legal provision that is completely contrary to another law in force. Therefore, the formalization of anti-institutes takes the form of acts aimed at achieving other goals, and legalizes only the part of the anti-institute that intersects with its institution, the antipode in only one or several zones. However, the adoption of several laws that formalize each part of the anti-institute in its own body can legitimize the majority of the ideal system that makes up the anti-institute and almost completely block the operation of the main socio-economic institution. The socio-economic practice of post-socialist, Latin American and some countries of Southeast Asia has shown that the reconstruction of society is a complex task that cannot be solved by any mechanical actions. A set of measures is required, organized in a system and carried out in a certain sequence. Given that it is impossible to foresee all the consequences of each of these measures, and especially their combinations, a constant correction of the transformations is necessary taking into account what is happening. The formation of anti-institutions, although they allow society to survive the period of change, cannot be considered a positive phenomenon. But to destroy them in an instant is also impossible. On the contrary, often attempts to enforce a law lead to the spread of behaviors that are even more harmful to society. In addition, it is likely that the simultaneous destruction of all anti-institutions can lead to a halt in economic activity in many areas of the economy. But the preservation of the system of anti-institutions, even in conditions when the population and economic agents are accustomed to using them, cannot be considered normal. The risks of economic activity and the uncertainty of the situation remain too high under these conditions. Instead of productive economic activity, the cognitive potential of entrepreneurs is spent on inventing “schemes” for circumventing formal institutions, while government bodies, meanwhile, instead of solving socio-economic problems, are searching for and punishing unscrupulous business entities. In other words, some time after the institutional revolution, society needs to dismantle the anti-institutions that have arisen. How can anti-institutions be gradually dismantled without complicating the work of the economy and avoiding the formation of new anti-institutions instead of old and institutional traps? Firstly, one must constantly remember the dialectical connection of the rules and methods of the game: the primary importance is not a change in the institutions themselves, but a change in the social and economic behavior of members of society. To dismantle an anti-institution means to make impossible or disadvantageous behavior congenial to this institution. This may require the adoption of a formal institution directed against patterns of behavior, against routines that the legislator decided to eliminate. Moreover, one must proceed from the fact that the recognition and suppression of eliminated techniques must be very simple and effective. Secondly, it is necessary to make more profitable the use of routines (tricks of the economic game) corresponding to rationally established formal institutions. To do this, in some cases it is necessary to modernize these institutions, reducing the costs of using them both from entrepreneurs and from controlling authorities. As the opportunistic devices of the game disappear, anti-institutions become unnecessary and die off as alternative formal rules of the game. Thirdly, given the cognitive nature of both institutions and routines, it seems appropriate to deal not only with opportunistic behavior, but also with the information flows spreading this behavior. Fourth, it is necessary to constantly analyze the “schemes” of circumventing legislation and to develop optimal methods of dealing with them, taking into account the fact that both enterprises and entrepreneurs are in the social environment and are its product.

And finally, fifthly, a systematic analysis of legislation and practice is needed. It is necessary to study the interaction of laws with each other and with informal institutions, to identify cases where some laws serve to neutralize the effects of other laws, being part of the anti-institute hidden behind them (M.V. Sukharev, 2004). These findings prove that informal employment is a very vivid indicator of the conformity of formal and informal institutions, therefore, the wider the mismatch between them, the greater the size of informal employment. There are three ways to level this layer, but before putting them into practice, it is necessary to clearly present all the pros and cons of each of these areas of elimination of informal labor relations:

- 1st method: pulling up the formal sector of the economy to the informal, i.e. It is proposed not to impose artificially constructed formal institutions, but to legalize already existing informal norms and practices by which society lives. On the one hand, the positive aspects of this scheme are obvious, but, on the other hand, not all informal institutions are economically and socially appropriate. For example, the formalization of the institution of tax evasion will lead to the deprivation of workers' social guarantees and undermine the socio-economic system of society as a whole.
- 2nd method: pulling up the informal sector of the economy to the formal. In our opinion, this is one of the most undesirable areas of development, as it leads to the formation of a totalitarian society, which in turn contributes to high transaction costs and low efficiency in implementing such a scheme.
- 3rd method: oncoming movement of formal and informal institutions. In our opinion, this is the most rational direction of activity. To implement this scheme, the state must fulfill two control functions:
    1. stimulating - the formation of a legal environment that would fill the vacuum between the existing formal rules and actual labor practices.
    2. punishing - the creation of favorable institutional conditions for monitoring the implementation of labor legislation and the application of measures in case of violation.

4. CONCLUSIONS

The analysis showed that the institutional development of the employment system will be successful and effective only when the formal and informal economic institutions of the region are congruent to each other, and the rules of the game adopted on the political market meet the socio-economic interests of labor market entities. Violation of this balance will contribute to the development by the participants of labor relations of new adaptation mechanisms that will lead to the spread of shadow forms of employment and reduce the formal component of the labor market. For the formation and development of an effective employment system in the country, the state needs to conduct a competent policy aimed, on the one hand, to stimulate the formation of a legal environment that eliminates the conflict of interests between formal and informal labor market institutions, on the other hand, to create favorable institutional conditions for monitoring the implementation of rules formal institutions of this market.

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CHOICE OF LIFE STRATEGIES IN CONSTRUCTION OF A TEN-YEAR PERSPECTIVE BY PEOPLE OF THE ELDERLY AGE

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ABSTRACT

The article presents the analysis of cross influence of psychological parameters which are important in choosing of life strategies by elderly people and in setting their life goals in ten years perspective. The article presents an overview of various approaches existing in world and national studies of the problem. This study demonstrates mostly non-linear nature of the cross influence. The study was carried out within the methodological framework of the activity approach using nonlinear connections mode. For comparison of parameters the correlation coefficients are given as a result of statistical relations method analysis usage. The article considers five thematically-chosen dependencies. The results reveal many additional aspects of the choosing life strategies and allow further research in this direction. The results of the study could be used in practice of individual counseling of persons of different ages.

Keywords: *Time perspective, life strategies, life path, elderly people, parameters of triads, comparative weights, goal setting, value-semantic content*

1. INTRODUCTION

The problem of life strategies choosed by individual aroused an interest between thinkers and scientists for centuries. It's still actual today for socio-psychological science, especially in countries of transition economies where the change of social sphere and emerging of market economy created new and constantly changing conditions and priorities of social reality: consumer way of life was imposing to society with rising demands to individual. In this regard, there is a need for permanent adaption to new requirements and changes in social order^ individual should make responsible decisions about changing it's own destiny. The development of information technologies radically changes the speed and intensity of social life, violates the natural harmony of human spiritual life [19]. The ability to switch from material to spiritual values comes with age, with awareness of life values and the uniqueness of each person, with personal growth based on process of cognition, self-development and the ability to holistic and system vision of life events. Coping life problems leads to spiritual growth, develops individuality. It's difficult for contemporary individual to find the path to self-realization, to comprehend the problems of self-development, to choose the right guidelines in the construction of life strategies.

2. RESEARCH

In her monograph "Strategy of life" K. A. Abulkhanova-Slavskaya writes that the ability to resolve the internal contradictions of life and exercise their own choice of strategies are signs of social maturity. Each person has its own measure of integrity of life path, consistent with the

personal values, intentions and life attitudes. Abulkhanova-Slavskaya identifies three main features of a person's life strategy: the choice of a way of life; the resolution of internal contradictions and personal self-realization. [1]. Since people are aware that their life is not eternal, it is not easy for elderly people to carry out their plans, to determine the most important things in their life, to assess their opportunities, to choose the right life strategies, to set realistic goals. Thus, age restrictions should be taken into account when setting life plans. Older persons may change their profession or acquire another one for various reasons, some of them continue their previous employment, others devote themselves to social and/or family life. Each person makes plans, sets goals, fulfills dreams and develops its creativity using their own life experience and capabilities. Karl Jaspers compared the process of obtaining knowledge to sailing on an endless sea. The concept of the way of life embracing the problem of setting life strategies of individual is widely represented in the works of prominent world philosophers, sociologists and psychologists – A. Adler, S. Buhler, A. Maslow, V. Frankl, E. Fromm, K. Horney, S. Muddy, M. Boss, J. Bugental and Russian thinkers L. S. Vygotsky, B. G. Ananyev, K. A. Abulkhanova-Slavskaya, L. I. Bozhovich, D. A. Leontiev, B. F. Lomov, S. L. Rubinstein, G. M. Andreeva, A. A. Bodalev, V. E. Chudnovsky, L. B. Filonov, E. A. Petrova, I. V. Shapovalenko and others. In particular, A. Maslow considered the problem of the life path of individual as a concept of "peak experience", the highest value of being in the psychology of being [12]. Classical authors in Russian psychology considered the life of the individual from different points of view: L. S. Vygotsky – as a single life plan, the leitmotif of human life, combined in a unified biographical process; B. G. Ananiev – periods of life (childhood, youth, maturity, old age) represented in activities, communication and cognition [2]; L. S. Rubenstein – as turning points in life and vital relationship to the subject world, to others and yourself, taking into account the continuity of the external and internal. Our contemporaries find new answers about building life strategies of a person: E. A. Petrova considers strategy as a complex integral education, which finally is the way of life of individual [14]; D. A. Leontiev – as a systemic unity of activities that are carried out by a person.[11]; L. V. Babulina - as subjective scenario strategies and as multiple psychological components that make up life strategies [4]; K. V. Karpinsky - as the history of the development of the subject of communication, activity and individuality [8]; Kuznetsova – how the individual history of the development of personality in time of life, containing all the factors, actions, events, and changes in personality and characterized by a conscious and purposeful formation through the construction and implementation of life plans [9]; I. V. Shapovalenko – integrity individuals way of life, encompassing the relationship of past, present and future, as well as the formulation of goals, objectives and benchmarks for the future [20]; L. I. Dotsenko – like production of subject choices and solutions to life's contradictions [6]; E. P. Fedorov, as a person's ability to organize his fate according to his own design, for the consumer attitude to life deprives a person of creativity, impoverishes the spiritual life [17]. The indicator of the value-semantic attitude to life are the goals of the person in which the life strategies of the person are manifested. So V. Frankl believed that man always has freedom of choice to accept or reject. Value orientations will influence the choice [18]. The same point of view was held by V. G. Aseev, who argued that for self-realization is necessary to divide the goals into significant and non-significant, fulfill the distribution of means of achievements, resources and costs. That are values which create a psychological basis for the resolution of personal conflict between oriented development and other forms of activity. Consequently, value orientations influence goal setting in the context of building life strategies [3]. A. S. Melnichuk in his works confirms that the system of value orientations determines the motives of man. Emotional-value attitude to yourself is manifested in self-respect, self-esteem, self-evaluation and level of claims. The problem of life strategies is interwoven with the professional formation of the individual in the form of personal perception about goals in individual value system, ideas on directions and

acceptable forms of self-improvement. The system of value orientations of the personality is determined by motivational and semantic aspects of life strategies [13]. P.S. Suvorov, O.S. Vasil'eva, L.I. Demchenko saying that a person who knows how to set goals and see their place in life, could be considered a wholesome person, able to give substance and meaning to its activities. Life goals and valueы of the individual are qualitative characteristics of life strategies. [16; 5]. How far into the future do older people look, choosing life strategies, building long-term plans, understanding the time constraints of their capabilities? What is the temporal perspective of this future in years? In search of answers to these questions, we conducted a study in which a hundred of elderly individuals (from 55 to 65 years) participated. Some of the surveyed continued to work, others-mastered new specialties, the rest were retired. The study was carried out within the methodological framework of the activity approach. The apparatus of the research is represented by two methods. The first is "Life Strategies Research" by M. O. Mdivani and P. B. Kodess (2009). As a basis of Methods used by the authors lies a list of 16 specially selected goals, the importance of each of which is to be evaluated by tested person in 2, 5, 10 and 15 years. The experimental procedure can be used to study life strategies at different ages and for different time perspectives. In this case, the time perspective of 10 years was studied. The second is" Evaluation Of Life Strategies " by E. A. Petrova (2010), based on the idea of 9 universal components of the structure of human life strategies. Data processing was carried out using non-linear relationships: evaluation of the comparative weights of the interaction parameters for the triads on the scale. (M. Basimov (2015)). In our psychological study, we have used estimates of nonlinear and linear statistical relationships, as well as a generalized version of the multiple comparison method [2]. The studied parameters were compared quantile partitioning data (triad). At the same time, we considered it possible to abandon the preliminary hypotheses about the form of a dependence (linear or some specific type of simple nonlinear dependence). The following is an interpretation of the dependencies between the parameters of the methods "Study of life strategies" and "Evaluation of life strategies".

1. The dependence of the parameter "Have a good family (SVTs in 10 years) (X58)" option from the "Submission on process and ways of constructing their own lives (X03)" as the comparative weights of the parameter X58 for triad on a scale X03:

Table 1: The dependence of the parameter

Triad on a scale X03	Comparative weights of the parameter X58 for triad
3	2001
2	-1711
1	13622

Figure following on the next page

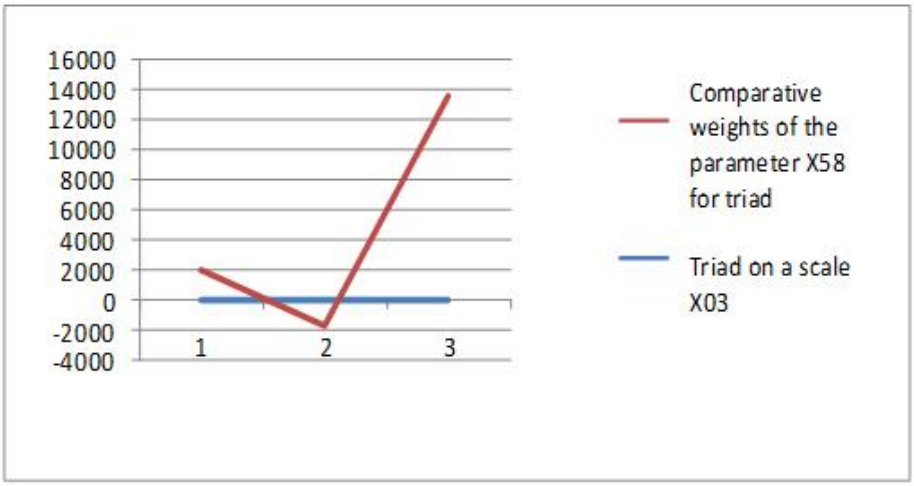

Figure 1: The effect of the setting "submission on process and ways of constructing their own lives (X03)" parameter to "have a good family" (X58)

Figure 1 shows the effect of the setting "submission on process and ways of constructing their own lives (X03)" parameter to "have a good family" (X58). For the first triad, the highest value (13622) is replaced by a sharp drop to the minimum values (-1711) in the second triad, and in the third triad (2001) by a moderate increase in the dependence under consideration.

- Tie force coefficient = 0.53 (0.04)
- Correlation coefficient = -0.02

2. The dependence of the parameter "To become wellknown (SVS after 10 years) (X 59)" from parameter "To learn a profession and get skill (SV 2 years) (X15)" as the comparative weights of the parameter X59 for triad on a scale X15:

Table 2: The dependence of the parameter

Triad on a scale X15	Comparative weights of the parameter X59 for triad
3	-212
2	8328
1	-1962

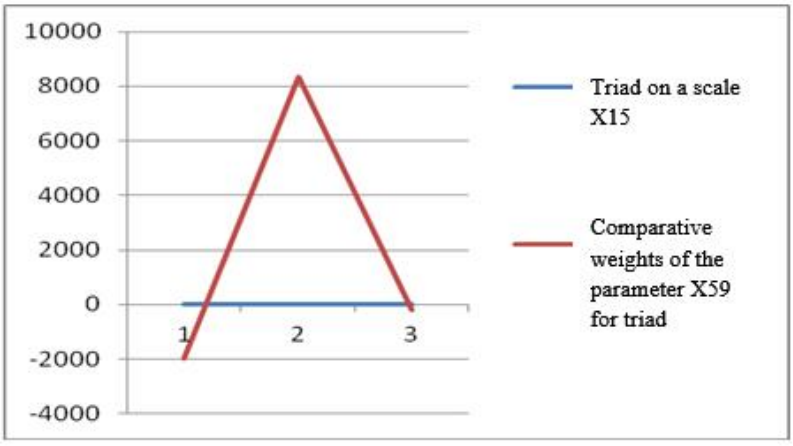

Figure 2: The effect of the parameter "Learn a profession and get skill" (target selection method) (X15) on the parameter "Become wellknown in 10 years" (target selection method (X59)

Figure 2 shows the effect of the parameter "Learn a profession and get skill" (target selection method) (X15) on the parameter "Become wellknown in 10 years" (target selection method (X59). For the first triad, the minimum value (-1962) is replaced by a sharp increase to the maximum values (8328) in the second triad, then a sharp drop to the minimum values in the third triad (-212) within the framework of the dependence under consideration. but not reaching the first triad, i.e., at a certain level of personality inherent in coping with the situation.

- Tie force coefficient = 0.52 (0.08)
- Correlation coefficient = -0.14

3. The dependence of the parameter "To learn a profession and get skill (SVS after 10 years) (X 47)" from the parameter "To take care of the environment (SVTs after 2 years) (X22)".

Table 3: The dependence of the parameter

Triad on a scale X22:	Comparative weights of the parameter X47 for triad
3	-8899
2	14407
1	-194

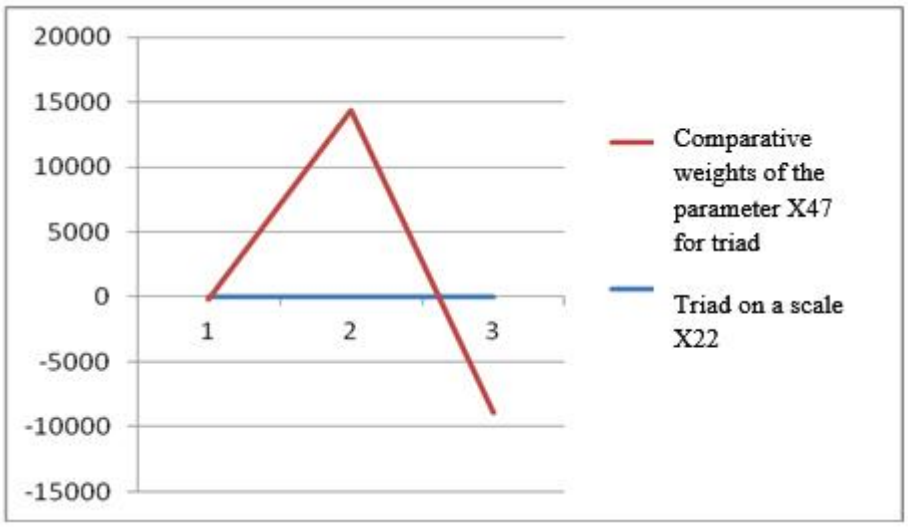

Figure 3: The effect of the "Take care of the environment (X22)" parameter on the "Master a profession and skill" parameter after 10 years (X47)

Figure 3 shows the effect of the "Take care of the environment (target selection method) (X22)" parameter on the "Master a profession and skill" parameter after 10 years)(target selection method (X47). For the first triad of low values (-194) is followed by a sharp increase to maximum values (14407) in the second triad, then a sharp drop to minimum values in the third triad (-8899) in the framework of the relationship, indicating the existence of reasons preventing the particular strategies of identity in the choice of life strategies for a ten-year time horizon. There are close links between the parameters.

- Coupling force coefficient = 1.05 (0.19)
- Correlation coefficient = 0.24.

4. The dependence of the parameter "Take care of your health (SVTs in 10 years) (X56)" from parameter “To evolve as a person (SVTs after 2 years) (X23)" as the comparative weights of the parameter X56 for triads on a scale X23:

Table 4: The dependence of the parameter

Triad on a scale X23	Comparative weights of the parameter X56 for triad
3	-1953
2	-12139
1	3046

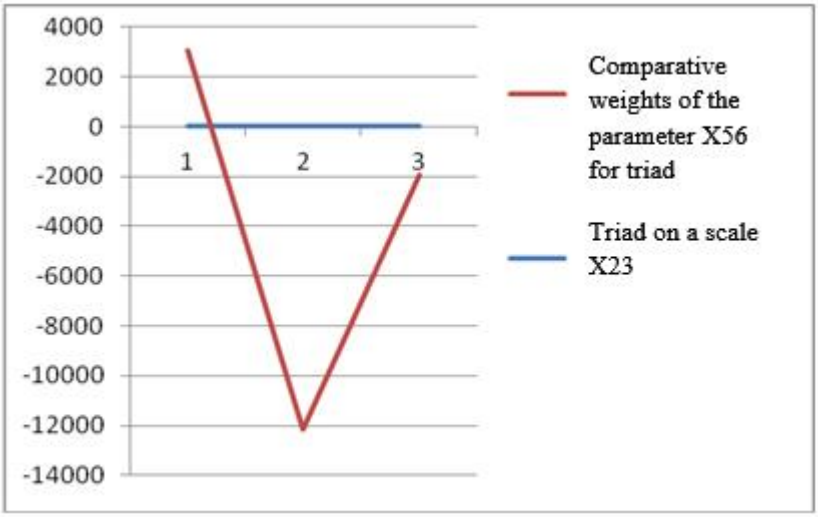

Figure 4: The effect of the "Develop as a person" parameter (X23) on the "Take care of your health in 10 years" option (X56)

Figure 4 shows the effect of the "Develop as a person" parameter (target selection method (X23) on the "Take care of your health in 10 years" option (target selection method (X56). For the first triad of the highest values (3046) are replaced by a sharp drop to the minimum possible values (-12139) in the second triad, and a sharp rise in the third triad (-1953) to values below the initial level in the framework of the relationship that there is a specific reason that requires additional research. There is a close relationship between the parameters.

- The coefficient of strength = 0.70 (0.60)
- Correlation coefficient = 0.21

5. The dependence of the parameter "Doing good for other people (SVTs in 10 years) (X57)" from parameter “To evolve as a person (SVTs after 2 years) (X23)" as the comparative weights of the parameter X57 for triads on a scale X23:

Table 5: The dependence of the parameter

Triad on a scale X23	Comparative weights of the parameter X57 for triad
3	-7332
2	-13738
1	3798

Figure following on the next page

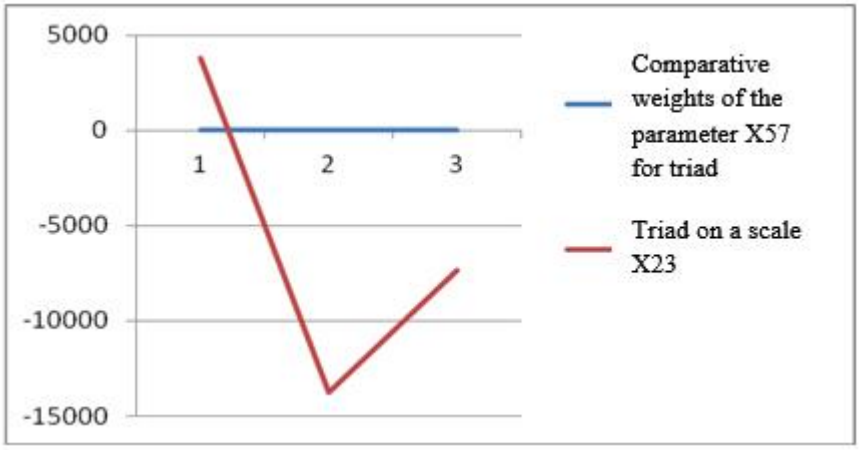

Figure 5: The influence of the parameter "Grow as person" method of target selection (X23) parameter to "To do good for other people 10 years later" method of target selection (X57)

Figure 5 shows the influence of the parameter "Grow as person" method of target selection (X23) parameter to "To do good for other people 10 years later" method of target selection (X57). For the first triad of the highest values (3798) replaced by a sharp drop to the minimum possible values (-13738) in the second triad and moderate growth in the third triad (-7332) to values below the initial level in the framework of the relationship, due to certain reasons, which also require new studies. There is a close relationship between the parameters.

- Coupling force coefficient = 0.67 (0.47)
- Correlation coefficient = 0.2

The result of the calculation of statistical relations survey data on a sample of elderly persons (as using the method of non-linear relationships, and based on the traditional correlation analysis – Pearson correlation coefficient), we showed a strong nonlinear relationship for pairs of parameters that are linearly among themselves virtually tied. The study is dominated by simple nonlinear relationships, which indicate the complex nature of the studied psychological processes that accompany the choice of life strategies in the construction of a ten-year perspective of older people.

3. CONCLUSION

According to the results of the study, it can be argued that the choice of life strategies for older people is a complex process. The lifestyle of older people and the choice of life strategies for the future of 10 years do not fit into the linear picture of the world, as in old age is more pronounced awareness of the finiteness of life, and therefore the construction of long-term prospects is subjected to critical analysis. Thus, it can be observed that the process of formation of life strategies in older people for a time perspective of 10 years is uneven. Its complexity is due to a number of reasons that require new research. Contemporary philosophy within the framework of the humanistic direction considers a person in social reality as the main value. Realization of the creative principle in a person will allow harmonious development of personality in society [10]. The variability of a life position can be active and passive, consistent and contradictory, holistic and forked, promising and unpromising. It can have both linear and hierarchical character. Elderly people who are aware of their individual psychological characteristics, have necessary abilities and capabilities and proper motivation, they can consciously choose their life guidelines on the basis of spiritual values, in order to implement the right choice of life strategies, set achievable goals and build feasible plans.

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DEVELOPMENT OF ENTREPRENEURSHIP IN THE AGE OF DIGITAL ECONOMY

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ABSTRACT
This article analyzes the changes in civil law regarding the introduction of the digital economy. The reform of business legislation is a necessary factor for the development of economy as a whole. The article considers the place of corporate contract in the contract system anddwells on the role of information and the information component in corporate relations. In the course of the study, the authors used the general scientific and private law methods of cognition: historical legal, formal legal, comparativelegal, sociological, etc. The main method used was the comparative method which allowed us to compare the implementation of civil law before and after the reforms. The results achieved can be useful to civil scientists, as well as practicing lawyers studying corporate relations in general and the business activities of corporate legal entities in particular.
Keywords: *corporate relations, corporate contract, information, information security, digital economy*

1. INTRODUCTION

With each passing year, in the Russian Federation, more and more public relations are realized through information and telecommunication networks, the digital economy is actively developing, new objects in the field of intellectual property are being formed, which is why the issues of statutory regulation of “digital relations” as a whole and the provision of corporate information security system for entrepreneurship in particular are especially topical in Russia. Currently, the main vector and strategic goal in developing the country's economy is the transition to the digital economy viewed as the introduction of digital technologies in the economy, law, public administration and everyday life. In order to develop the digital economy, a development strategy for the Russian information society for the period 2017-2030 has been developed (Decree of the President of the Russian Federation dated 05.09.2017 No. 203 “On the Strategy for Development of the Information Society in the Russian Federation for 2017-2030”), as well as a landmark Program “Digital Economy of the Russian Federation” (Decree of the Government of the Russian Federation of 28.07.2017 No. 1632-r “On approval of the program “Digital Economy of the Russian Federation”). In order to implement the goals of development of the information society, from 1 October 2019, the provisions of the Civil Code of the Russian Federation come into force, in accordance with which digital rights will become a new subject of civil rights, corporate legal entities will receive additional guarantees that allow them to participate more actively in the "economy of the future", which, in turn, necessitates the study of these relations and identifying the gap in the information system of business security in Russia. The study is based on the following main works of the authors of this article:

1. Sitdikova L., Starodumova S., Volkova M. Corporate legal entities in the civil law of the Russian Federation // В сборнике: Economic and Social Development Book of Proceedings. Editors: Aleksander Maloletko, Natasa Rupcic, Zoltan Baracskai. 2018. С. 715-721.

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2. METHOD

In the process of the study, the authors were guided by general scientific and private-law methods of cognition: historicallegal, formallegal, comparativelegal, the method of legal analysis, sociological, etc. Such general scientific methods as analysis and synthesis, generalization and analogy will be most actively applied. The main method used was the systemic structural one which will reveal the place of the corporate contract in the contract system. The combination of historical and comparative legal methods will reveal the specifics of the impact of historical conditions on the development of the digital economy in general, as well as the institution of the corporate contract and digital rights in particular, as well as the influence of the Anglo-Saxon legal family on legislative regulation in the field of information technology in Russia. The formal legal method will make it possible to analyze the legal norms governing the legal nature of information as one of the key components of information security,

the legal nature of a corporate agreement, as well as to substantiate proposals for improving legislation aimed at the sustainable development of entrepreneurship in Russia.

3. RESULTS

It was revealed that corporate agreement cannot be definitively attributed to compensated or gratuitous, because under a corporate agreement, goods, works or services are not transferred. In addition, the price of a corporate contract is quite difficult to determine. It is established that at present there is no need to include information in the list of objects of civil rights of Art. 128 of the Civil Code of the Russian Federation. At the same time, one cannot exclude the possibility that at a certain period in the development of the digital economy there will be a need to rethink the view of information in the field of law. We believe that it is necessary to implement the combined name of tools and methods for processing results (information) - "Big Data" used by corporate legal entities in the process of their business activities.

4. DISCUSSION

4.1. Corporate agreement in the system of civil law contracts and its place in the legal regulation of corporate relations

Debatable is the question of the legal nature of the corporate contract and its place in the system of civil law contracts. Let us consider the most contentious issues of the legal nature of corporate contract. Researchers such as T.Yu. Basova (Basova T.Yu., 2011, p. 34), N.G. Frolovsky (Frolovsky N.G., 2010, p. 89), E.V. Artamkina (Artamkina E.V., 2017, p. 45) state and adhere to the position that corporate contracts should be considered compensated. In support of their point of view, the authors write that parties to the agreements may have certain responsibilities in exchange for counter-benefits. However, there are scientists who adhere to the position that corporate agreement is gratuitous (Rublev V.V., 2010, p. 46; Povarov Yu.S., 2011, p. 53; Suvorov E.D., 2011, p.31). It is also necessary to mention the existence of a compromise point of view. According to this position, the parties to the agreement can themselves determine its compensated or gratuitous nature (Gribkova T.V., 2011, p. 112; Guriev V.N., 2012, p. 11). E.A. Kondratyeva writes that mutual satisfaction of requirements in the exercise of corporate rights takes place, and there are no economic or political and legal grounds for prohibiting this possibility (Kondratyeva E. A., 2015, p. 8). E.Yu. Gorbunov claims that "the ban on such actions does not arise from either a literal or theological interpretation of the current legislation" (Gorbunov E.Yu., 2012, p. 34). It is impossible to ignore the statement that if the contract does not include a condition of a specific amount and type of consideration, as well as the procedure for determining it, this cannot indicate that the party has not received any benefit from its conclusion. In turn, the benefit can be expressed not only in monetary terms, it can be new business opportunities or corporate control rights (Stepkin S.P., 2011, p. 11). It is noted that the denial of the compensated nature of the corporate agreement is largely due to moral and ethical reasons (Mazhurin P. V., 2016, p. 10). Since the obligation to vote in a certain way at a general meeting is often included in the subject of a corporate agreement, such agreements contain compensated obligations and are perceived as "vote buying" agreements. Also, taking into account the specifics of the subject of the contract under consideration, the counter-condition may be expressed in an obligation to perform certain actions (a ban on the alienation of shares before specific circumstances occur in exchange for an obligation to vote for a particular candidate). Discussion in scientific circles is raised by the question of the fiduciary nature of corporate contract. Fiduciary is characterized by the presence of trust relationships that underlie the conclusion of any contracts. Noting that the presence of trust between the parties is not a basis for terminating the contract unilaterally. A group of authors (Guriev V.N., 2012, p. 10; Andreev V.K., 2014, p. 42) consider it unreasonable to classify corporate agreement as fiduciary. But there are those who defend the opposite position

(Gribkova T.V., 2011, p. 99). Speaking about the fiduciary nature of a corporate agreement, it is fair to say that one of the parties to the agreement has the opportunity to influence the actions of the other, but this is provided for by the provisions of the agreement. At the same time, the other party is not free in its actions, as it has obligations to act in a certain way. Violation of this rule entails liability established by law or the contract. In general, corporate contract is governed by general norms of the contract and is written, consensual, casual and not risky. Based on the fact that a corporate agreement, as a general rule, establishes mutual rights and obligations, it can be considered compensated and bilaterally binding. A corporate agreement should not contradict imperative norms and, along with the company's charter, supplement its provisions. The normative and official nature of the corporate contract should be recognized, since it establishes binding provisions not only for its participants, but also for third parties.

4.2. Information component in corporate relations

In the program "Digital Economy of the Russian Federation" approvedby the order of the Government of the Russian Federation dated 28.07.2017 (now void) which was further developed in the National Project “Digital Economy”, defining goals and objectives, it is indicated that in modern conditions “... data in digital form is a key factor in production”. One can agree that in the simplest form, the digital economy means “... the maximum satisfaction of the needs of all its participants through the use of information” (Mikhailov A.V., 2018, p. 68.). The most important area of corporate governance policy is information support of the company’s activity. Information support of the company’s activities is governed by the regulations on the company's information policy. The main requirements for the information policy in the management of the corporation are set forth in the Corporate Governance Code developed by the Bank of Russia on 10.04.2014 No. 06-52/2463. As noted by I.A. Yurchenko, information policy of the company should be aimed at "... effective interaction between the corporation, its members, investors and other interested parties (partners, customers, suppliers, the public, state and municipal bodies)" (Yurchenko I.A., 2019, pp. 53-59). This interaction involves the active movement of corporate information not only within the organization itself, but also the exit of a certain part of it beyond the organization’s boundaries. The division of corporate information into two components is also reviewed in Section 274 of the Corporate Governance Code. Thus, internal corporate information which is understood as “... accounting, planning, reference, consolidated, analytical and other information necessary for the company’s units (enterprises, firms, corporations) for production purposes and which is the subject of information exchange between them” (Lopatnikov L.I., 2003) should be differentiated from external corporate information that is used in the communication of "... members of governing bodies, officials and employees of the company with ... representatives of the media and other interested parties." In this regard, the issue of the place of information in corporate relations is very relevant and debatable. So, V.A. Waipan, considering the problem of including information in civil circulation, expresses his opinion on the need to consolidate it as an object of civil rights in Art. 128 of the Civil Code of the Russian Federation. At the same time, he does not determine as what benefit should information be considered - tangible or intangible (Vaipan V.A., 2017, pp. 5-18). The author supports his opinion with the position on this issue of a number of researchers (A.A. Inyushkin, O.V. Kirichenko, E.A. Zvereva). However, an analysis of the conclusions made by A.A. Inyushkin (Inyushkin A.A., 2016, p. 4-7), does not allow us to unequivocally talk about the need to consider information as an object of civil rights. The paper concludes that only subject to the described conditions (the existence of a legal connection between intellectual property and information through the use of information in an object of intellectual property) is it possible to legally conduct civil legal relations in relation to information (Inyushkin A.A., 2016, p. 7). As we can see, these conditions follow from the provisions of Chapter 4 of the Civil Code of the Russian Federation and in no way indicate the

need to include information in the list of civil rights of Article 128 of the Civil Code of the Russian Federation. The same conclusions can be drawn from the work of O.V. Kirichenko (Kirichenko O.V., 2014, p. 77-81). Regarding the point of view of A.E. Zvereva, it should be noted that it was written at a time when the information was included in the list of civil rights stipulated by Art. 128 of the Civil Code of the Russian Federation and cannot be considered as an argument about the need to restore information in the list of objects of civil rights of Art. 128 of the Civil Code of the Russian Federation. Any organization in the course of its activities accumulates a huge amount of information in its own information systems, which are the result of the introduction of digital technologies in its activities. This information, as a rule, is structured in a form that ensures the interest of the organization itself and does not provide for its use outside the organization (Gorshkov S., 2019). This part of the internal corporate information, which has no commercial value, is not secret, impersonal, but due to the provisions on the corporation's information policy not subject to distribution, can be accumulated and used in the general system that ensures the functioning of the digital economy. Such an information system can be formed both on the basis of a strategic partnership agreement (Laptev V.A., Solovyanenko N.I., 2019, p. 45-50) between corporate organizations, and on the basis of state regulations defining the legal status of digital economy entities. The technologies proposed to ensure the functioning of the digital economy will require the collection and conversion of open information located in the information systems of business entities into a single information system in which the information volume of organizations from a constantly growing number of sources will be enormous, systematized and processed in such a way that the user of the processed data will be able to obtain qualitatively new information about the phenomenon. Therefore, the proposal on the need to legalize the collection and processing of significant amounts of anonymized information and legislative consolidation of the design of the contract for the provision of information services looks convincing.

5. CONSLUSION

Currently, the so-called digital economy is in its infancy and developsdramatically. The conducted study of the activities of corporate legal entities in the civil law of the Russian Federation made it possible to identify the features of a corporate contract in the system of civil law contracts and its place in the legal regulation of corporate relations. The most important area of corporate governance policy is information support of the company. Information support of the company's activities is regulated by the regulations on the information policy of the company. In this regard, the question of the place and nature of the information remains relevant to this day.

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SOCIAL RISKS OF A GLOBALIZING NETWORK SOCIETY

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ABSTRACT
The analysis of the modern network society highlights the most significant social risks caused by the formation of the digital world, the development of new network technologies. Globalization processes generate new challenges in the modern world associated with the deepening of inequality caused by the consequences of digitalization of the economy and culture, the expansion of the use of new network technologies based on crowdsourcing, collective intelligence, big data and blockchain. Based on the systematic analysis the characteristic features of the manifestation of this type of risk is investigated and analyzed the factors that reduce the possibility of their negative consequences, which reduces the risk dependence of a particular type of society. Among the most significant factors contributing to the reduction of risk dependence are the following: reducing the gap in economic and digital inequality, building trust and transparency of information flows, creating conditions for interaction between the creative initiative of the masses and the knowledge of experts.
Keywords: *blockchain, crowdsourcing, «collective intelligence», globalization, fourth industrial revolution, inequality, network society, network social technologies, risk, trust*

1. INTRODUCTION

Research of features of modern network society (Oleskin, 2016) in the conditions of globalization processes are carried out in the context of dynamics of development of information society from a stage of postindustrial to a stage of society of risks. Globalization processes have led to a number of contradictions that have had a negative impact on modern society. As a result, the concept of post globalization was proposed (The decline of us Empire, 2013), which highlights new trends in the formation of a multipolar world (Kuzmenko, 2016, Latham, 2016, Skorodumova, 2016), which generates instability of social relations and stimulates research interest in the identification and analysis of risks. The risks caused by a sharp increase in economic, social and digital inequality are fundamental for the modern era (The decline of the us Empire, 2013, Stiglitz, 2005). Achievements of the fourth industrial revolution (The birth of the collective mind, 2014, The decline of the us Empire, 2013), intensive introduction of the artificial world in the sphere of human activity (Kutyrev, 2009, Pavlenko, 2010) led to the emergence of new risks associated with the absorption of the natural artificial world. Occurs research interest as to the concept of «risk» and to a new social formation of «risk society» (Bauman, 2008, Bechmann, 2010, Beck, 2007, Skorodumova, 2013). The development of networks of different levels and interactions between them against the background of avalanche-like growth of information flows has led to the demand for research of new social network technologies such as blockchain (Smorgunov, 2018, Tapscott, D. Tapscott, A. 2016.), crowdsourcing (The decline of the us Empire,2013), «collective intelligence» (Mulgan, 2017, The birth of the collective mind, 2014). Their study is conducted both in terms of the possibilities of specific application in the organization of social life, and in terms of analysis of the social and cultural consequences of widespread use. The fourth industrial revolution, the achievements of which are largely based on intellectual technologies

based on artificial intelligence (Schwab, 2019, Schwab, K., Davis, N. 2018), led to a qualitatively new change in social life, but at the same time gave rise to a number of new risks, the analysis of which due to their novelty is given insufficient attention. The aim of the work is to identify and characterize the risk-containing elements of modern achievements of information technology and the fourth industrial revolution, which are most important for the further development of modern society.

2. METHODS

The study was conducted using General theoretical methods and methods of philosophical analysis. We used logical methods of analysis of concepts when considering the concept of «risk». Comparative analysis allowed to identify the specifics of the risks of modern network society, generated by various actors, to identify their specificity and analyze the nature of the manifestation. On the basis of a systematic approach were established relationships and interdependencies between different social risks, analyzed their mutual impact on each other. Synergetic approach allowed us to identify the appearance of emergent qualities in the networked community associated with the collective innovation, generating as a qualitatively new structures and associated risks. Based on the method of ascent from concrete to abstract and from abstract to concrete, General trends in the development of a network society in the context of the risks generated by it and the specific manifestation of the consequences of the presence of risks in the life of society were identified and analyzed. The dialectical approach made it possible to analyze the contradictory content of the consequences of the widespread use of new social network technologies, the risks arising from them both from their innovative capabilities and from the point of view of possible destructive factors.

3. RESULTS

As a result of the study, it was found that the digitalization of modern society and its transition to the stage of the network, significantly increase the social risks of increasing inequality generated by the processes of globalization. The gap between the social strata of the population is increasing not only in access to economic benefits, but also to information, the ability to use advanced information technologies and the latest achievements in science and technology. There are sharp differences in the way of life, thinking and behavior between those who are able to use actively modern information technology and those who deprived this opportunity, or who have it limited. This situation creates social tension, misunderstanding and mistrust. The development of intelligent information systems creates a social risk of absorption of the natural world by the artificial world. At the same time, standardization, given algorithms generated by the fourth industrial revolution, creates the risk of loss of individuality. There is a threat of loss of essential features of homo sapiens, its transformation into an appendage of technological systems. The widespread use of new social networking technologies, such as blockchain, crowdsourcing, «collective intelligence» leads to a new social risk of amateurism, when the opinion of the crowd can lead to ignoring the position of professionals. The ability to gather information and manipulate people through new network technologies creates a social risk of loss of trust. There is a contradictory situation: the further development of the information society requires the growth of trust, at the same time in the social environment conflict and distrust sharply increases. The identified social risks are controversial in nature, manifested in the fact that under certain conditions the factors that generate them can play a positive role. Thus, for example, the trend away from Hinduism and the demand for collective efforts can have a pronounced positive result. Risks arise when the process becomes unilateral. Social life is multifaceted, so there is a need to maintain a balance between the conflicting trends of modern society.

4. DISCUSSION

4.1. Growing inequality: new risks of the modern era

In modern research literature, the concept of «risk» as a basic construct of the information society is given special attention (Bauman, 2008, Bechman, 2010, Beck, 2007). The reason for referring to the concept of «risk» is largely due to the increasing complexity of modern social structures, and, as a consequence, a decrease in their manageability (Melikov, 2017, Castels, M. 2004), and in many cases, the fundamental uncontrollability. Within the framework of industrialism there is an idea of a rational person who seeks in his economic activity to the maximum benefit, looking for ways to minimize costs, rationally builds relationships with the people around him. The emergence of modern information infrastructure leads to the saturation of information flows, which are difficult to navigate, to a sharp aggravation of competition, to the extremely short life of the product, which is replaced by a new product. This helps to ensure that demand innovation (Lobashova, 2014), which relies more on the creative impulse, insight than sober consistent calculation. The focus on innovation has also generated a There is no clear definition of «risk». In modern society, the ability to innovate: to produce, present and evaluate them depends on the degree of digitalization of society, involvement in network structures. The development of globalization processes, on the one hand, which created a condition for the unity of the world, on the other, gave rise not only to economic, but also to digital inequality, which continues to deepen rapidly. John. Stiglitz shows that this gap in the countries of the developed North is more than 200 times and it continues to increase (Skorodumova, 2016). In the South, the gap between wealth and poverty is even greater. The risk of increasing inequality, leading to the impoverishment of large segments of the population, can lead to the emergence of cruel ways of exploitation, up to the development of new forms of slavery. In the fundamental study of B. Kevin «Disposable people. New slavery in the global economy» (Kevin, 2006) substantiates the idea that the emergence of the idea of economic efficiency and the desire to obtain superprofits leads to the emergence of unlimited forms of exploitation. B. Kevin (Kevin, 2006) shows that there is a new type of slavery when people become «disposable». Their life cycle is reduced to 5-10 years. The possibilities of new information technologies allow the recruitment of potential slaves through the Internet. According to the UN data for 2015 (Lebedynets, 2016) the number of slaves is 27 mil. man. Digital inequality is equally dangerous. The fourth industrial revolution (Schwab, 2019), which creates the possibility of penetration of digital technologies in all sectors of human activity creates the basis for conflict between generations. There is distrust and misunderstanding between the generation that grew up in the digital world and the generation of parents who could not adapt to the new conditions.

4.2. Absorption natural artificial risk of deindividualization person

The achievements of the fourth industrial revolution in the era of globalization generate social risk associated with changes in human life as a member of society. There is a risk of absorbing the natural world, replacing it with an artificial one. The creation of an artificial habitat, artificial climate, the widespread introduction of implants, and, finally, the expansion of virtual worlds, does not leave nature and natural man a chance of survival. V. A. Kutyrev (Kutyrev, 2009) sees the cultural origins of the process of natural artificial absorption in the spread of postmodernism. Consideration of information as a substance has led to the blurring of the line between the real and the virtual. Man was able to design not only multiple identities, but also the worlds of habitat. This led to the fact that artificial reality was seen as something desirable and in demand and the real world as flawed. The absorption of natural by artificial is one of the most dangerous threats of our century. bringing a person in line with the needs of the artificial world created by him. For example, the creation of an artificial environment (artificial climate, artificial landscape, etc.) require a certain restructuring of the person. If we proceed from the ideas of global evolutionism, spreading the idea of evolution to the Universe, the generation of

life as a result of biochemical evolution, the further emergence of intelligent man as a result of the implementation of evolutionary processes in nature are continued. Quality continuing evolution in terms of the appearance of the built environment as a new type of life should be the emergence of human creatures of a brand new type designed because of the latest achievements of science and technology of anastrophe (Pavlenko, 2010). Considering the peculiarities of development of modern technology, A. N. Pavlenko shows that the implications of this transformation of the person is manifested quite clearly. Science and technology function in such a way that the final product depends on the efforts of many people and, ultimately, individuality as a creative factor of the individual is lost in collective activity. This leads to the degradation of the individual and the collective formation (gross) of Serendipity. There is a risk of human deindividualization. The process of human deindividualization corresponds to objective laws in the development of modern technology. Deindividualization is closely connected to the transformation of man into ananthrope. She is under the influence of factors such as: harmonization of the functioning of technological systems and related systems of human life, the total adoption of technology for the fourth industrial revolution in people's everyday activities, standardization of behavioral reactions by manipulating his mind with the possibilities of modern intellectual information systems. Wide use of network technologies, work under the specific project generate need for development of skills of collective interaction. Teamwork comes to the fore. Attitudes to competition, a pronounced individualistic position, the desire to take a high place in the hierarchical structure by any means lose their relevance. Such qualities as the ability to fit into a team, effectively interact with its members, willingness to sacrifice their personal interests in the name of solving a common problem become in demand. Redundancy of information flows is closely related to the increasing intensity of social life in the economy and in politics. The complexity of social and economic systems increases dramatically, approaching the level of organization to highly developed living systems. Speaking about the modern economy, B. Gates (Gates, 2007) compares the complexity of economic relations with the variety of connections in the nervous system.

4.3. New social networking technologies: opportunities and risks

The dynamism of the information society requires quick, original solutions. This leads to the demand for new ways of producing, processing, broadcasting and storing information based on forms of cooperation, which include new network social technologies: blockchain, crowdsourcing, «collective intelligence». Having emerged as a technology for the use of cryptocurrencies (Tapscott, 2016), the blockchain, based on equal access to information, making the procedures taking place in the network completely transparent, quickly gained popularity. Gradually, its revolutionary opportunities for use in other areas were realized: politics, research, education, social sphere and other blockchain technologies create unique opportunities for the development of collective creativity. Free identification, which presupposes the initial equality of the subjects included in the system without manifestation of their status differences, availability and transparency of information, its protection from distortions and changes, transparency creates a favorable environment for interaction on the basis of collective interest, honesty and openness. It is also a network social technology – crowdsourcing creates opportunities for solving non-standard tasks usually on a voluntary basis with the involvement of a large number of participants via the Internet without restrictions on the level of education, status, age, etc. Studies of the use of crowdsourcing technologies have shown (Tapscott, 2016) that their widespread use creates specific risks of increasing the level of amateurism, which requires the development of collective intelligence technology that combines crowd innovation and the opinion of experts. The need for collective intelligence technologies is due to the intensification of information flows. The avalanche-like growth of information in networks leads to the fact that even in a highly specialized field it is impossible

to cover and analyze all significant sources, which makes the formation of broad expert systems of specialists on the basis of «collective intelligence» technologies in demand (Bechmann, 2010). Modern new social networking technologies enable professionals to unite in a network structure at the global level on the synergetic principles of self-organization. This kind of network accumulates accumulated and processed by intelligent information systems available knowledge and innovative ideas produced by its members. Modern search engines allow you to find, rank and correlate information related to the solution of a problem. Specialist activity becomes impossible without inclusion in the network. Ranking of participants within the network is carried out by the system itself, taking into account their contribution to this network community. Status growth does not depend on external regalia, but on the activity in the network, the success of solving certain tasks. Potentially, such networks, in order to strengthen their capabilities, will seek to merge, in order to eventually unite all available knowledge and its carriers into a single system called collective intelligence (Mulgan, 2017). The success of network interactions largely depends on the degree of trust of network users. Trust is an essential need of the information society. At the same time, there is a number of factors, which leads to a social risk of loss of confidence. The prerequisites for the emergence of social risk of loss of trust, rooted in the specifics of knowledge societies as a stage of development of the information society. G. Behmann believes that the expansion of knowledge leads to the need for new knowledge, which creates a paradoxical situation of constant lack of knowledge (Bechmann, 2010). Constantly updated information and the need for innovation give rise to distrust of existing information, doubts about its ability to solve emerging problems in the new round of development. In the information society, innovation and the principle of trust acquire the status of driving forces of its development. The inconsistency of the social risk of loss of trust is that the need for trust for the successful functioning of the information society is closely related to the growth of distrust in all spheres of life. The growth of distrust is observed not only at the level of social networks that demonstrate opposition to the ruling government sentiment (Nikiporets-Takigawa, 2017). Lately there is a trend towards isolationism information not only from the East, particularly China, realize the project «Golden shield», which China's population is deprived of free access to Internet resources, but also from the US, EU, Russia at the legislative level the possibility of adopting control of the Internet.

5. CONCLUSION

The dynamism of the development of modern network society and the achievements of the fourth industrial revolution give rise to an extremely unstable social situation, due to the existence of numerous social risks. Their interaction largely determines the further development of modern society. Long-term social forecasting is impossible without taking into account the content, dynamics, systemic nature of social risks and their consequences. It is necessary to take into account the dialectical nature of the manifestation of risk-bearing activities. The dual nature of modern social risks is manifested in the fact that, on the one hand, the prerequisites for innovation are created, and on the other hand, there is a destructive potential. This should be taken into account in the development of long-term social development programs. Using the innovative potential of risk-bearing activities and reducing its destructive effects is one of the most urgent tasks of our time. The solution of this problem largely depends on the creation of an atmosphere of trust in the network society, the use of new information technologies to reduce the degree of inequality in access to the latest achievements of science and technology, finding a harmonious way of human interaction with the artificial world without losing its unique qualities, creating conditions for individual development.

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CONSTITUTIONAL STANDARDS OF THE SOCIAL STATE

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ABSTRACT

The Relevance of the problem is due to the needs of the development of law-making and law enforcement activities in order to solve the most important problem of modern society-effective social protection of citizens. The subject, the purpose of the study:the purpose of this article is to develop doctrinal positions, revealing the peculiarities of the constitutional standards of the social state, the constitutional model of the Russian state, the study of foreign experience of formation and development of the welfare state, defining directions of improvement of legislation. Research methods: one of the leading approaches to the study of this problem is the dialectical relationship between the economic and political level of development of the state and the provision of social rights of citizens. The system-structural approach allowed to consider the social state as an integral system. The study has found wide application of the comparative legal method. The doctrinal bases of constitutional standards of the social state are Formulated, the directions of improvement of the legislation of the Russian Federation are offered. The materials of the article can be used in the domestic and foreign theory of constitutional law, in the rule-making activities of the Russian Federation, the practical activities of the Executive authorities, the educational process. The problems of ensuring the constitutional standards of the social state are considered through the prism of improving the economic, political, spiritual spheres of state activity, increasing the responsibility of the state and the individual, the use of advanced foreign experience in this area. The article analyzes the doctrinal provisions of the social state, the legislation of the Russian Federation, regulating the level of social security of citizens, foreign experience in this field. It is established that the welfare state in the broad sense is a democratic socio-political power is a mechanism to ensure (guarantee) through a system enshrined in legislation, standards, a combination of social responsibility of both the state and the individual is worthy (high) level of life and reproduction as the main collective actors in society (peoples, Nations, social groups) and individuals on the basis of a socially oriented market economy and high level of cultural development.

Keywords: *social state, constitutional standards, social standards, guarantee state, constitutional model of social state*

1. INTRODUCTION

The current state of the Russian state and political systems is characterized by increased participation of civil society in the implementation of the main tasks of public administration, including ensuring social standards and social rights of citizens.

Many progressive initiatives in the economy, politics, culture directly depend on the level of life of citizens, their social security, confidence in the future. In the framework of ensuring the social rights of citizens, one of the most important directions of the Russian state policy in accordance with article 7 of the Constitution of the Russian Federation is to create conditions that ensure a decent life and free development of the person (Constitution of Russia, 1993). To implement this constitutional norm, the state creates the necessary mechanisms. In the Russian legal science many researches devoted to formation of normative bases of the social state, implementation of social standards in law enforcement practice were carried out. Notable among them are the following authors: Belkin, A. A. (1991); Baglay M. V. (1997); the Macedonian, J. H. (1997); Andreev, E. M. (1998); Goncharov, P. K. (2000); Varlamov N. In. (2000); Bondar N. S. (2002), Graph M. P. (2007); Safronov V. N. (2007); Leksin V. N. (2008); Evstifeev R. V. (2008); Skuratov Y. I. (2015, 2018). At the same time, it should be emphasized that these studies, although conducted from the standpoint of constitutional law and public administration, but they touched only certain aspects of the formation and development of the social state. These studies did not consider the social state in the broad sense of the word as a democratic socio-political power mechanism that provides (guarantees) through the system of standards enshrined in the legislation, the combination of social responsibility of both the state and the individual.

2. METHOD

The study of the constitutional standards of the social state involves the use of various research methods, the main of which are dialectical, systemic, comparative legal, comparative historical, formal logical, analysis and synthesis. The complexity of the use of the presented methods allows to obtain a complete picture of the constitutional model of the Russian state and in determining the standards of the social state. The application of these methods in conjunction with the study formed the basis of the Constitution of the national legislation in the study area allowed in the complex formed to perform in the Russian mechanism of legal regulation of the welfare state, but also to determine the features of the constitutional model of the social state.
To disclose the topic, the authors analyzed the provisions of the Constitution of the Russian Federation, Federal laws and other regulatory legal acts of the Russian Federation. The authors also studied the work of Russian and foreign scientists in the field. One of the leading approaches to the study of this problem is the dialectical relationship between the economic and political level of development of the state and the provision of social rights of citizens. The system-structural approach allowed to consider the social state as an integral system. The study has found wide application of the comparative legal method.

3. RESULTS

As a result of the complex analysis of doctrinal and legislative provisions, and also materials of law enforcement activity within the designated problem the following is established:

1. The basis of normative legal regulation of the constitutional standards of the social state are constitutional provisions enshrined in articles 7, 39 of the Constitution of the Russian Federation, as well as provisions of Federal laws, by-laws, developing these constitutional norms. Hence, the process of constitutionalization of the social sphere is extremely important – the rapprochement of the Constitution and the legislation of the Russian Federation in the field of social relations, increasing its compactness and efficiency. The implementation of the concept of the social state requires a qualitatively different level of normative legal regulation of relevant relations and processes. This area is very difficult for legal regulation primarily because of the multidimensionality of social relations themselves, which have an integrative, synthetic character. Therefore, many branches of Russian law are involved in their regulation and mediation.

Due to these reasons, we can talk about the prematurity of the thesis developed in some works about the formation of social law in Russia as a new branch of Russian law.

2. The main task of the reform of the social legislation of the Russian Federation is to bring it closer to the constitutional model of the concept of the social state, turning the relevant provisions of the basic law into directly applicable law. It is important to nourish the updated legislation with the legal positions of the constitutional court of the Russian Federation, developed in the course of its consideration of cases concerning legislation on the social sphere.
3. A significant direction of development of social legislation as part of the process of constitutionalization of the social sphere is due to its comprehensive inventory, preservation of socially valuable norms, able to operate in the new environment, eliminating the contamination of the legislation inoperative the rules of behavior, elimination of gaps that have arisen in connection with the emergence of new groups of social relations; approximation of national law with international law; the decentralization of legal regulation and folding of a full-fledged social legislation of constituent entities of the Russian Federation.
4. There is a need to coordinate the law-making process in the social sphere with the law-making process in other spheres and the resource provision of the emerging institutions of the social state, which can be achieved by developing a unified Concept of reforming legislation in the social sphere. The latter, in turn, should become an important part of the national Social doctrine of the Russian Federation. A higher level of systematization of legislative acts of the corresponding profile is seen in the formation of a complex branch of social legislation, the active centre of which should be either codified Federal law "On principles of state social policy in the reform period", or the basic legislation concerning social security or Social code. Such an act could bring together social guarantees and benefits, which at present are still an unordered set of norms scattered through numerous laws and regulations.
5. As one of the directions of constitutionalization of the social sphere, a complex of organizational and legal means is needed to ensure the transformation of social responsibility as a qualitative characteristic of the social state into legal responsibility, including constitutional and legal.

The Executive power in Russia, as well as the legislative and municipal authorities, are quite calm about the adoption of administrative and rule-making decisions that infringe on the standards of social support for citizens enshrined in the Constitution of the Russian Federation. An important role in changing the overall situation for the better could be played by a broader application of measures of constitutional and legal responsibility to entities that violate the provisions of the Russian Constitution on the social nature of the state.

4. DISCUSSION

4.1. Genesis and evolution of the concept of social state

At the present stage of social development of Russia, scientific and political interest in the problem of the social state has increased dramatically. The living conditions of millions of people, new socio-political trends and options for the development of modern Russian society will largely depend on the extent to which the thesis of a social state will become a real factor in the state policy of the country. If we briefly turn to the historical aspect of the development of the concept of the social state, it is necessary to note a fairly long evolution of this concept. The idea that among the General Affairs which the state is called upon to carry out should include the social protection of the population, began to spread in the public consciousness at the end of the XIX century.

Initially perceived as a modern modification of the monarch's care for his subjects, it was implemented in the Institute of state pensions, social insurance, poverty control, etc. The development of capitalism in the monopoly stage of development, accompanied by the growing role of the state, the October revolution in Russia intensified the social function of the state, its desire to avoid acute social conflicts (Skuratov Y. I., etc., 2019, p. 7-9). However, the transformation of social policy in the main direction of the state, as a reality, talked only during the Second world war. One of the impulses came from the UK, where the concept of the welfare state appeared for the first time in an official document. We are talking about the famous Beveridge plan, proposed by the British Parliament to the labour government in 1942 and became a model for many States in post-war Europe. As noted by the German historian G. Ritter, "the transition from social insurance to workers a national insurance"(Gerhard A. Ritterg.,1989, p.59). In the United States, the idea of a welfare state was adopted later than in Europe. "The average American", i.e., dominant in America, the type of social consciousness that preferred belief, deeply rooted in American society, the principle of individualism (Spiridonov L. I., 1995, p. 45). Ideological narrow-mindedness of domestic legal science clearly hindered a serious and objective analysis of the Western concept and practice of the social state (Volkov L. B. et al., 1974, p. 160). The formation of the concept of the Russian social state is organically associated with the answer to the question of the essence of such a state. In our opinion, is not a good offered by J. H. the Macedonian definition of the essence of the welfare state as "a form of practical implementation of the constitutional and social rights through the implementation of social policies" (Macedonian J. H., 1997, p.2). This definition is too abstract, formal, does not reveal the nature of the phenomenon. The difficulties in defining the essence of the social state are understandable and are due to a number of circumstances. First, the ambiguity and breadth of the word "social". The Austro-American economist F. von Hayek believed that the definition of "social" has become useless as a means of communication (V. N. Leksin, 2008, p. 209). . Secondly, this is due to the complexity and undeveloped concept of social relations and the social sphere. A well-known help for the formulation of the concept of the social state is the generalization of foreign literature, mainly German, since it is in Germany that the concept of the social state was developed in the most detail. The authorship of the term "social state", according to many scientists dealing with this issue, belongs to the famous statesman and economist Lorenz von Stein (1815-1890). He believed that "the idea of the state is to restore equality and freedom, in raising the lower, underprivileged classes to the level of the rich and powerful, that the state should pursue economic progress of all its members (Goncharov P. K., 2000, p.20). The authors of the textbook "constitutional law of Germany" there are three aspects, three response to the question about the essence of the social state, the welfare state is an organization that helps the weak, seeking to influence the distribution of economic benefits in the spirit of the principles of justice, to provide everyone with a dignified existence (United Achtenberg N., Badura P. and others, 1994, p. 64-65, 67). Turning to the domestic legal, and perhaps to social science in General, we note several approaches to the understanding of the welfare state. One of them is connected with the well-known identification of the social state with the state as a whole(V. N. Leksin, 2008, p. 217). This view of the social state seems difficult to accept. First, the very "self-designation" of the state as a social (using the text of the Constitution) means little, because ideological and propaganda considerations can come to the fore. In addition, the distance between the legal norm and its practical implementation is obvious to all. Secondly ,the "measure of sociality", of course, plays an important role, but it is hardly possible to talk about the" blurring"," uncertainty "of the criteria of this"sociality". Social conditions of human life are largely universal in all countries, which makes it possible to develop largely General social standards of quality of life, reflected including in international legal acts, the actual implementation of which testifies to the social nature of the state.

Third, the transformation of a conventional state into a social state involves both functional and qualitative structural changes. We are talking not only about a more developed structure of social services and provision of the population, but also the system of state and municipal authorities, which in General receive a new quality – become an important link in the mechanism of implementation of social policy of the state. At the same time, this mechanism includes not only state, but also public links. The social state, finally, presupposes the existence of a system of developed social standards, including those embodied in legal norms, which leads to the emergence of extensive and codified social legislation (Andreeva E. M., 1998, Pp. 17-18) and also sustainable practice of its application.

4.2. The concept of the welfare state

Quite common for the Russian legal science is the understanding of the "social state" as a country that conducts social policy aimed at social protection and social security of the population(Evstifeev R. V., 2008, pp. 210-211). Such an approach largely based on the definition of the welfare state, suggested that article 7 of the Constitution, which is to transfer certain functions of the state in the social sphere aimed at ensuring a worthy standard of living of citizens. Social security and a decent standard of living are the defining characteristics of the legal and social state (YastrebovaA.I., SalomatkinA.S., DzhavakhyanR.M., RedkousV.M., FilonovV.I., 2016, p. 420-423). Without going into a detailed description of the article 7 of the basic law, we note that, first, the Constitution only specifies the main directions of social policy of the state; second, there are no qualitative indicators, common standards, the achievement of which should testify to the social nature of the state (Graph M. P., 2007, p. 3). Here are two General theoretical prerequisites that play, in our opinion, an important role in the formation of the scientific concept of the social state. The first of them is connected with the dual nature of social relations, understanding them in a narrow and in a broad sense, allowing to consider the state not only as an instrument of policy in the social sphere, primarily in the area of reproduction of human life (Belkin A. A., 1991, p. 3).At the same time, it would be unfair to reduce the purpose of the welfare state only to support the weak, socially vulnerable segments of the population. The second theoretical premise is related to the Eurasian scientific heritage, formulated by its representatives the concept of "guarantee", and, in fact – the welfare state. "Eurasians" emphasis on finding the tools, means and mechanisms for the implementation of the respective regulations, programmes (Skuratov Y. I., 2015, p.9). This approach is not just relevant for the modern Russian reality. The discrepancy between constitutional provisions and actual practice is one of the main problems of today's Russia. It is imperative for our country to create a system of various political, legal, ideological, moral, social and psychological guarantees that turn the constitutional norm on the social state into an indisputable legal postulate, and to develop constitutional standards for the social state. With the concept of the welfare state are closely linked and the provisions of the Constitution, establishes the state guarantees equality of the rights and freedoms of man and citizen, namely, parts 1, 2, 3, article 19 of the Russian Constitution (Bondar N. S., 2002, p. 22). In the Russian legal literature there are different approaches to the question of the legal nature of social and economic rights of man and citizen of the Russian Federation. So, M. V. Baglay considers that in our country, "economic, social and cultural rights are not only legal standards as the standard to which the state has committed in its policy" (Baglay M. V., 1997, p.216). Relatively often, all social rights and freedoms are divided into two generations. The first generation is a natural and inalienable human rights; second generation rights are socially weak members of society(Varlamov N. In. 2000, p. 23).These rights are spoken of as having no natural legal origin, but as "positive" rights based only on the law (Safronov V. N., 2007, p. 21, 31). Formulated during the" new deal "of F. Roosevelt and the" progressive era " - the period of the early twentieth century, when a number of social reforms were carried out in the United States (Safronov V. N., 2007, p. 25,

33). Much like the position of the European court of human rights (Eckstein K., 2003, p. 42, 359-360), the beneficiaries in this matter the tradition of American constitutionalism. At the same time, the Russian Constitution does not contain grounds for dividing human rights into two generations. Articles 37-43, which enshrine social rights, apply to everyone. At the same time, it is impossible not to take into account the fundamental differences between the us and Russian Constitutions. American constitutionat in 1787, was a vivid embodiment of the initial stage of development of constitutional law. The 1993 Constitution of Russia is a product of a different historical stage in the development of constitutionalism. Not only is it absorbed in itself the above-mentioned changes in the theory and practice of development of the current legislation of the USA and other Western countries, but could not take into account the domestic tradition of constitutionalism, including the Soviet period, as well as new trends in the development of humanitarian law, including the adoption of such important international instruments as the universal Declaration of human rights 1948.,The European Convention for the protection of human rights and fundamental freedoms 1950., European social Charter 1961.etc., for which securing a deployed system, social rights became commonplace. Summarizing all the above, it is possible to formulate the following definition: social state in the broad sense of the word – democratic socio-political power mechanism that provides (guarantees) through a system of standards enshrined in legislation, the combination of social responsibility of both the state and the individual decent (high) standard of living and reproduction as the main collective subjects of society (peoples, Nations, social groups) and individuals on the basis of a socially-oriented market economy and a high level of cultural development.

5. CONCLUSION

Quite common for the Russian legal science is the understanding of the "social state" as a country that pursues a social policy aimed at social protection and social security of the population. Such an approach largely based on the definition of the welfare state, suggested that article 7 of the Constitution, which is to transfer certain functions of the state in the social sphere aimed at ensuring a worthy standard of living of citizens. On the basis of the analysis it should be noted that, firstly, the Constitution only indicates the main directions of social policy of the state; secondly, there are no qualitative indicators, General standards, the achievement of which should indicate the social character of the state; thirdly, the list of social functions is far from complete (the curtailment of social functions), and finally, fourthly, it is not clear due to what the social character of the state is ensured, guaranteed in economic, financial and political aspects. An important role in changing the overall situation for the better could be played by a broader application of measures of constitutional and legal responsibility to entities that violate the provisions of the Constitution of Russia on the social nature of our state. These are, first of all, measures of constitutional responsibility to the people as a subject of sovereignty, citizens ' appeals to the highest bodies of state power demanding that officials be held accountable for the failure to implement social programs, etc. The State Duma of Russia and representative bodies in the constituent entities and municipalities have a decent set of measures of constitutional responsibility in relation to inefficiently working bodies and officials of the Executive power. We are talking about the possibility of a vote of no confidence. Due to the role of the head of state as a guarantor of respect for the Constitution, human and civil rights and freedoms, the use of measures of constitutional and legal responsibility in relation to officials who perform their duties in the social sphere in bad faith could play a decisive role in correcting the situation. Finally, the constitutional court of Russia has an important role to play in the constitutionalization of the social sphere. Its activities will provide an opportunity to deepen the understanding of the constitutional concept of the social state in Russia, to formulate

its criteria and characteristics more clearly, to accelerate the "implementation" of international standards of the social state in the legislation and law enforcement practice of Russia.

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PEDAGOGICAL PROBLEM OF DEVELOPMENT OF MUSICAL THINKING IN THE COURSE OF TRAINING OF PERFORMING MUSICIANS

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ABSTRACT
The issue of development of creative abilities and musical reflection is multifaceted and requires systematic research. The stages of this research are as follows: clarification of such concepts as thinking, creativity and creative abilities, identification of the principles governing the development of these personal qualities, building a model of development of creative abilities, studying the mechanisms of mental activity typical of musicians and the ways of improving their heuristic and figurative thinking. Comprehensive approach to the phenomenon of musical thinking help to develop, assess and test both traditional and innovative methods of enhancing thinking as one of the key personal capabilities. Teachers point out the didactic reasonableness of introducing problem situations into the process of musical thinking development. It is growing due to the following factors: understanding the figurative and semantic content of the composition; looking for figurative analogies, comparisons and associations; feeling compassion for the emotions expressed in the piece; choice of one's own interpretation of the opus; building the form of the composition and looking for the logic of its development; analysis of harmony, rhythmics, melodics, agogics, texture and other expressive means and patterns in the structure of the composition.
Keywords: *musical thinking, professional training, music teacher, performer, pedagogy*

1. INTRODUCTION

Music thinking is the ability to perceive, recognize and imagine music images and understand the semantics of musical pieces, which is reflected in premeditation of the performer's interpretation of the piece, as well as in the skills required to incarnate one's vision of its imagery and semantic content while playing the instrument. The performing art requires "thinking through images" [10, p. 90], since the content of a musical piece is represented by ideas, emotions, images and objects [6]. Musical thinking is seen as a form of expressing a creative idea — the mental prototype of the artistic content of a musical composition that predetermines its interpretation by a performer. Therefore, great attention is paid to musical thinking in the course of professional training of students at higher education institutions. The issue of development of creative abilities and musical reflection is multifaceted and requires systematic research. The stages of this research are as follows: clarification of such concepts as thinking, creativity and creative abilities, identification of the principles governing the development of these personal qualities, building a model of development of creative abilities, studying the mechanisms of mental activity typical of musicians and the ways of improving their heuristic and figurative thinking.

Besides, in order to accomplish the pedagogical task of developing musical thinking, it is necessary to analyze and identify the effective methods, principles and technologies of intellectual and creative personal development during studies at a higher education institution. It is common knowledge that the creative and thinking processes are not identical. The aim and result of creative activity is something new (a composition, an interpretation, an idea or a solution), the quest for which encourages the development of student's inner creative potential. Consequently, this person transforms themselves and the world around them. In terms of the music performing art, each interpretation of a musical piece that appears in the course of theoretical reflection and practical exploration is new. However, in order to acquire the skill of creating new concepts, it is necessary to obtain the ability to analyze musical semantics.

2. METHODS

The phenomenon of musical thinking, an analytical and creative approach to musical compositions was subject to scientific and philosophical exploration in the first half of the last century. The issue of developing musical thinking has been examined in a historical retrospective and from a psychological perspective [5; 7; 13; 20] in the works by M.G. Aranovskii [1; 14], I. Lyashenko [11], V.V. Medushevskii [10], O.V. Sokolov [16], A.N. Sokhor [17] and V.N. Kholopova [6]. Practical methods of developing musical thinking have been addressed in works by the following pianists and teachers: Yu.B. Aliev [2], N. Savshinskii [15], L.G. Ushakova [19], G.M. Tsypin [20] and others. However, the complex nature of the subject matter dictates the need to take into consideration the theory of problem-based learning, as well as the theory and practice of music education in general. In order to research this issue, it is reasonable to use the integrative, historical reconstruction, associative, analytical, experimental, statistical and other methods that provide a comprehensive approach to the phenomenon of musical thinking and effective search for the paths of its development. Together, they allow researchers to examine the context and motivation for musical thinking, the mechanisms and conditions of its functioning in the course of learning to play the piano, which help to develop, assess and test both traditional and innovative methods of enhancing thinking as one of the key personal capabilities. However, the most promising approach to "development of the most accurate perception of the original text or a piece of music in the entirety of their content and meaning" [1] is the semantic approach.

3. RESULTS

J.F. Herbart viewed the phenomenon of thinking in its "syncretic trinity of musical cogitation, perception and musical memory" [4, p. 68]. It suggests a certain level of development of musical consciousness and cognitive skills. G.M. Tsypin points out that "the presence of the reasonable and logical component in musical thinking endows it with qualities typical of thinking in the common understanding of the term and extends it beyond the boundaries of sensual perception" [20, p. 11]. N.P. Koptseva calls musical thinking "the highest form of the audio substance as a variety of the synthetic substance that combines sensuality and rationality in a dialectic unity" [9]. H. Riemann interpreted musical thinking as a variety of human mental activity in general. However, the scientist believed that "the process of musical thinking is distinguished by a few specific operational features and qualities, in accordance with which rhythm and harmony become the main components of musical compositions, while the melody, dynamics and agogics play the part of the main emotional and semantic aspect" [7, p. 95]. In further studies devoted to musical thinking it is highlighted that "highly developed musical thinking allows to get deep into music art, accumulate the most elaborated and complex artistic and poetic ideas and creative concepts" [5, p. 34]. This skill is acquired as a result of studying musical semantics, which lies at the core of art criticism and represents the theoretical aspect of musical thinking [18].

As we see it, analyzing the semantics of musical compositions is an unavoidable and necessary stage when performing musicians study a piece of music, even if this process is connected with the technical exploration of audio material. The complex nature of this phenomenon is explained by the lack of mechanisms for implementation of one's vision, image or feeling with certain expressive means. Being not a verbal language, audio substance allows approximate interpretation of connections between the semantic field and musical reality. A vivid illustration is a streak of major surrounded by the atmosphere of quiet dynamics in F. Schubert's piano compositions. Schubert's major is full of quiet light, it symbolizes internal human spiritual beauty and embodies the sun, light and air. At some point, it sounds tragically as an echo of eternal beauty. Schubert's contemporary, R. Schumann, used a totally different major in his works — more earthly, sensual, open and tangible. In the works by late romanticists major sometimes becomes gloomy and sinister — consider the lover's theme in the 5th part of Symphonie Fantastique by H. Berlioz, which sounds in major as dancing at a witches' sabbath. As for impressionist composers, their major becomes colder and gains a neutral and detached sound shade. Studies of musical semantics allow students to understand general cultural orientations, figurative and conceptual values, as well as artistic and aesthetic principles governing different kinds of art, styles and movements; expressive powers of various genres, rules and regulations existing in different periods, symbols, contexts and implications contained in musical pieces, specific features of the author's personal perception, their conceptual ideas, certain artistic tasks and directions in development of the performer's own interpretation of a piece. All of these data form a rich intellectual inventory and enhance the thinking processes of performing musicians while they are working on compositions. Unlocking the semantics of a musical piece is encouraged by establishing the connections between its imagery and semantics content and extramusical circumstances, historico-cultural context and general artistic principles. Besides, it is necessary to take into consideration the processual nature and historical implications of the changes taking place in musical semantics [3]. It is also important to remember that semantics is formed at different interrelated levels of a musical piece — intonation and theme, genre, style, organization and composition. Work on pieces of music represents the practical aspect of musical thinking related to familiarization with repertoire. This process is associated with certain difficulties and involves a few stages — from reading sheet music to a polished stage performance. Any piece of music performed by a great musician is always a carefully developed reconstruction without any foreign elements, which is why imitations or copying individual details are pointless. Lack of individuality in music can be determined by ear, hence the necessity to think in order to develop one's own listening and make a personal contribution to the performance of a particular opus. The work on a composition moves from the whole to details, each of which is considered separately, and then all elements merge into a single image in the mind of a musician. The first contact with an unknown text reveals the character of music, specific features of the harmonic language, technical difficulties and rhythmic figurations, encouraging penetration into the form and content. At this point, the knowledge of theoretical subjects is important, such as music theory, harmony, analysis of musical forms and polyphony. Without these, musical thinking cannot be developed and performing is meaningless. The form of a musical composition, its structure, the character of topics and identification of the figurative nature of music are directly connected with the selection of technical and artistic expressive means. The next stage of work is the resolution of technical issues. It involves virtuosity, music strokes as means of creating images, figuration and chordal techniques, purity and expressiveness of intonation, freedom of performance and sound production corresponding with the character of images, music genre and style. It is the most difficult and time-consuming, but necessary creative process that cannot be ignored by both novice and experienced musicians. Other tasks include specification of the means of familiarization with the musical piece and performance peculiarities, consideration of

possible challenges and ways of dealing with them and working on the imagery and interpretation of the piece. In order to go through this stage, it is necessary to examine a large amount of information, which is not just "swallowed" by students — rather, it is thought over, evaluated and connected with all elements of a complex system represented by a musical composition [12]. At all times music was a deep reflection of people's lives, their creative ideas and views, changes in psychology and mentality, attitude to beauty and cultural values in the surrounding world [13]. It is possible to comprehend all these aspects in the course of a thorough analysis of all elements of the music language, peculiarities of the genre, style, epoch and the composer's creative approach.

4. DISCUSSION

Teachers point out the didactic reasonableness of introducing problem situations into the educational process: "Exposing students to real-life situations and facts that require theoretical explanation, organization of practical tasks, development of hypotheses, motivating students to compare and juxtapose their knowledge and consolidate it is an important pedagogical task" [20, p. 98]. Problem situations are often present in musical compositions, especially in the modern styles of academic music. For example, in piano music by E. Denisov intonational turns, motifs, rhythmic patterns, melodic idioms and leading intonations that have contextual, if not symbolic, meaning, are semanticized. Along with the introduction of the EDS intonational figure derived from the name of its author (Edison Denisov) into piano music, which symbolizes a deeply personal, intimate type of statement, this composer uses certain melodic turns in a semantic way to reinforce the expressiveness and content distinctness of the explored theme. The most common melodic structures in the author's musical palette are lamento intonations, motions borrowed from sixth romances, and especially frequent are the composer's favorite leading tones with a diminished fourth in the Rachmaninov style. In the tiny roll call of trills that appears in the melodic lines of the 14th Variation from the cycle "Variations On A Theme of Handel" against the backdrop of semi-improvisational texture reminding a romantic concert cadence, leading tones with a diminished fourth, along with a diminished third, enhance the elegiac shade of the piece. Rhythmic patterns in piano compositions are also subject to semantization. A bright illustration is a musical piece entitled "Points and Lines". The temporal proportions of durations here perform an important conceptual function in depicting the symbolic images of "points": the exquisite proportions of sounds create a pointillist texture where individual points emerge every now and then, whereas the lines are represented by long sounds, intervals and chords. Pauses inside rhythmic patterns denote moments of silence that appear in the dialog between the "points" and "lines". Their sound representation reminds paintings by P. Mondrian, cubists and abstractionists. Musical pieces by Denisov also contain a lot of special theme-related texture elements — distinctive rustling motifs comprising several sounds in a high register and quiet dynamics with comments "leggiero" and "dolcissimo". In such context, the rustling motifs interlay the "flying away" and "dispersing" codes of the compositions and symbolize usefulness, purity and clarity. In "Signs upon White" similar signs comprise the basis of the text; they are involved into a different context of refined sounds and determine the nature of the piece's imagery — their delicacy and fragility. The modern music art in its variety creates a challenging environment for teachers and students who are learning to play musical instruments in terms of the development of performing skills and musical thinking through analysis of musical content, enthusiastic practicing and expressive performance of musical compositions. The irony is that modern students often experience difficulty studying academic music of the past, while they identify the logic of musical development, harmony and conceptual integrity in avant-garde or minimalist compositions more confidently. In order to develop an all-around personality competent in the sphere of music that is able to enjoy listening, analyzing and performing music from different epochs and

styles and understand how to do it, it is necessary to foster music students' interest in pieces of music by modern composers, as well as early compositions (baroque, classical, romantic), since such approach develops different thinking styles and principles typical of various epochs. For example, the Baroque epoch was characterized by monological thinking — presentation of one idea, one image and one feeling in a play, hence the usage of a single type of texture, single leading motif, single rhythmic pattern, etc. Conversely, musical avant-garde, especially the period of postmodernism, is characterized by the shift from monological thinking to "dialogical imagination", establishment of diversity, authenticity and equality of all meanings, images, concepts and interpretations [8]. In the course of analysis and technical exploration of a composition, the performer's musical thinking is developed due to the following factors:

- understanding the figurative and semantic content of the composition;
- looking for figurative analogies, comparisons and associations;
- feeling compassion for the emotions expressed in the piece;
- choice of one's own interpretation of the opus;
- building the form of the composition and looking for the logic of its development;
- analysis of harmony, rhythmics, melodics, agogics, texture and other expressive means and patterns in the structure of the composition.

In his work devoted to the methodology of problem-based and creative introduction of music to students [2], Yu.B. Aliev writes that thinking activity starts from setting "a training task that requires searching activity" [2, p. 22]. It is a task needing a solution that initiates the thinking process by launching the mechanism of its development, broadening the outlook and establishment of personal general artistic culture. A problem situation stimulates the development of musical thinking in students. Therefore, it is necessary to create practical tasks for students' independent work aimed at the development of musical thinking. Some examples of such tasks could be to determine the style of musical compositions by ear, listen to a cycle of musical pieces not listed in the academic program and write down your thoughts, analyze what caused them (the background, orchestration, tonal quality, the composer's style), create a visual backdrop for a composition referring to a painting or a literary piece, compose a cadence for the Piano Concerto No. 22 by W.A. Mozart, perform the same piece in different imagined lighting: red, purple and blue, record a video of the performance and provide it to the group to guess the imagined color.

5. CONCLUSION

Pedagogical theorists have created and practicing teachers have implemented universal practical methods and technologies of development of students' figurative and visual thinking based on student-centered approach, which can improve the effectiveness of mental processes in the course of learning to play the piano or sing. Each music student studying to become a professional performer will find an individual way to cope with anxiety before the concert or create a unique original interpretation of a musical piece together with their mentor. Undoubtedly, purposeful improvement of thinking provides unlimited opportunities for the development of creative abilities, music and performing competencies and improvement of intellectual and spiritual culture of a future performing musician.

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ANALYSIS OF THE SOCIO-PSYCHOLOGICAL ADAPTATION OF EMIGRANTS IN GERMANY AND RUSSIA

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ABSTRACT
The phenomenon of mass migration movements, quantified by the migration of millions of people from one country to another, has become a social, psychological, economic, political factor, which is widespread for the whole globe, and requires the closest attention from the relevant disciplines. Of course, the accumulated empirical data already allow us to draw certain conclusions, in particular, in the segment of adaptation of a newcomer to a different sociocultural environment that is fundamentally important for this topic. Further development of such studies requires the multiple efforts of social psychologists in order to obtain recommendations for regulating this process.
Keywords: *adaptive abilities of immigrants, cultural hybrid, emigration situation, marginal personality*

1. INTRODUCTION

The theme of "overwhelming" Western European countries with migration flows appeared in the 90s of the last century in connection with the collapse of communist regimes in Eastern Europe, the fall of the Iron Curtain, etc. The consequences of this historical cataclysm are supplemented by an ever-increasing influx of refugees from Asia and Africa, which has reasons for political instability, economic crises and, in general, a colossal difference in the quality of life.Also, migration from the post-Soviet space takes place mainly to Germany: for example, over the past 20 years, 57% of the total number of migrants have come here, 26% chose Israel and 11% - the United States of America. At the same time, the flow of people to the Russian Federation and the countries of the former Soviet empire, albeit a less large-scale, but quite noticeable one. Given the already existing trends, we can say that here, in particular, in today's Russia, Belarus, the Baltic countries, the flows of immigrants will increase. Already, we are witnessing a large-scale migration to the Russian Federation: in 2019 - 16.5 million people. Accordingly, the topics of analysis of this process with the aim of managing it, intelligent response, become acute. Who are these people? Mostly Russians by nationality, who lived in the republics of the Union of Soviet Socialist Republics (USSR), who decided on ethnic reunion. A significant portion of migrants are representatives of other nationalities from the former Soviet republics, driven by economic and political motives. Of the people coming from other countries, the Chinese are especially noticeable (according to official statistics, 30-35 thousand people come annually, according to unofficial data - an order of magnitude more). As in any social sphere, unresolved problems of interethnic relations accumulate, reach a critical mass and can lead to an explosion. Is it necessary to assert the need for constant monitoring of this situation, analysis, development of regulatory methods? Coverage of migration processes can be found both in the domestic A. Gurevich (Gurevich, 2005), G. Mikhailova (Mikhailova, 2000) etc. and foreign literature: U. Brucks, E. Salisch & W. Wahl (Brucks, Salisch, Wahl, 1987), O. Dormer, M. Hessler (Dormer, Hessler, 1991), A. Cropley, F. Luethke (Cropley, Luethke, 1994), I. Kurosch (Kurosch, 1990), E. Leyer (Leyer, 1991), J. Mansel (Mansel, 1990),

U. Neumann, I. Jaeger (Neumann, Jaeger, 1993), F. Hamburger, L. Seus, O. Wolter (Hamburger, Seus, Wolter, 1981), Ch. Zwingmann (Zwingmann, 1962) and others. Caught in a new and alien environment, people need reference points in a changing world for them. Emigrants find such support in contacts with their own kind, on this basis ethnic communities arise - "Chinatowns", "Russian Brighton", etc., which become important for the process of adaptation by sociocultural mechanisms (Stefanenko, 2000). Such "ethnic refuge" is a positive phenomenon in itself, since it allows you to mix adaptation processes, provide a smoother entry of an individual into a new environment for him, and serve as a certain psychological damper. Since for most migrants the loss of ethnic identity is quite psychologically tragic, and one of the characteristic features of the process of getting used to the new environment is the "identity crisis" (Gurevich, 2005). If we consider the identification model developed by H. Taifel & J. Turner (Taifel, Turner, 1978), a person satisfies an individual basic need for self-esteem through recognition in the environment. If a community close to him suddenly loses positivity for an individual, he will try to leave him and will do his best to find a new group with a significant, possibly higher status (Kunitsyna, Kiryukhina, 2001; Nesterova, Babieva, Merenkova, Grinenko, Sokolovskaya, Krasheninnikova, 2019; Polyakova, 2009; Polyakova, 2011; Polyakova, 2014; Salakhova, Bulgakov, Sokolovskaya, Khammatova, Mikhaylovsky, 2016; Sokolovskaya, Udodov, Grinenko, Miroshkin, Diatlova, Egorova, 2019). At the approaches to our topic there are basic questions: what are the main reasons that lead a person to a decision on migration (Aycha, 1996; Bulgakov, Babieva, Levanova, Gridyaeva, Erofeeva, Sokolovskaya, Davidyan, 2018; Elshansky, Anufriev, Polyakova, Semenov, 2018; Jafar Zade, Senkevich, Polyakova, Basimov, Strelkov, Tarasov, 2018; Polyakova, 2009; Polyakova, 2011). We will designate these factors as objective – geographical, meaning countries of "exodus" and states of "invasion," as well as subjective – individual characteristics of migrants or migration groups. The classification of types of migration is also proposed: by the nature of the stay in the country of resettlement (irrevocable - permanent residence (IPR), return - residence permit (RRP), other types); by time of stay (seasonal - tourist, pendulum - labor shift, other regular movements); in the direction of movement (immigration - to the country, emigration - from the country); by the nature of the resettlement (voluntary, forced, due to circumstances). There is also a group of objective factors that is associated with the adaptation process itself: housing, addressing employment issues, and establishing social contacts. Each of these adaptation components requires the obligatory solution of the problems associated with it, since not solving any of them leads to disintegration, pushing the individual to the side of the society (Migration in Europe, 2006). The most common causes of emigration to the Russian Federation: finding security - personal, family; getting an education; obtaining medical services; finding work, providing livelihoods; the acquisition of housing or the chances of its acquisition; the ability to purchase products for quality nutrition (Fisher, 1990; Kharms, 2002; Khrustaleva, 1996; Polyakova, Petrova, Mironova, Semenov, 2019; Shaigerova, 2004; Weigert, Tetige, Tetige, 1986). Statistically related to these reasons, the migration process in the Russian Federation looks like this: 45%, the main place among migrants is the motive for employment, 15% of migrants are most concerned about finding a home, 18% consider the factor of financial well-being to be the most important, 12% are most concerned about problems psychological adaptation, 10% noted the importance of finding positive relationships with the local population adjacent to the previous factor. At the same time, along with the migration movement of human flows to the Russian Federation, millions of migrants annually leave our country, mainly to economically more developed countries.

2. METHODS

This study was based on a significant amount of empirical material obtained by the authors both in Germany and the Russian Federation, which are covered in our publications for 2014-2019.

In addition, a significant amount of initial information was collected over the years as part of the psychotherapeutic services for migrants. In particular, in the city of Dusseldorf (Germany), together with the International Center for Education and Scientific Information and the Center for Psychological Assistance to Refugees, we studied various problems of adaptation of immigrants from different countries, as well as immigrants from the Russian Federation and Union of Independent States (UIS) countries of German nationality. The sample of the study was 500 people. Also in this work, the Russian Inter-Sputnik Educational and Cultural Center collaborated with us. In total, the study covered 500 immigrants to Germany. For comparative analysis, our respondents were the following categories: male, female, retirement age migrants, children. As part of the study, several hundred interviews were conducted, a large number of questionnaires were made during visits to places in Germany, the most popular among emigrants from Russia and the Union of Independent States (UIS). We have applied various research methods, in particular: empirical, in the framework of which we have combined both psychological methods and socio-psychological and purely sociological. The following were used: observation, psychodiagnostics, questionnaires, the study of biographies, documentary sources; a logical technique that allows you to construct the basic psychological models of the identities of immigrants, highlight the typology and structure the overall picture of the process as the main categories of migrants, which made it possible to identify the main problems of psychological adaptation; systemic and structural organization of the obtained empirical data. Psychograms were compiled for the characteristic types of various migration groups, projections of the development of individual individuals within the framework of the adaptation process were made.

3. RESULTS

The study resulted in comparative indicators of the integration of migrants in Germany and Russia after 2 years in the host country (Tab. 1).

Table 1: Comparative indicators of the integration of migrants in Germany and Russia after a two-year migration

	Germany, %	Russia, %
Fluency in language	14	90
The presence of a permanent apartment	46	15
Having your own social circle	21	90
The presence of official work	14	85
Friendship with the local population	3	25
Professional contacts	2	45
Alcoholization	58	35
Divorce between spouses	Frequent occurrence	

For a well-known reason, in prosperous Germany, the provision of housing for migrants is better, especially since the social protection of the lower social ladder is functioning effectively there and this can be seen from the table above. It is more difficult to establish communication with local residents and only 3% of immigrants speak about the existence of friendly relations with the Germans, 2% are with them in professional contacts. Migrants from Russia are much more likely to communicate with compatriots, naturally, in Russian, and this circumstance, of course, does not favor direct adaptation, although it helps to maintain psychological balance to

some extent. The limiting case of such "capsulation" is the closure of communication to a partner – a wife, girlfriend (friend), fellow countryman, housing neighbor, etc. Naturally, in such cases, adaptation takes place in the worst way and with a large slowdown. At the same time, 92% of potential emigrants believe that emigrating is better with a partner, who in this case plays the role of an "umbrella", a cover from the difficulties of a new life.

4. DISCUSSION

So, we list the main difficulties of adaptation of a migrant. In the first place - the differences of the migrant in the language, in beliefs, in the traditions of food, wearing clothes, appearance, just in cultural skills. In general or in total, they form in the minds of local residents a "fear of a stranger," which in extreme cases can turn into a hostile feeling, which, in turn, is fraught with social conflicts (Bondyreva, Kolesov, 2004). In addition, such an attitude towards "dangerous foreigners" erects invisible walls around them, which, of course, further isolates the aliens from the indigenous society, closes them to themselves and sets the threshold for adaptation. We will name the main markers of such success: establishing constructive contacts with the surrounding society, entry into his social and cultural activities, maintaining a normal psychophysical state, tolerance in intercultural relations, adequacy to the environment and compliance with its requests (Soldatova, Shaigerova, 2003). Sustaining psychological stresses accompanying the process of adaptation requires a certain level of mental health, and a lot of modern research has been devoted to the problems of maintaining it. Note that such pressures do not always negatively affect the state of health, in some cases, changes in the life of a migrant are positive - the development of new skills, social development, etc. A similar situation is accurately reflected by the postulate of K. Levin (Levin, 2000), which states that the adaptive potential that a given person has does not depend on the number of groups to which he belongs, but on how much he is aware of his belonging to them. Such a "multiple identity", coupled with an understanding of its "main identity," greatly enhances adaptive capabilities and greatly expands individual perspectives. Further, the analytical table shows the subjective factors of adaptation associated with various types and qualities of migrants (Tab. 2).

Table following on the next page

Table 2: The dependence of the adaptation process on the socio-psychological characteristics of migrants in Germany

Object of study	Men	Women	Senior citizens	Children under 16
Mental health	Passivity, aggressiveness, immoral behavior, loneliness and loss of social connections		Lack of patriotism	Deviant behavior
Psychological attitudes	a) constructive or b) destructive			
Financial level	1) High & 2) Average			Dependent
Education and cultural level	1) High, 2) Average & 3) Low			Cultural hybrids
Knowledge of a foreign language	Necessary for existence		Insignificant	Quickly learn
Adaptive ability to changing living conditions	1) High, if creative type, not rejecting work, fluent in a foreign language at the spoken and written level with good mental health. 2) Average, if poor mental health, but good financial level, speaking a foreign language, secondary education and culture. 3) Low, if poor mental health, destructive attitudes, highly educated and cultural level, knowledge of a foreign language is insignificant.	1) Average, if poor mental health, but good financial level, speaking a foreign language, secondary education and culture. 2) Low, if poor mental health, destructive attitudes, highly educated and cultural level, knowledge of a foreign language is insignificant.	High with proper education	Adaptive ability to changing living conditions

An important recommendation for all types of people moving to a new environment is the need for a positive attitude towards it, a purposeful restructuring of their own habits, lifestyle, and cultural skills under a newfound environment. Such an approach enriches the individuals themselves and immensely helps in the success of adaptation actions. According to the results of our surveys, about 14% of the questioned migrants are aimed precisely at complete dissolution in the newfound environment and respond with great respect to the host country, its culture, living and working conditions, and intend to become full-fledged citizens of this state and members of human society. Such people or their children often achieve success in social, political activity, business, greater than the indigenous people of the country, because they have certain advantages due to the multiculturalism and energy of the progressive movement of adaptation. Figures say: for example, immigrants from Russia and the CIS countries who moved to European countries in the 90s have an average income of more than 34 thousand dollars a year, and the average income of a native European resident is about 22 thousand. Naturally, the opposite, not creative attitude of the migrant leads to directly opposite results. Let us turn to the analysis of subjective adaptation factors, to which we assigned factors related to the characteristics of migrants in Russia (Tab. 3).

Table following on the next page

Table 3: Dependence of socio-psychological characteristics on the adaptive abilities of migrants in Russia

Object of study	Men	Women	Senior citizens	Children under 16
Mental health	Marginalized personality			Fine
Psychological attitudes	a) constructive or b) destructive			
Financial level	1) High & 2) Average			Dependent
Education and cultural level	1) High, 2) Average & 3) Low			Cultural hybrids
Knowledge of a foreign language	Necessary for existence		Insignificant	Quickly learn
Adaptive ability to changing living conditions	1) High, if constructive type, not rejecting work, fluent in Russian at a colloquial and written level with good mental health, good education and cultural level. 2) Average, if poor mental health, but good financial level, proficiency in Russian at a conversational level, secondary education and culture, desire to work. 3) Low if poor mental health, destructive attitudes, low educational and cultural level, knowledge of the Russian language is insignificant.			High with proper education and the formation of attitudes towards Russia

5. CONCLUSION

The process of relocation to another side, called migration can be represented by the loss of the source of vitality and soil underfoot, but it can also become the acquisition of new energy and vitality. This stressful situation is usually hidden, since the accompanying mental injuries are often hidden and forced out into the psyche, inaccessible to memories and thoughts (Psychological assistance to migrants, 2002). However, subconscious injuries do not disappear and sharply reduce the individual's will and desire to adapt, in the minimum case they slow down the process, or even make it impossible. There is a breakdown of the forms of communication and work characteristic of this individual, there is a lack of new interactions with society and ways of self-realization, which can lead to the so-called "social death". Avoiding such an outcome of adaptation processes in the modern world is one of the urgent tasks of social psychology.

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DEVELOPMENT OF THE SYSTEM OF REHABILITATION OF DISABLED PEOPLE FOR IMPROVEMENT OF QUALITY OF THEIR LIFE IN THE RUSSIAN FEDERATION

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ABSTRACT

Article is devoted to the analysis of a problem of rehabilitation of people with disabilities, and also to a solution of the problem of social security and improvement of quality of their life as priority direction of state policy of the Russian Federation. Analytical material on a problem of the differentiated approach to rehabilitation of disabled people taking into account their specific features realized through programs of rehabilitation of disabled people for increase in their economic and social wellbeing is presented in article. Authors of a research analyze the main stages and the directions of rehabilitation process which realization provides use by disabled people of technical and other means of rehabilitation, creation of necessary conditions for easy access of disabled people to objects of engineering, transport, social infrastructures and use of automobiles, communication and information and also providing disabled people and members of their families with information on issues of rehabilitation of disabled people. As objectives of this research authors defined consideration of organizational forms, contents and the directions of complex rehabilitation of people with disabilities. As a result of the conducted research, authors came to a conclusion that social and rehabilitation process can be successfully realized only on the basis of a complex of the principles by which subjects of rehabilitation, society, the state and, of course, objects of rehabilitation are guided in the activity.

Keywords: *people with disabilities, disability, rehabilitation, individual program of rehabilitation and abilitation, social policy, quality of life, social security, independent life, principle of active participation*

1. INTRODUCTION

Improvement of quality of life of physically disabled people as one of the most vulnerable groups of the population, is one of the priority directions of state policy of the Russian Federation. This category of the population needs not only social security, but also understanding of their problem from society. The state, providing social security of disabled people, it is designed to create them necessary conditions for achievement of the standard of living, equal with other fellow citizens, including in the sphere of income, educations, employment, participation in public life. The system of versatile complex rehabilitation as the independent field of scientific and practical activities is designed to help restoration of ability of disabled people to social functioning, an independent way of life. In the Russian Federation the legal base regulating questions of social protection and social security of disabled people was created. Key it is necessary to consider adoption on November 24, 1995 of Federal law No. 181-FZ "About social protection of disabled people in the Russian Federation" [1,7]. After ratification of the Convention on the rights of disabled people which came into force for Russia on October 25, 2012 according to the Federal law of 03.05.2012 No. 46 – the Federal Law "About Ratification of the Convention on the Rights of Disabled People".

The Russian legislation was brought into accord with rules of international law. In the next years both the federal, and regional legislation of territorial subjects of the Russian Federation was improved. In particular in 2014 the Government of the Russian Federation adopted the target state program "Available environment" for 2011-2015. The resolution of the Government of the Russian Federation of 01.12.2015 No. 1297 (an edition of 25.05.2016) continued work in this direction and the state program of the Russian Federation "The available environment" for 2011-2020 is approved. For a solution of the problem of rehabilitation of disabled people the state program "Available environment" is prolonged till 2025. In 2019 rehabilitation became its key aspect. In 2019 federal financial assistance was provided to 18 territorial subjects of the Russian Federation. Significant changes were enshrined in Federal Law No. 419 of December 1, 2014 "About introduction of amendments to separate acts of the Russian Federation concerning social protection of disabled people in connection with ratification of the Convention on the rights of disabled people", come into force since January 1, 2016. Changes were made to twenty five federal laws, and became a basis for development of a package of measures for ensuring availability of objects and services for disabled people at the federal and regional levels. Most in details the matter is taken up in V.P. Shestakov, A.A. Svintsov, V.I. Raduto and T.S. Chernyakina's works [15, p. 16–21]. Rehabilitation of disabled people - a system and process of complete or partial recovery of ability of disabled people to household, public and professional activity. It is directed to elimination or perhaps fuller compensation of the restrictions of activity caused by violation of health with permanent disorder of functions of an organism for social adaptation of disabled people, achievements of material independence and their integration into society by them (Article 9 of the Federal law "About Social Protection of Disabled People in the Russian Federation" of 24.11.1995 No. 181-FZ with changes and additions for 31.12.2005 [7].

2. RESEARCH METHODS

For carrying out a research both theoretical, and applied methods were used. In it a principled stand of authors on representation of the checked and proved experience of balance of the theory and practice at all levels of a research. Judgment of the problems put in a research relies on the methodological principles of scientific character, objectivity, and also sociality and integrity in all set of the facts and sources in their logical sequence. On the basis of the objective scientific analysis of a wide range of sources and research literature, including legal and statistical orientation, in the field of theoretical practices on the studied problem, the modern scientific methodological approaches fully considering specifics of the considered phenomenon are used. Methods of the analysis of the statistical data obtained from official sources and as a result of the research conducted by other authors (the secondary analysis of data) are processed by means of statistical methods and also methods of visualization of results.

3. RESULTS

Disability is a problem not only the specific person, but also society, the state in general. Change of the public relation to a problem of disability and to disabled people, development of a system of complex social rehabilitation - one of the main and responsible tasks of modern state policy [5]. The analysis of the system of rehabilitation existing at the federal level shows that at the modern level these issues are resolved rather fully though practice of application of the operating types, especially technical means of rehabilitation, demands improvement. Complaints from disabled people to quality are noted conducting medico-social examination by federal state institutions, on quality and terms of rehabilitation, on quality of technical means of rehabilitation. All this indicates the need of further improvement of issues of rehabilitation.

Change of ideology of social policy concerning disabled people, transition to formation of social model of disability extended to disabled people the basic principle of the social structure

of modern society — the principle of the equal social rights and opportunities of individuals which are given to each member of society regardless of its physical, mental, intellectual and other features. According to it people with disabilities are considered not only as object of care of society, but also as subjects of own activity. For this reason the principle of active participation of disabled people in the organization of work of services of the help is so important for them, in formation and realization of the state social policy in relation to persons with disability. Not less importance, has the principle of independent life of persons with disability which consists in their maximum development and use of abilities to self-service, the self-help and self-sufficiency. The help and assistance rendered to the disabled person by various institutions and the organizations have to be adequate to his state and health, to be accepted (or to be rejected) on a voluntary basis, to promote the self-help and to induce to it.
For the sovereign personality in modern conditions the leading social value is the freedom of choice which depends on extent of socialization of the individual, on the one hand, and the level of development of society and the public relations — with another. The ideology of independent life considers disability as limited ability of the person to go, see, hear, speak or to think usually, caused by psychological, physiological functional violations or anomalies. To number of the main, also the principle of indissoluble communication of the individual with disability and the social environment belongs. Certainly, Wednesday influences the disabled person in many directions — through the general social communications and feelings, through the nearest social network, through public moods, prejudices and expectations. Even individuals are in stationary social establishment under the influence of the social environment — monotonous, monotonous and poor. The identity of the disabled person is formed in specific social conditions. One of fundamental is the principle of studying and preservation of family and social relations of the disabled person because for each individual his family has to be the most perfect and the functional socializing and rehabilitating environment. The principle of complexity and the sequence of rehabilitation actions as separate unsystematized measures, most likely, will not achieve sound positive result or even is extremely important , in some cases, will affect negatively. The complexity - means use of various rehabilitation actions with participation of both medical personnel, and psychologists, teachers, experts on medical physical culture, lawyers, etc. Depending on volume and complexity of the tasks solved by rehabilitation from conditions, opportunities and individual indications for its carrying out the different systems of rehabilitation differing among themselves with quantity of stages and duration of treatment can be used.

4. DISCUSSION

Annually more than 1 million people – for the first time admit the Russian Federation disabled people of 3.5 million people, including. The number of disabled people of working-age and disabled children grows. High incidence and traumatism of the population, participation in fighting, poor quality of medical care and the services provided by medical institutions and institutions of medico-social examination, and are also other reasons the reasons of an invalidization. In these conditions important is and there will be a problem of rehabilitation of disabled people. It remains one of the most difficult demanding from society not only her understanding, but also participation in this process of many specialized institutions and structures. Rehabilitation is not only treatment and improvement of the state of health of citizens, but also the process directed to achievement by the person of the maximum independence and readiness for independent and equal life in society. According to the existing Federal Law No. 181 "About social protection of disabled people in the Russian Federation" [7] till January 1, 2016 of one of the main objectives on assistance to disabled people was improvement of a system of their rehabilitation. The package of measures, the disabled people regulating legal relationship concerning rehabilitation was defined and enshrined in the Law,

the foundation for development of the regional legislation in this sphere is laid. Chapter III was called "Rehabilitation of disabled people". Development of the individual program of rehabilitation of disabled people was assigned to federal institutions of medico-social examination. In Article 9 definition of the concept "rehabilitation of disabled people" – a system and process of complete or partial recovery of abilities of disabled people to household, public and professional activity was given. Rehabilitation of disabled people is directed to elimination or perhaps fuller compensation of the restrictions of activity caused by violation of health with permanent disorder of functions of an organism for social adaptation of disabled people, achievements of material independence and their integration into society by them" [3] Differentiated approach to rehabilitation of disabled people taking into account their specific features are implemented through programs of rehabilitation (International Party of Russia) of disabled people. Development of the International Party of Russia is guided by the Federal Law "About Social Protection of Disabled People in the Russian Federation", on public service of MSE (medico-social examination) [7].Rehabilitation has to be carried out from the moment of developing of a disease or a trauma and up to full return of the person to society (continuity and thoroughness). The problem of rehabilitation has to be solved in a complex, taking into account all its aspects (complexity). Gradually there is a transition from purely medical approach to social model, that is to restoration of all social abilities of the disabled person. "It is necessary to change society to create conditions for disabled people, but not to change the individual having disability to adapt it for life of society" [4, p. 76]. The main directions of rehabilitation of disabled people include:

- recovery medical actions, reconstructive surgery, prosthetics and ortezirovaniye, sanatorium treatment;
- vocational guidance, training and education, assistance in employment, production adaptation;
- social and environmental, social and pedagogical, social and psychological and sociocultural rehabilitation, social adaptation;
- sports and improving actions, sport.

Realization of the main directions of rehabilitation of disabled people provides use by disabled people of technical and other means of rehabilitation, creation of necessary conditions for easy access of disabled people to objects of engineering, transport, social infrastructures and uses of automobiles, communications and information and also providing disabled people and members of their families with information on issues of rehabilitation of disabled people. Social policy concerning disabled people is carried out for the purpose of their successful social integration which is means of social development of society. As means it reflects ability of society to develop "on the principles of non-discrimination, tolerance, respect of variety, equal opportunities, solidarity, safety and participation of all population, including the groups and persons which are in adverse situation, vulnerable groups and persons". In general, integration of disabled people into social society is carried out through effective rehabilitation process. In the course of rehabilitation three stages are allocated:

1. the stage of recovery treatment (restoration of the biomedical status) directed to restoration of the broken functions and health of patients and disabled people. According to WHO experts at 87% of patients rehabilitation comes to an end at the first stage when the patient as a result of restoration or full compensation of the broken functions comes back to usual activity;
2. the stage of socialization or resocialization (restoration of the individual and personal status) aimed at the development, formation, restoration or compensation of social skills and functions, usual types of activity and social and role installations of the disabled person;

3. the stage of social integration or reintegration (restoration of the social status) directed to rendering assistance and creation to disabled people of conditions for inclusion or return to usual conditions of life together and on an equal basis with others. members of society.

Each of stages of rehabilitation has the specific goals and tasks, differs in means and methods of rehabilitation influence. In the system of the measures promoting integration of disabled people into family and society, the important place borrow technical means of rehabilitation. Devices which thanks to special properties provide compensation or elimination of restrictions of abilities of the disabled people to household, public and professional activity called by violation of health with permanent disorder of functions of an organism [7.8] belong to these means. According to Article 10 of the Law [7], the state guarantees to disabled people holding rehabilitation actions, receiving technical means of rehabilitation and the services provided by the federal list of rehabilitation actions, technical means of rehabilitation and the services provided to the disabled person at the expense of means of the federal budget [11]. According to the Law [7], providing disabled people of TSR is carried out on the basis of the recommendations of the individual program of rehabilitation or the disabled person's abilitation developed by federal state institutions of medico-social examination [9.10] and is defined by Rules of providing disabled people with technical means of rehabilitation and separate categories of citizens from among veterans with artificial limbs (except dentures), the prosthetic and orthopedic products approved by the Resolution of the Government of the Russian Federation of 07.04.2008 No. 240 [8]. It is impossible to make the program which would be ideal for each disabled person. Therefore each program of rehabilitation — is individual, considers mental and physical features of health, already available skills and desire of the person to learn new. GOST P ISO 9999-2014 is essential ". National standard of the Russian Federation. Supportive applications for people with activity restrictions. Classification and terminology" which was approved and put into effect the Order of Rosstandart of 23.09.2014 No. of 1177 St [2]. Supportive applications (including software) are classified in the present standard according to their functions. Classification consists of three hierarchical levels and codes, each of which consists of three couples of figures. As well as in other classifications, for each level codes, explanatory notes, inclusions, exceptions and cross references are given. Besides the explanatory text and the classification, the index is provided to facilitate use and to improve availability of classification.

5. CONCLUSION

Process of social rehabilitation is bilateral and counter. Society has to meet requirements of disabled people, adapting the habitat and motivating them to integration into society. On the other hand, disabled people have to seek to become full members of society. The volume and content of social rehabilitation of persons with disability depends, in no small measure, on those principles by which subjects of rehabilitation are guided in the activity, society in general, the state, the organizing and realizing appropriate social programs, the principles reflect the main requirements imposed to social and rehabilitation activity and defining its organization, the contents, forms and methods of rehabilitation influences in social and rehabilitation practice. The social rights of the individual include not only satisfaction of elementary requirements, ensuring survival, but also and all completeness of social needs of the individual. Certainly, awareness of these requirements and their availability depends on development of ability of the disabled person to understanding and assessment of surrounding reality, themselves and the place in the social world and also on a number of objective and even subjective circumstances, are limited to the volume of social and economic resources of this society and state. Thus, social and rehabilitation process can be successfully realized only on the basis of a complex of the principles by which subjects of rehabilitation, society, the state and, of course, objects of

rehabilitation are guided in the activity. Development of a system of rehabilitation of disabled people in the Russian Federation is followed by improvement acting legislative and a regulatory framework and also law-enforcement practice.

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MENTAL CONDITIONS OF CONVICTED WOMEN IN PRISON

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ABSTRACT
The central place in the article is given to the results of an empirical study of the mental states of convicted women at various stages of serving their sentences. Two groups of convicted women took part in the study: the first group consisted of women who had recently arrived in a correctional institution (at the initial stage of serving a sentence), the second group consisted of convicted women who, at the time of the study, had already served part of their sentence. The results of the study revealed the presence of anxiety, as the dominant mental state of convicted women who are in the first stages of serving their sentences, and who have not yet moved from the quarantine department to the detachment. The results should be used in the organization of psycho-educational, psychocorrectional work with convicted women, as recommendations are given.
Keywords: *Correctional facilities, mental conditions, convicted women, serving sentences, penal system*

1. INTRODUCTION

According to official statistics, currently in the institutions of the penal system of the Russian Federation (hereinafter - the penal system) there are 43,440 women, of whom 34,500 are serving sentences in correctional and medical institutions (Brief description of the penal system). At the same time, in addition to personality destruction, convicted women also have socially significant “serious” diseases (HIV infection, drug addiction, chronic alcoholism, respiratory tuberculosis, etc.), which aggravate corrective work with them and aggravate the process of adaptation to places of deprivation of freedom. According to the Federal Penitentiary Service of Russia, from 80% to 85% of such women annually arrive in correctional institutions (Muzychuk, Kulakova, Suslov, 2018, p. 525-530.). Despite the fact that this indicator makes up 8.03% of the total number of suspects, accused and convicted, the problem of female crime and the downward trend in crimes committed by women (Basic indicators of crime) is noted, its prevention in the context of the correction system remains relevant. In many ways, this circumstance is due to the exceptional social role that is assigned to a woman in society. A woman is the source of a new life, as a rule, the processes of upbringing a new generation of citizens mainly lie with women, etc. It is impossible not to agree in this connection with E.V. Zautrova believes that female crime can serve as an indicator of the moral health of a society, its spirituality, attitude to basic universal values (Zavorova, 2013, 258 p .; Samoilik N.A., 2014, p. 143-148). Thus, the scientific and practical interest in the problem of women who have committed a crime and are serving sentences in places of deprivation of liberty is justified and has clear positive practical and socially useful consequences. Note that interest in women criminals in science has been noted for a long time.

However, perhaps the main work that laid the foundation for a systematic study of this social phenomenon should be considered the work of C. Lombroso "A Woman Criminal and a Prostitute" (Lambroso, 2012, 320 pp.), In which the author, based on personal observations, gives a characteristic of this category criminals, analyzing and indicating the reasons for this phenomenon. Currently, interest in this problem has not faded away, being reflected in the studies of representatives of various scientific fields (pedagogy, psychology, jurisprudence, sociology, medicine, etc.). The problem of the study of female crime is becoming more differentiated, researchers are highlighting new aspects of this phenomenon, which stand out as a separate issue and are considered independently. Yu.M. Antonyan in his works pays close attention to this negative social phenomenon, giving a detailed description of women criminals, analyzing the mechanism of their crime, and proposing measures to prevent the commission of crimes by women (Antonyan, 1992, 392 p.). In this paper, the main focus will be on women criminals who are already serving sentences in prison - convicted women. In this area, for example, the issues of the readiness of convicted women for release (Ilyin, 2013, S. 31-38, Ilyin, 2015, 22 pp.), Their resocialization (Kalinova, 2013, S. 82-88), various aspects of behavior were studied in places of deprivation of liberty (Abasova, 2003, 195 pp .; Novikov, Suslov, Fedorov, 2019, S. 276-284), issues of motherhood of convicted women (S.V. Kulakova, 2018, S. 30-31), etc. d. Studies in the field of psychological characteristics of convicted women have shown that they are characterized by a greater susceptibility to depression, apathy, a sense of doom, etc. (Yanchuk, 2018, pp. 61-68). At the same time, an analysis of the scientific literature on this issue showed a lack of knowledge of such a side of the issue as the mental states of convicted women at different stages of serving their sentences. The period of serving the sentence can be conditionally divided into several stages: the convict's arrival at the correctional institution and their quarantine, transfer and serving the sentence in the detachment (the main part of serving the sentence), the period before release and preparation for it (according to the Order of the Ministry of Justice of the Russian Federation of 13 January 2, 2006 No. 2 "On approval of the Instructions on the provision of assistance in labor and domestic services, as well as the provision of assistance to convicts released from serving sentences in correctional institutions system "no later than 6 months before release). Each stage is characterized by its specific features of his experience of convicts, which must be studied, known and taken into account, organizing scientifically based measures for the adaptation, education, correction and correction of convicted women, thereby achieving a greater positive effect. In this regard, the aim of the study was to study the mental conditions of convicted women at various stages of serving their sentences. The object of the study was convicted women at various stages of serving their sentences. The subject of the study is the mental state of convicted women at various stages of serving their sentences. The researchers formulated a hypothesis that convicted women in the initial stages of serving their sentences are in a more unstable mental state, characterized by emotional lability, anxiety, and reduced emotional background, in contrast to convicted women who are in the later stages of serving their sentences.

2. METHODS

Based on the research logic and theoretical foundations, a set of scientific methods and techniques was selected and used, such as the survey-analytical method (analysis of bibliographic sources on the research subject), the method of mathematical and statistical analysis, the psychodiagnostic method, which includes the method of observation, conversation, testing using questionnaires "Self-assessment of mental states" by G. Eysenck (hereinafter - SMS) and "Forecast" (hereinafter - NR). The SMS methodology consists of 40 statements, for which there are 3 possible answers, includes 4 scales: anxiety, frustration, aggressiveness, rigidity.

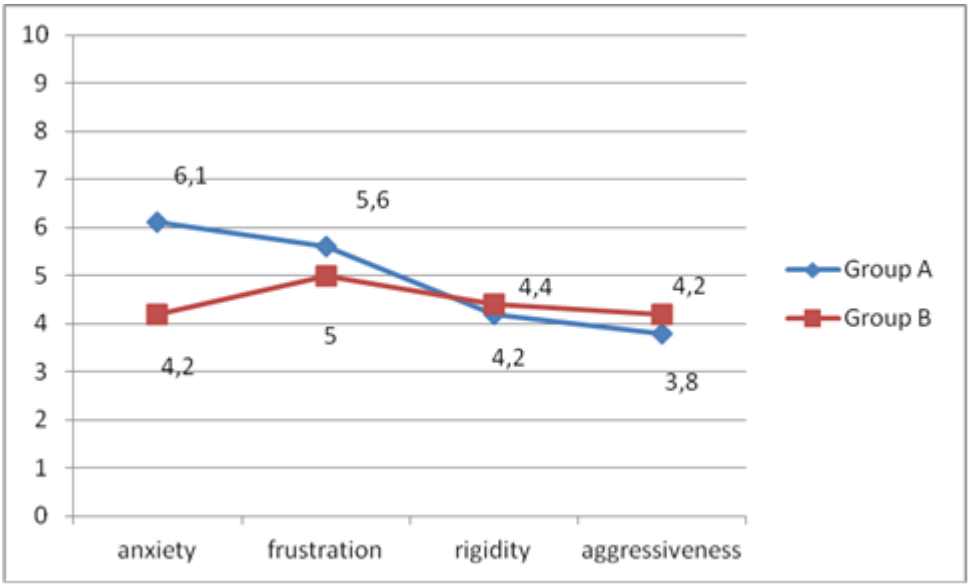
In the SMS technique, anxiety is understood as an individual mental feature, manifested in a person's tendency to frequent and intense experiences of anxiety, as well as in a low threshold for its occurrence. Under frustration, the author-developer is understood as a special mental state caused by failure to satisfy needs or desires. The aggressiveness measured by the technique is defined as the subjective, unprovoked hostility of a person towards other people and the world around him. In behavior, aggressiveness can be manifested in behavior by the presence of tendencies to attack, causing untidiness and harm to people, animals, nature. Rigidity, according to the author's questionnaire, is the inability (up to the impossibility) of changing the program of activity outlined by the subject in conditions that objectively require its restructuring. The opposite property of personality is plasticity. Scales are measured in a 10-point "Kettel wall" system. The technique is designed to determine the level of mental states of a person. The SMS technique was used by us to identify the dominant mental state in convicted women at various stages of serving their sentences. The NR technique is designed to determine neuropsychic resistance, the risk of maladaptation in stress. Using it, you can distinguish individuals with signs of neuropsychic instability. It also allows you to identify individual painful signs of personality disorders, as well as assess the likelihood of their development and manifestations in human behavior and activity. The methodology consists of 84 statements, for which 2 answers are provided. Statements are distributed on two measuring scales: the lie scale and the general scale of neuropsychic stability. The lie scale is designed to identify cases when the subject is trying to distort the results, to create an overly favorable image of himself. The questions on this scale relate to minor flaws that most people recognize. Low values on this scale indicate that the subject honestly answered questions and was confident. Scales are also measured in the 10-point Kettel Wall system. These results according to the methodology of NR determined the formation of empirical research groups. The groups included convicted women, the results of which, according to the methodology of the NR, were reliable, and the level of neuropsychic resistance was average or above average. The empirical base of the study was composed of women convicted for the first time, in the amount of 20 people, of which 10 at the time of the study were in the quarantine department (group A), 10 at the time of the study were already serving sentences in the detachment (group B). The age range ranged from 24 to 39 years. Other social, demographic, psychological, etc. the characteristics of convicted women were not taken into account in this work. This was done in order to more clearly identify the effect on the mental state of women of the factor of the length of stay in a correctional institution using the example of two stages of serving a sentence. To identify the presence / absence of significant differences between the two samples, the nonparametric Mann-Whitney U-test was used.

3. RESULTS

In the course of the study, the results were obtained by the SMS methodology, presented in an averaged form in Picture 1.

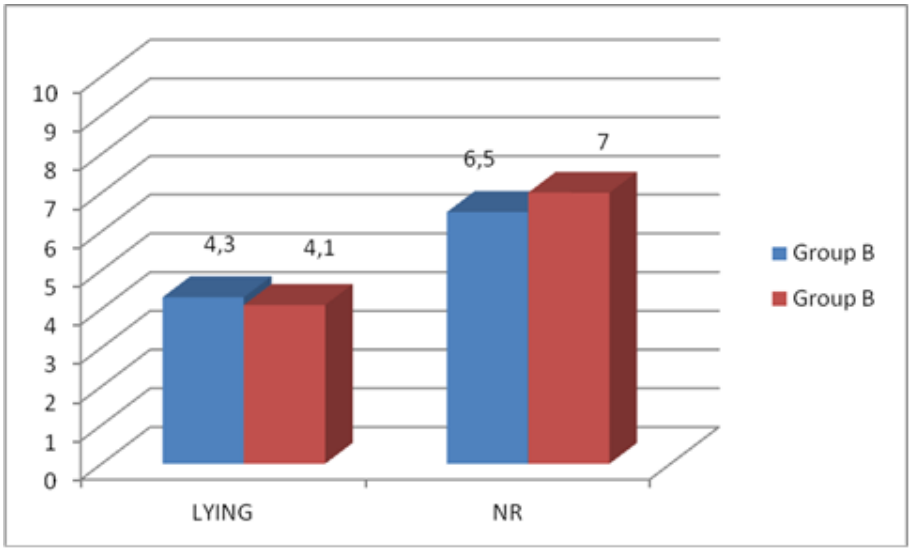
Picture following on the next page

Picture 1: SMS research results



In the presented figure, the results obtained are presented in average values. It can be noted that in convicted women of group A, on average, such parameters as anxiety (6.1 wall) and frustration (5.6 wall) are higher. While rigidity (4.2 wall) and aggressiveness (3.8 wall) are on average lower than that of convicted women who are already serving sentences (group B). To verify the reliability of the differences in the data on the measured scales of groups A and B, the non-parametric Mann-Whitney U-test was used, which showed that at a reliable level there are differences in only the “anxiety” parameter (Uemp = 16.5, $p \leq 0.01$). Differences in other parameters did not fall into the significance zone. The data presented in Figure 2, obtained by the method of NR, show that the subjects in their responses were sincere. They tried to answer without "distortion" of information about themselves, as evidenced by low scores on the "False" scale (Group A - 4.3 wall, Group B - 4.1 wall).

Picture 2: NR research results



The level of neuropsychic stability of convicted women of group B (wall 7) is higher than that of convicts of group A (wall 6,5), however, the differences obtained were not confirmed at a reliable level, as evidenced by the verification of diagnostic results using the Mann U-test Whitney.

4. DISCUSSION

The results indicate a contradiction between the data of the two methods. The contradiction revealed is that, on the one hand, according to the SMS method, the convicts of group A have a predominant mental state - increased anxiety, in contrast to the convicts of group B. However, these methods of non-sexual treatment show that there is no significant difference between the nervous and mental stability of the two studied groups. We see the explanation of this contradiction in the fact that the anxiety of the convicted women of group A is situational and temporary. Those. convicted women in the quarantine department do not fully understand the environment in which they find themselves, what they have to face, what they need to be prepared for. It should be noted that the environment of convicts in each institution varies depending on the quality (age, cultural, social, etc.) component of the main population of convicts. The existing structure of convicts in the institution assumes the existence of their own special "rules" of interaction and behavior, in addition to the internal rules of the institution and regime requirements. Understanding this circumstance, together with the lack of objective knowledge about the state of the situation in the institution, as well as the lack of experience of serving sentences in correctional institutions, becomes the basis for the development of the state of anxiety, which is dominant in this period. Anxiety among the convicted women of group B can also occur, but the initial reasons for it are most likely to be associated with objective reasons for living in a correctional institution, negative (or lack thereof) information from relatives, the presence of anxiety as a stable personal quality of a particular convict. Neuropsychic stability is a more stable formed personal quality of a person, which is quite stable in changing environmental circumstances. That is why, in our opinion, this parameter at a reliable level does not differ between the two groups of respondents. Thus, we can conclude that the convicted women, who are at different stages of serving their sentences, have two types of anxiety: situational anxiety caused by external factors, and immanent anxiety as a stable internal characteristic of a person's personality.

5. CONCLUSION

The study showed the presence of unresolved contradictions and the lack of objective data on the specifics of serving sentences by convicted women in prison. The results obtained presented in this paper are of both theoretical and practical value. In particular, there is a significant influence of situational factors on the mental state of convicted women, caused by being in new conditions, lack of information, the formation of their ideas, often erroneous, based on insufficient data. As a result of this, women are noted to be in a negative mental state, which can have a variety of behavioral expressions (from a state of depressive detachment to active aggressive actions against prisoners, representatives of the administration of the institution, as well as herself). Timely unresolved situations of this kind can have negative consequences at different levels on the scale of a correctional institution. From the occurrence of interpersonal conflicts, to the provocation of group disobedience and other mass excesses that destabilize the functioning of the institution. The research data obtained as a result of comparing convicted women at various stages of serving their sentences allowed us to form an idea of their current mental state at a reliable level. In particular, there is a predominance of anxiety among women who have recently arrived at the institution, in contrast to the already convicted women. Moreover, relatively stable personal qualities, such as neuropsychic stability, do not change under the new conditions. Therefore, it is necessary to concentrate on the elimination of precisely external factors that contribute to the development and maintenance of anxiety in women. Anxiety, as the dominant mental state of convicted women in the quarantine department, convincingly proves the need for specialists to concentrate on this particular condition. Initially, the study's logic didn't take into account such absolutely important "parameters" that characterize women convicted, as well as provide a certain level of "resource"

to resist negative external factors, such as marital status, educational level, health status, etc., which indicates the need for a subsequent comprehensive study of this problem. Thus, in the course of the study, we were able to achieve the goal that is to study the mental states of convicted women at different stages of serving their sentences. The scientific hypothesis formulated at the beginning of the study was partially confirmed. In particular, it was found that convicted women in the quarantine department have higher anxiety than convicted women who are already serving sentences in the same penal colony. However, this mental state is usually caused by external factors and in most cases is not associated with more stable personal qualities, such as neuropsychic resistance. The results of the study can be used in the practical activities of the staff of the penal correction system. When conducting psychodiagnostic examinations, psychologists should pay special attention to identifying the degree of anxiety of convicts who arrived at the institution, and also to determine what kind of character it has (situational or immanent). Also, the data obtained can be the basis for creating scientifically based programs for the psychological correction of convicted women, educational activities. That, in turn, will allow timely prevention of the development of negative mental states in convicted women caused by detention in prisons.

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VIRTUALIZATION OF GLOBAL CULTURE: COMPARATIVIST ANALYSIS

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ABSTRACT
The article describes the phenomenon of virtualization that is dynamically developing in connection with the large-scale digitalization partially in all spheres of the modern society. The genesis of the concept and its changes is also analyzed. It has been demonstrated that virtualization is not only social networks, interactive technologies, media aesthetics, but also it is an element of mass perception of artificially simulated reality different from others, for example, perception of text formats.
Keywords: *art, comparative analysis, culture, mass culture, technological progress, reality, virtual reality, virtualization, virtuality*

1. INTRODUCTION

Virtualization as an element of the culture appeared several decades ago. However, all its possibilities were revealed only now, thanks to the processes of large-scale digitalization of all spheres of our society [22,25]. Progressive virtualization of world culture is the mass inclusion of a person in social networks, microblogging and interactive video games with their comfortable duplicate of reality, hyper-real (including in 3D format) film and media aesthetics. It is also a denser immersion of mass consciousness in sensory perception of artificially modeled reality in commercials and video clips, as well as dominance of commercial and political image-building technologies. But the rapid growth of virtual cultural modifications is significantly ahead of its adequate theoretical understanding. The genesis of the “virtuality” concept development shows the wide spread of this concept by the intensive development of information technologies of the 20th century, on the other hand, the transformations that took place in the concepts of the concept of “virtuality”, which existed in philosophy and culture since antiquity. The concept of "virtual" comes from the Latin term "virtualis", which in turn comes from "virtus" - strength, spiritual elevation of a warrior, military valor. However, in the Middle Ages “virtus” began to denote a certain mysterious power, whose presence in the object or in God was not in doubt. This force could transfer objects from non-being to being. In the 19th century under the concept of "virtual" everything that is possible that does not correspond with reality has been interpreted. In the 20th century the phenomenon of virtual has already begun to be seen as that which has its own reality, which was not possible and even oppositional to it. So, for example, Henri Bergson proposed to consider the “virtual” as something that has “its own existence” [4]. According to the author, the virtual, which began to be seen as something opposed to the actual, real and has become synonymous with the possible and potential. Thus, a categorical analysis of the term “virtual” showed that the emphasis in the understanding of this word has shifted from the ancient version of interpretation as “possible”,

"potential", "strength", "valor" to modern widespread use in the meaning of "fake", "imaginary", "apparent", "illusory". As is well known, the term "virtual reality" was coined by the American scientist Jaron Lanier to refer to electronic devices in 1984 [11]. Nowadays, the interest in the problem of virtual reality has gone beyond the technical sciences, and has reached the limit of humanitarian knowledge. For example, in 1964 Herbert Marshall McLuhan in her book Understanding Media [15], and later William Gibson for his science fiction novel The Neuromancer [8] used the term cyberspace. So, W. Gibson described in his novel a single, coordinated hallucination of billions of people in the space of sensually perceptible information. It should also be noted the historical and theoretical work "Virtual Reality" [10] by the American journalist F. Hammit on virtual reality. The author sees the historical prerequisites for the phenomenon formation of virtual reality in the development of the synthetic capabilities of cinema and film simulators. Today, a theoretical study of virtual reality covers a number of scientific areas, including socio-philosophical, sociological, cultural and others, which show the place and significance of the phenomenon of "virtual reality" in modern culture. Even this small analysis shows today the concept of virtual reality is interpreted in two senses: 1) in a narrow (technical) way - like computer systems that provide visual and sound effects that immerse the viewer in an imaginary world behind the screen; 2) in the broad (abstract) - as an imaginary world created in the user's imagination. In the context of our article, the concept of virtual reality will be used in a broad sense. In this case, technical systems of virtual reality will be considered as one of the means for forming artificial reality. The concept of "virtualization", especially while speaking in the context of culture, means at the same time several processes that define modern culture. If we put the concept of virtualization in a meaningful-temporal context, it is definitely preceded by the digitalization process, and inevitably followed by multi-step stages of attempts to create artificial intelligence. Digitalization - virtualization - artificial intelligence: an inextricable sequence of what has already happened in part, and progress already outlined as a goal. Digitalization has already taken root in all strata of everyday, economic and cultural life. In addition to the unconditional use of digital recording, storage, processing and transmission of information, like all new phenomena, they also generate fundamental questions, for example, regarding the adequate ability to digitize the qualitative components of subjective or artistic content. There are different points of view regarding virtualization. For example, the concept of the virtual is often opposed to the concept of the real. The virtual here appears as a kind of encroachment on the truth, values and meanings. Another understanding is that virtuality is a kind of "second" reality with its characters, such as robots, clones, bots, etc. In this article, we ate going to analyze virtuality, including its significance and sociocultural consequences.

2. METHODS

The analysis uses both general scientific methods - logical analysis, abstraction, descriptive method, historical-genetic, comparative, and direct methods of philosophy and sociology of culture.

3. RESULTS

Virtualization of the visual arts. Art has come a long way from claims to be passively contemplated to the involvement of the perceiving subject in the fabric of creation itself regarding its representation. Artists can be heard and seen in a short time unhindered on the Internet space by an unlimited number of people. The digital universe provides this opportunity, bypassing all the difficulties of representation in real space and time. Digital art and the art of virtual reality is becoming the youngest and most unforeseen sphere of artistic self-realization and subject to thorough research. The question: "What will replace digital and virtual art?" is as incomprehensible as the question of the beginning of the last century: "What will replace the

centuries-old traditional understanding of art?" Thanks to technological breakthroughs, the "post-Dushanov art" has spread to all genres of contemporary art. Digital technology has become indispensable. For example, the processing of photographs has created fundamentally new perspectives for photography. Cinema has been qualitatively changed both in terms of its technical capabilities and the thematic variety of subjects. Computer and Internet art naturally won their place without notice. In the physical art space, digital installations of three-dimensional sculptures created on scanners appeared. We can provide more examples of digitalization in the field of acoustics and music, and the rich variability of the combination of digital acoustic and visual techniques. Due to digitalization, visual art has gone beyond the spatial boundaries of galleries and exhibition halls. It has completely changed the classical understanding of museum practice of representing art objects: "... communication with art is not limited to vision and goes to touch," writes Michael Rush [19]. The viewer becomes an obligatory co-author of this art, ceases to be a passive performer, and becomes a co-author of the work. Digital art, as a new logical stage of technological progress in art, completely broke with claims to materiality and "object status" [19]. Following the radical changes in the methods of representation, the concepts and criteria of traditional aesthetics lose their applicability. The attachment of works to real time, space, or the image and meaning dictated by the artist, has remained in the past. The new context that has come to the fore implies a mandatory presence - not even the viewer, but rather the "accomplice" in the creative process itself. The obligatory presence of the viewer as an accomplice in the creation process is based on a certain paradigm of the author's merging with the viewer, everyday life with art, everyday objects surrounding us with art objects, and thereby realizes the reincarnation of our world, supposed by Jean Baudrillard: "The abstraction of our world has already become a ubiquitous fact, and all the artistic forms of an indifferent world carry the stigmata of this same indifference "[1]. There is a possibility that it is because of the "indifferent world" described by Baudrillard: "people will turn to new art in search of the experience of a different being," writes Michael Rush. Jeffrey Shaw, ehe artist from Australia, in his work "Believable City" back in 1991, using digital 3D animation, demonstrates an everyday virtual reality system that can be. The show mounted a bicycle in front of three screens, and the viewer / accomplice / pedaling rides through the virtual streets of a particular city (Amsterdam is in that case). Currently, the effect of virtuality is created by more advanced methods and creates an almost indistinguishable context of being in an artificially created reality. It remains to take another technological step in order virtuality will unfold in real time, and people from childhood, navigating in the virtual space "... will manage it with the same ease with which we use a remote control or mobile the telephone". And this step is almost done, [19]. It is obvious that artists are motivated by the intention to model and thereby offer their "co-author" as much freedom as possible brought to its limits, to the maximum. Ross Gibson, an Australian media curator and theorist of contemporary art, describes the function of an artist who "... will produce not so much objects as experience - he will offer us such experience that will deeply" hurt " us, plunging or taking us beyond the real world " in his essay written in 2003 [9].

3.1. Virtualization of mass culture

In the field of mass culture, due to the arrival of new spectacular production technologies on the art scene, a new type of social practices is being formed. It is associated with the development of interactive entertainment and services: talk shows, videos, television and online stores, virtual fairs and auctions, electronic simulators, interactive educational programs, lectures, seminars, master classes, etc. The result of a large-scale mutation was the emergence of a global mass culture with a dynamically developing spectacular dominant, the main stimulus for the development of which was the provocation of the usual human perception by the excessive intensity and paradox of the spectacular impressions provided.

An increasingly intense spectacular shock from a paradoxical super-vision, delivered either by the unusual aspect of the shooting, or the extreme panoramicness of the picture (natural disaster, cosmic landscape, etc.), or by the very sight of artificially modeled fantastic creatures. It is not surprising that self-dominating on-screen dominance of stunning images produced using computer graphics, special methods of computer editing (morphing, composing, motion capture, etc.) leads, as Tatyana Savitskaya rightly notes, “to unprecedented the impoverishment of the textual and scriptural components of the work, degrading, on the one hand, before exchanging template replicas on the other, to fantasy-comic amorphous, decaying plots. From the point of view of the new European classics with its literary centrism, a craving for introspection and catharsis, such a commercially oriented, technologically based mass production of images is no longer a culture. Therefore, it is logical that some researchers assign the name to this phenomenon as “post-culture”, “para-culture”, etc. ” [20]. The craving for excessive entertainment as a result of creation through digital technology of more and more advanced optical-kinetic illusions, i.e. the trend of virtualization of the art process is a trend characteristic of both mass art (blockbusters, computer games, video computer shows and attractions) and arthouse art (video installations, virtual theater, cinematic non-classics). A logical step to holographic three-dimensionality of the image is stereo cinematography, as a technology invented at the end of the 19th century, but gained cult popularity after the worldwide success at the end of 2009. It was the film Avatar that was made in digital stereo format. Certainly, the modern industry of global mass culture is a cluster of synchronously operating information, entertainment, communication, advertising and commercial technologies. It shows miracles of sensitivity in tracking new trends of "info-tourism", their marketing promotion and mastering by business, but the initiative to generate such trends is still rooted in sphere of social psychology. This position is fully justified in the analysis of modern stereo cinema. On the one hand, the commercial hype following the triumphal success of Avatar forced the well-known directors to the 3D format turn, such as Robert Zemeckis (Polar Express, Beowulf), Robert Rodriguez (Spy Kids 3D - The Game is Over, and "The Adventures of Shakrboy and Lava"); large movie companies (like Disney with the stereo cartoon "Chicken Chickie"). To coordinate the efforts of business circles in the production of high-tech 3D products, even a special 3D consortium was created. Equipping the network of new cinemas with the equipment necessary for broadcasting films in 3D format has already led to an increase in the cost of tickets for them by 20–40% [24]. The paradoxical nature of the virtualization of mass culture at the present stage of the technical revolution leads a number of researchers to the conclusion that "the culture is replaced by the virtuality of digital networks, a phantom of the technical civilization of the newest electronic era, which requires a person to radically change his whole being in order to be authentic to it"; the new era corresponds to “a new anthropic species, an anthropoid, not a historical person who does not need culture” [5]. In our opinion, we can talk about massive virtualization of mass culture, which has firmly established itself in the role of the main trend in the development of post-modern culture. Confirmation of our conclusion is the fact that the unspoken canon of film and media aesthetics has long been reliance on large-scale production of virtual artifacts from special effects in blockbusters, simulation of reality in the expanding empire of online interactive video games, hyperreal transformation of depicted objects in commercials and video clips before immersion in the designed the autoreality of video installations and video art in avant-garde projects of “contemporary art”. And one more tool of mass culture is television. Some researchers sometimes define a modern society as “screen culture”. A person receives information about the world distorted by the screen. The idea is that not all images are identical to the object that it represents, but that the images today have become more real, than reality itself and claim to truth, seize power over it, replace reality itself. The theme of cultural visualization and the impact of new technologies on human thinking and behavior is raised in Ray Bradbury’s novel

“ Fahrenheit 451”: “You can close the book and say to her:“ Wait. ” You are her sovereign. But who will tear you from the tenacious claws that capture you when you turn on the television lounge? She wrinkles you like clay, and shapes you according to her desire. This is also an “environment” - as real as the world. She becomes truth, she is the truth”[18]. Thus, television and other media focused on the visual way of transmitting information play a big role in creating alternative worlds, artificial empty forms, false images.

4. DISCUSSION

The creation of virtual reality, interpreted as a simulation reality, has been the subject of research by the theorists of postmodernism, first of all, J. Baudrillard in his fundamental work “Simulacres and Simulation”[1]. J. Baudrillard, says that “in our days, the virtual decisively prevails over the actual; our destiny is to be content with such ultimate virtuality, which only frightens the prospect of a transition to action ”[1]. The structural unit dominating in modern culture, according to J. Baudrillard, is “simulacrum”, i.e. pseudo-thing replacing “agonizing reality” through simulation. As a result, with the reign of artificiality, the distinction between the real and the unreal, the authentic and the unauthentic, between the true and the false disappears. And modern culture, thus, appears as a kind of virtual system. In such system where genuine sociocultural reality is replaced by simulation - hyperreality. Baudrillard showed that the consequence of the process of information decomposition is the loss of the need to obtain. Conversely, increased dependence on technical means that it can replace reality with its similarities. Essentially, in “modern society, mass media function as systems that create multiple invariants, alternative to constant reality, where the meaning of the message is neutralized and destroyed, where reality is replaced by its simulative signs that make up hyperreality” [1]. As a result, there is an inverse proportion between the increase in information and the increase in meaning. The cause of these processes, for example, J. Baudrillard sees in the “absolute inconsistency of information and signification, where the information sphere appears as a purely technical tool, similar to code. The reality, duplicated by means of reproductive materials, disappears, “it becomes an allegory of death, but with this destruction itself it strengthens, turns into reality for reality ...: hyperreality” [1]. J. Baudrillard asks the question: “Can this de-dramatized simulation continue indefinitely? Whatever the forms we are dealing with, we have long been in the parish of extinction and transparency” [1] This state is nothing more than the abolition of human freedom by replacing it with a freedom of imagination, which man himself does not know about. Putting a person in virtual reality removes the original philosophical problem of human freedom, since the human action will no longer have not only moral criteria, but also the real consequences of its virtual choices. A person dissolves and disappears in the artificial world without the slightest possibility of returning to the active sphere of Homo sapiens. A philosophical understanding of the new reality in art becomes necessary, because the radical breakdown of the old art paradigm directly affects the underlying ontological issues. Reflection on the above phenomena from the side of aesthetic theories do not leave themselves waiting. One of the most remarkable aesthetic designs of postmodern is the so-called algorithmic aesthetics, which with its evaluative tools is the most adequate in relation to its object. [14, 16, 21]. Postmodern aesthetics are distinguished by the variety of language games rules, their machine tools and experimentality, and the rules of aesthetic games change under the influence of computer technology. In parallel with the discussion there are problems of the intellectual beauty specifics, the role of aesthetic judgments and artistic images in science. There is also a mirror process of introducing mathematical and computer analyzing models into the aesthetics, whose function is quantitative methods to evaluate the aesthetic content of the art. The goal of algorithmic aesthetics was not only to understand from an aesthetic point of view the artistic practice associated with the development of computer graphics, music, video clips, regarded as works of art, but also to develop new

theoretical approaches that combine philosophical and mathematical principles of cultural research that can draw conclusions about the algorithms of art. The applied algorithmic principle is associated with the application of mathematical programming methods in the description, interpretation and aesthetic evaluation of works, with the creation of creativity and art criticism in computer models. The essence of the method consists in abstracting, based on direct aesthetic experience, arbitrary input data, the result of which is to obtain results completely determined by these data. Moreover, each subsequent step of the process is set by the framework immediately preceding it. Regardless of what a particular task is description, interpretation, or assessment of aesthetic objects. The process is represented by a black box by the given algorithm, and the studied data set is information most often presented in the form of signs at the input and output. The aesthetic value of an art's work in algorithmic aesthetics is measured by the difference in the volumes of information at the output and at the entrance- the greater the increase in information at the output, the higher the aesthetic value of the object of art considered and belonging to the evaluation. The principle of quantitative maximization of experiences caused by a work of art involves non-bonding of the qualitative aspect of experience, that is, the difference between positive and negative emotions is erased. Virtuality of a person's real internal and external world reflects the essence of the state of the world or human experiences. At present, art as eliminating from the sphere of its objects a real person with his real environment creates a virtuality that is not related to reality, which "running ahead" anticipates the implementation of the emerging alternatives for the future: changing the ontological status of a person's worldview. Elimination of a complex and uncompromising reality from a person's worldview and world outlook promises a loss of power and control over it and, as a consequence, a premonition of complete powerlessness and loss of the individual, which the postmodern art repeats to us. Thus, the conclusion suggests itself, according to which art itself contributes to the creation of reality, but not the reality of art, but the reality of virtuality. The question naturally arises, what will become culture, history, what will remain in the collective memory of mankind and in the individual memory of an individual person if we cannot distinguish "real" experiences from artificial ones? How does Michael Rush answer this question? "Life as we knew it, including the memories that remain of us from it, will forever change when the" virtual "and the" real "become indistinguishable. According to the researcher, the memories will merge with fantasies" [19]. The paradox of the ontological status of virtual reality confronts a person with a civilizational choice, either to go further along this unpredictable path can lead to artificial intelligence, or for more predictable alternatives for human and cultural survival. In our opinion, one cannot fail to say more thing about anyone of the brightest modern cultural trends. The massive introduction into society of various programs and projects based on augmented reality technology (English augmented reality), the unlimited scope of which (advertising, marketing, tourism, museums, exhibitions, the magazine business, computer games to medicine and pedagogy) and the expansion of perception opportunities broadcast by them make adherents of fashionable innovations talk about the approach of a new qualitative leap in the development of modern civilization commensurate with the opening of the Internet. Strictly speaking, augmented reality is called so because of the addition of certain imaginary (virtual) objects, usually of an informative and auxiliary character, to the perceptions coming from the real world. Back in the late 90s. Ronald Azuma defined augmented reality as a system "that:

1. Combines real and virtual;
2. Provides real-time user-machine interface interaction;
3. It works in 3D "[17].

"Augmented reality in Russia, and throughout the world," writes Anastasia Chernikova, a columnist for the sensitive at technological innovations site look at me, "is in the waiting stage

- then it will be replaced by another, virtual reality, and the real world will be inseparable from digital. Now we are at the beginning of the field of experiments. There are more questions than answers, and only one thing can be said that augmented reality in one form or another will not go anywhere and, most likely, will grow into something more. This technology will penetrate people's lives, as social networks did at one time ”[7]. An analyst at Arnext’s dedicated augmented reality site states: “Work on new types of natural interfaces that virtualize the physical world data is underway at Google, Apple and Microsoft, experimenting with augmented reality at Samsung and Intel, Epson and IBM , Xerox and Hewlett Packard, dozens of startups with cutting-edge ideas for using hardware platforms open in the AR stream. The future has come, the future is coming ”[13]. Augmented reality as a promising and promising technology that combines real-time objects of the real and virtual worlds in an imperfect human society can turn into an increased risk zone fraught with new unexpected threats. As Gregory Conti, Edward Sobisk, Stephen Billington and Corey Kirk noted in the article “Crime, malicious and unexpected areas of application of augmented reality” posted on Help Net Security, “the era of the widespread use of augmented reality is rapidly approaching and with it are amazing opportunities and unprecedented risk ”[6].

5. CONSLUSION

After a comparative analysis of the fundamental ideas about the essence of the virtualization process of modern world culture, we came to the conclusion that it is a process of displaying information in which the user has the feeling of being in a world synthesized, in turn, by certain devices. The technology of virtual reality of culture includes the production of high-quality means of stereo images, the creation of devices for influencing other (in addition to vision) channels of information in the human brain with appropriate feedbacks and the development of software that allows you to create the necessary images in real time. At the same time, any subjective reality possesses the virtualization property of modern world culture. The consequences of cultural virtualization will be the development of global cultural exchange mechanisms, since new media, having cross-border nature, make it possible to overcome linguistic and cultural barriers. In modern culture, the process of glocalization under the influence of virtualization is clearly manifested in the form of “weakening the connection between the cultural phenomenon and its geographical location, approaching distant events, influences and experience”. According to E. Giddens, in modern conditions there is a “spatio-temporal distance of the translated forms of culture from their original context.” With the Internet development, cable and Internet television with a large number of channels, the erosion process of mass culture began due to the appearance of wide alternatives for the choice of information. Virtualization of culture enhances the cross-cultural component of virtual communication. The dialogue of cultures is refracted through free virtual communication on the World Wide Web (Internet) of representatives of various ethnic groups and beliefs. But along with the positive aspects of the virtualization of contemporary art, it is necessary to remember the possibility of the existence of an alienated from a person, objectified virtual reality in the form of general images, representations, symbols, etc. (“Symbolic universe” in the definitions of sociologists P. Berger and T. Luckmann). According to M. Castells, “historically specific in the new communication system organized around the electronic integration of all types of communication, from typographic to multisensory, is not the formation of virtual reality, but the construction of real virtuality”. Let us also complete our article with one more conclusion. In the final of Umberto Eco’s novel “The Name of the Rose”, together with the monastery library, the priceless manuscript of the second part of the Aristotelian “Poetics” burns down, which existed in a single copy and cannot be restored. Of course, the fact of the existence of this manuscript, as well as vague rumors about its blasphemous content for Christian culture, were invented by the Italian philosopher and writer.

But the theme of missing, lost, destroyed books is one of the most tragic in world culture. The famous Bulgakov “manuscripts do not burn” becomes absolutely real for modern culture, through and through virtual and constantly reproducing, duplicating itself in paper, electronic, digital form. The main thing is not to forget to make backups [12].

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CONTEMPORY TRENDS IN THE SYSTEM OF HIGHER EDUCATION IN RUSSSIA AND IN THE OTHER COUNTRIES OF THE WORLD: COMPARATIVE ANALYSIS

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ABSTRACT
The article represents the main trends in of education development, their reasons of changes and their consequences. The authors reveal the key tendencies of the higher education system development in modern Russia and the other countries of the world. The research is based on statistical data of the Federal Statistics Service (Rosstat), the CLLE of Ranepa, RIA Novosti and other analytical sources. The authors apply the methods of document analysis: traditional analysis of documents, as well as secondary, comparative analysis. The article points out the possible trajectories of evolution of university education in Russia.
Keywords: *global education, labour market the system of higher education, socio – economic relations*

1. INTRODUCTION

Education still remains one of the most important social institutions. It determines the direction and dynamics of society, the quality and structure of the population, the level of social mobility. The education system includes more than a billion students and nearly fifty million teachers worldwide. The social role of education has considerably increased. Education, especially higher education becomes the key factor of social and economic progress. The recognition that the most significant value and the main capital within the contemporary society is a person capable of finding and mastering new knowledge and making non-standard decisions causes such attention (Fomicheva T.V., Sulyagina Ju. et all, 2017). The development of education in Russia has a non-linear feature, it is known to inherit quite a powerful and developed education system from the Soviet system. However, the Russian government has radically changed the trajectory of the state development, and thereofore, the educational system focused on the socialist planned economy has underwent a profound reform. Almost all elements of the educational system have been reformed. In particular, influenced by the liberal reform agenda there was the transformation of the existing universities and the establishment of the new ones. By the end of the 2000s, 1115 higher education institutions were registered in Russia, i.e. the largest number of higher education institutions in the country's history. Some of them existed only nominally. Indeed, their educational activity was a tool for making a profit. Due to the high demands in getting higher education diplomas, the service approach disseminated within educational field. Education has evolved from the personality development to an ordinary service. And this idea has massively been picked up (Tanatova D.K., Mihalenko A.A., 2016).

The increase in the number of universities and the interpretation of their activities as an educational service has caused significant change in the attitude to higher education.

Higher education has ceased to be perceived as a competitive advantage in the labour market, and has become an affordable and common element of the personal portfolio.

2. METHODS

The analysis of the state and development of the higher education system is interdisciplinary and involves reference to such scientific disciplines as sociology of education, sociology of the social sphere, economic sociology and sociology of work, sociology of youth. The leading Russian experts in the field of Russian and foreign pedagogy: G. A. Andreeva, B. L. Vulfson, A. N. Dzhurinsky, A. P. Liferov, N. D. Nikandrov, V. Ya. Pilipovsky focus on trends of higher education development in the contemporary world. They analyze the processes of international integration in education, identify their global patterns and national particularities (Klyachko T. L., 2016). The neccessity for comparative studies of the goals, principles, content of higher education and means of control and assessment of knowledge in Russia and the world in the process of society transformation is caused by a number of difficulties and aggravated contradictions between:

1. the high demand in improving the system of higher education in Russia and the lack of serious interdisciplinary analysis of the state and prospects;
2. declared by the Bologna agreement, the objective of the Anglo-American model of higher education orientation and its low level of adaptation to Russian conditions;
3. the increased needs of society in creative creative individuals and the lack of individual approach, personal differentiation of young people’s features, needs and abilities.

The theoretical and methodological basis for the study of this problem was the system and metasystem approaches. In this case, high school is considered as a set of elements that are in relationships and relationships with each other, show their integrity in interaction with society. The theoretical and methodological basis for the study of this problem was the system and metasystem approaches. Thus, the system of higher education is considered as a set of elements that are connected with each other, revealing their integrity in interaction with society.

3. RESULTS

Against the background of ambient high turbulance, general social and economic instability and global threats, the development of higher education becomes the key priority of public administration. The increase in the number of highly qualified professional staff, the creation of intellectual property, the raise of the general level of population’s education determine the ability of the nation to effectively use knowledge, give it a chance to avoid marginalization, not to remain on the periphery of world progress. Education as one of the sustainable development goals is on the agenda of The United Nations. This goal is to ensure inclusive and equitable quality education and to promote lifelong learning opportunities for everybody. Regarding to higher education, the UN aims to: "By 2030, ensure equal access for all women and men to affordable and quality vocational and higher education, including university education" (Sustainable development goals, 2019). The solution of this problem involves significant economic, technological and social difficulties, however, there is a global trend to increase the number of people with higher education. According to UNESCO, the total coverage of higher education in the world doubled from 2000 to 2014: from 100 million to 207 million students (UNESCO, 2019). Russia is in a global educational trend. According to data from the Federal Statistics Service (Rosstat), in 2002, 159 out of 1000 people (19 million people) had higher education (population by level of education, 2019). According to the data published by Rosstat in 2018, the share of people with higher education increased to 231 per 1000 people (Russian statistical Yearbook, 2018). According to the share of the adult population (25-64 years) with higher education in its total number, Russia is among the world's leading countries.

On this indicator, it is slightly inferior to the UK, the USA, the Republic of Korea and Sweden, but much superior to Italy and France (Fig.1) (Education in numbers, 2018).

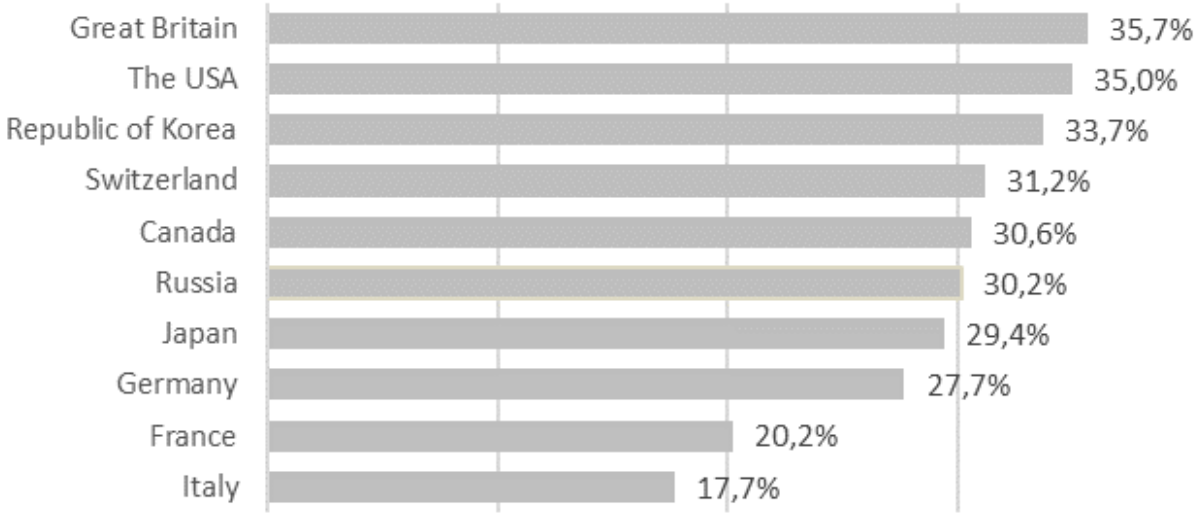

Chart 1: Proportion of the population aged 25-64 with higher education (ISCED 6, 7 and 8) in the total number of countries: 2016
(percentage of the total population of the relevant age group)

In recent years, international rankings of educational institutions, that are compiled by reputable expert agencies and include leading universities around the world, have become increasingly significant. The ranking of the best universities in the world consider such indicators as the number of academic staff cited publications in scientific journals, the number of articles published in leading research journals, the percentage of foreign students, reputation among employers, authority in the field of research, the importance of research papers, the Hirsch index and many others. American journal US News & World Report published the first ranking1983. Then the media picked up the idea, and then specialized research organizations. The first academic ranking of universities in the world was published by Shanghai University in 2003, and a year later the Times (Clark B. R., 2015) made its Top of the best universities. The most authoritative world rankings include QS, Times Higher Education, ARWU (Shanghai rating), Forbes and others. For instance, the organization QS annually makes the world rankings of universities and their programs in 46 areas. In addition, the organization makes overall ranking of the world's universities, ranking of new universities and ranking of higher education systems. The QS ranking is based on the opinion of the academic community, the citation index, the Hirsch index and the employers' opinion. University rankings allow you to compare objectively universities from different countries and draw a conclusion about their higher education system. For example, according to QS World University Rankings, the largest number of the best universities are in the US and the UK. Over the past three years, the top 100 universities in the QS ranking include 31-32 US universities and 16-18 UK universities. In the other countries, the universities included in the top hundred rankings are significantly smaller. There are from 4 to 7 universities of China, Japan, Hong Kong, South Korea, Germany, Canada, the Netherlands, France, Switzerland and from 1 to 2 universities of Singapore, Argentina, Belgium, Denmark, Malaysia, New Zealand, Russia, Taiwan, Sweden in the top 100 QS countries. (QS World University Rankings, 2019).

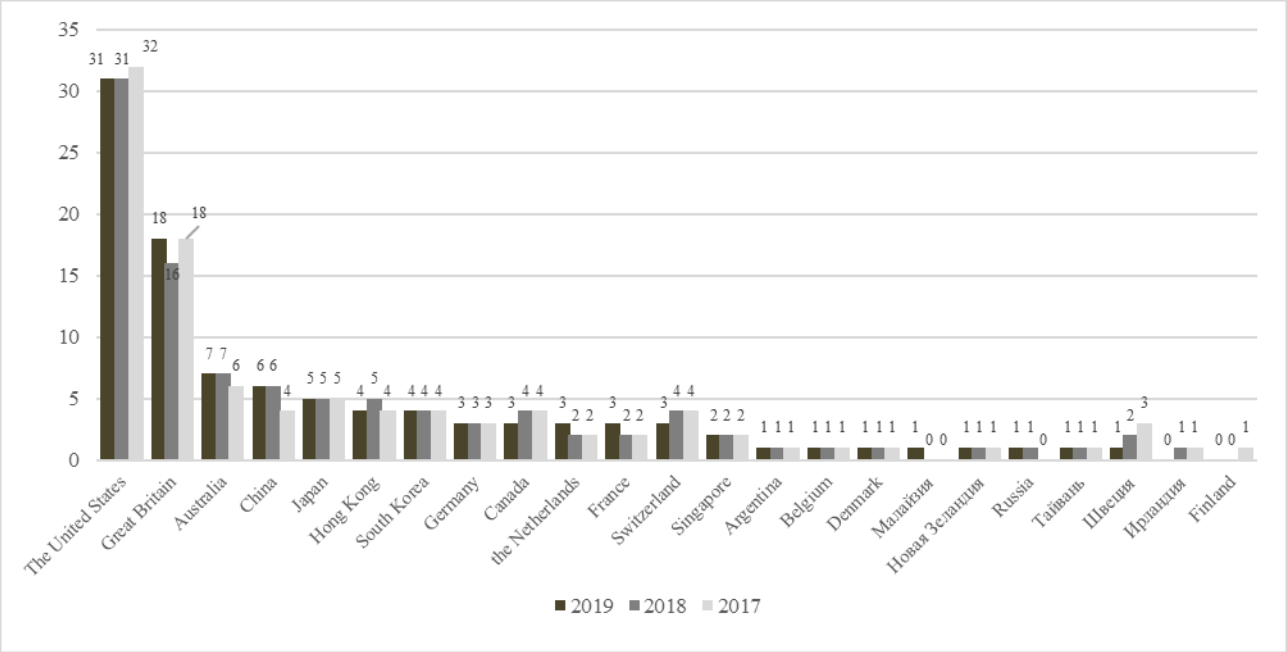

Chart 2: The number of universities included in the QS World University Rankings

Nowadays, getting into the world's leading University rankings is a priority for an educational institution and it ensures the demand for its services both on the national and global market. This largely stimulates the growth of the education and university research quality. Nevertheless, in the pursuit of figures and statistics, many universities in Russia and in the world are losing the unique practice of interaction between a university teacher and a student, lose research traditions accumulated over the years. At the same time, universities that do not meet the formal requirements of the world University rankings lose state support, and sometimes are liquidated or get merged with the other universities. The case in point is the situation in Russia. In 2010 Russia recorded the largest number of higher education institutions (1115) in the history of the higher education development in the country (Education in figures, 2017). However, after 2010 the system of higher education in Russia ceased to grow quantitatively. There was a decrease in the number of universities. Accreditation and licence were withdrawn from higher educational institutions. They were merged or simply closed down. In 2018, the number of higher education educational institutions and scientific organizations engaged in educational activities under the bachelor's, specialty, master's degree programs decreased to 742 units (Operational information, 2017). The stategy on releasing the educational space from universities that do not provide their graduates with quality education has been adopted in Russa. The mechanisms for monitoring university activities and criteria that must be met by educational programs implemented by the universities, have been developed. The regulator, which is the Federal Education and Science Supervisory Service (Rosobrnadzor), conducts scheduled and unscheduled inspections of educational organizations. That enables the State to identify violations in the field of education and remove universities-violators of the educational process (On Rosobrnadzor inspections of universities, 2016). But since the Regulator follows formal and sometimes ambiguously formulated criteria for evaluating universities, universities that provide their graduates with high-quality education are also excluded from the educational space together with poorly functioning universities. The illustration of this fact is the case of Moscow School of Social and Economic Sciences (Shaninka), the graduates of which received not only a diploma of the Russian University, but also a diploma of its partners – universities from the UK. The level of education in Shaninka was compatible with the international one.

Its founders have set a goal to create the university in Russia that is internationally comparable. Nevertheless, the Service on the basis of formal characteristics (incorrect documents), considered that the University is unable to conduct educational activities and withdrew its accreditation. A similar situation occurred with a non-state European University in St. Petersburg (Why Rosobrnadzor closes good universities?, 2019). The decrease in the number of universities in Russia has led to the decrease in the number of students enrolled in bachelor's, specialist and master's programs. The number of students in Russia in 2018 was about one and a half times less than it was in 2010 (4246 thousand against 7050 thousand people, respectively). In addition, there was a decrease in the number of academic staff in higher education institutions. The number of the above mentioned persons within the educational system in the current academic year is 245.1 thousand people, while in the 2010-2011 academic year it was 356.8 thousand people (Russia in figures, 2018). In many cases the demographic structure of Russia and the demographic failure of the 1990s underline the downward trends in education. Undoubtedly, the decline in the number of births during the period of active social transformations has affected it, but the analysis of not absolute, but relative data (the number of students per 10 thousand people of the population) shows that every year the share of students in society decreases (the Number of students, 2019). And this will affect the future educational potential of the Russian population (Tilak, J. B. G., 2015). According the CLLE of Ranepa based on the demographic forecast of Rosstata. until 2021, the number of students will continue to decline to 4.1-4.2 million people. Further, a slight rise to 4.4-4.5 million is expected. Thus, in 2025, according to the most optimistic assesment, fewer students will study in Russian universities comparing to 2000 (Klyachko T. L., 2016). This trend considerably increases competition between Russian higher education institutions. The applicants will make their choice based not only on their preference in professional activities, but also on the reputation of the institution. At this point, the national university rankings and, primarily, the annual rating "Top - 100 of Russian universities", compiled by RAEX Agency, are becoming increasingly significant. To calculate the rating it uses the online survey results(students, alumni, academics and employers), public sources and "science indicators" (Current information, 2017). More than two thousand Russian universities are already participating in the ranking. According to RAEX, Moscow State University, MFTI, MEPhI, St. Petersburg State University and Higher school of Economics were in the top of five best Russian universities in 2018, The main criteria in the ranking are: the quality of education, research activities, international relations. An important factor is that the top Universities, that are on high ranking lines, work closely with many enterprises, so graduates have fewer problems with the employment. Russian universities have to compete not only with national, but also with foreign universities. Nowadays, there is a global growth of academic mobility. According to the UNESCO Institute for Statistics, the number of students that are leaving for getting education in the other countries increased by 25.3% (from 4 million 58 thousand 385 people to 5 million 85 thousand 159 people) in 2012-2016. The number of Russian students that went to study in other countries during this period of time also increased, but with a smaller dynamics of growth – from 50 thousand 854 people to 57 thousand 747 people (13.6%) (Outdoor internationally mobile students by host region, 2019). Germany is the most preferable one as the country for getting education among Russian students. Quite a lot of students study in the Czech Republic, USA, UK and France. In 2015, 9953 Russian students from went to Germany from for getting education (data for 2016 are not published), 5771 students went to the Czech Republic, 5156 students went to the US, 3974 students went to the UK and 3555 students went to France (Outbound internationally mobile students by host region, 2019). Germany is the most attractive country not only for Russian academic migrants, but also for students from the other countries. Germany holds the top position within the country ranking of attractiveness for foreign students “Study.EU” in 2018, this ranking measures such indicators as the quality of education, the cost of living in the country plus the average salary

for education, as well as the quality of life and career prospects. Germany is followed by the UK, France, the Netherlands. Russia ranked fifth in this ranking (Germany again, 2019). Business and management are steadly leading in the list of academic disciplines, for the study of which Russian young people go to other countries. Furthermore, science and technology, engineering, medicine, fashion and design are popular among Russian students that go to foreign universities. This is largely due to the fact that foreign diplomas in these specialties are more in demand at the international level than Russian ones. According to students' opinion, the process of studying abroad and getting a degree there increases their chances of successful employment and receiving high salaries (What countries and universities choose Russian students?, 2019). In an effort to provide a competitive advantage in the educational market, Russian universities are now actively employing foreign academic staff, leading professors of foreign universities for lecturing and educational programs management. This attracts students, increases the competitiveness of the University and the quality of education. The presence of foreign academic staff positevely affects the prestige of the higher education institutions. They help students to study the subject globally taking into account foreign practices and to improve their level of the language. Nevetheless, there are some restrictions, that are primarily related to the foreign citizenship of academic staff. Academic staff that don't have to get a visa for coming to can be employed without a permit to attract and use foreign workers, but with a work permit. In any case, the obligation of the employer to notify the relevant public authorities and the organization about the employment of foreign academic staff, breach of the employment contract, early termination of the contract or unauthorized abandonment of the employee's place of work or place of residence. Certainly, a scientist that arrived in Russia to carry out professional teaching activities must comply with other migration rules, including the stated purpose of the trip to Russia, that is, to have a valid work visa for the teacher (Klyachko T. L., 2016). One of the evident trend of the Russian education system is its computerization. With regard to the introduction of new modern technologies of education, Russia is not lagging behind other countries, and in some aspects is ahead of them. For instance, HSE rector Yaroslav Kuzminov points out: "Compared to the other global educational systems that resist the introduction of new technologies (for example, the introduction of an online course in American universities causes protest from professors), Russia is not far behind in distance learning courses and holds about 5-7% of the international market" (Kuzminov Ya. I., 2019). Electronic learning environment is being formed in Russian universities. The interaction of all participants of the educational process is transferred from classrooms and laboratories to the virtual space. At the same time, the time allocated for training in the format of classroom work, group work is reduced, the socialization and educational effect of the educational process is reduced. Learning in an electronic environment that allows you to learn remotely, without reference to the place and time, requires a high level of self-discipline and responsibility from the student. Without this, it is difficult to ensure high quality education (Hüfner, K., 2013). Along with positive changes in the Russian education system, there are changes of a negative nature. The number of documents providing the educational process is growing. Drawing up regulations, plans and reports on the implementation of plans by educational organizations and subjects of the educational process seem to be more important than working with students. Their effectiveness is measured only on formal grounds. Such a situation is a symptom of the fact that the social system in the life cycle is in the stage of withering or aging. Development at this stage is difficult(Korolev I. V., 2019). Education becomes a powerful factor determining most of the processes of modern life. It was education that contributed to the formation of a new post-industrial civilization. Under the influence of education there are changes in the social structure, social institutions of society. Education provides stability, society stability , its future. These trends in the development of higher education in Russia and the world in the long or short term will affect the development of Russian society.

Rector of the Higher school of Economics Yaroslav Kuzminov is sure that: "the availability of skilled labor, along with further technological progress, will provide with Russia either the potential for a huge economic breakthrough, or a structural social crisis and a wave of mass emigration by 2025" (Kuzminov Ya. I., 2019). And now several scenarios of the evolution of the Russian education system can occur (Fig.3). Each of the scenarios sets a certain trajectory for the development of Russian society. The basis for the scenarios is the ratio of the possible levels of education quality and availability in society at the cost of education and the prevalence of higher education.

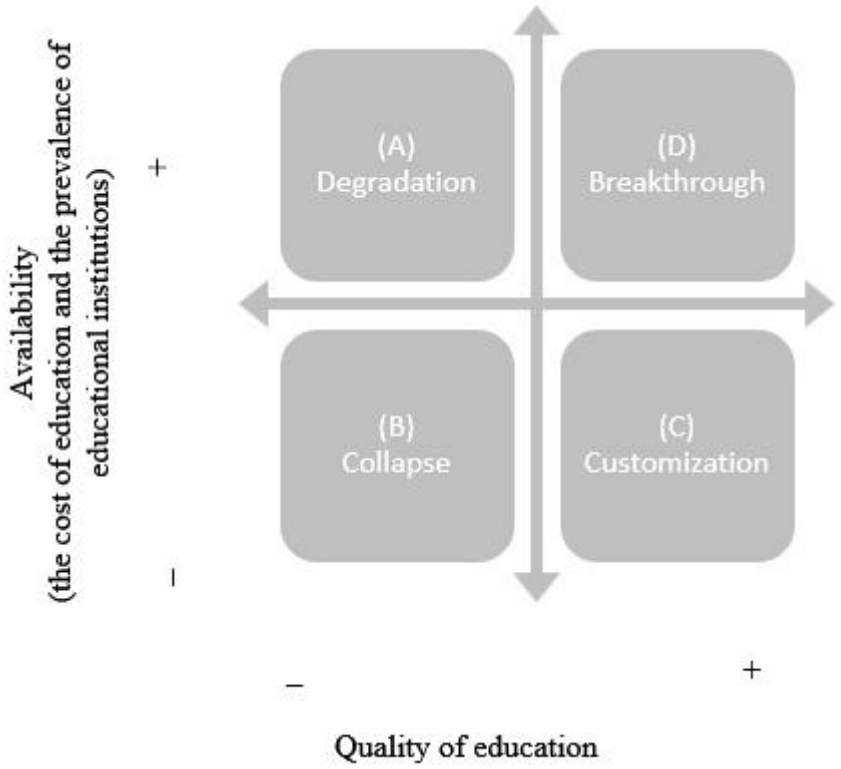

Figure 1: The logical square of the correlation between the evolution of higher education and society

Scenarios A and B are negative trends in the development of the education system. The transformation of society in the case of these scenarios will have a negative effect. Consider these scenarios in more detail.

- Scenario A (Degradation): the poor quality of education plus its high availability is actually the degradation of the educational system. When it is implemented, the diploma of the Russian University of higher education in society ceases to be a sign of a person's professional competence, and becomes only a kind of status symbol. Interest in foreign education is increasing. The level of education of society is reduced, the existing human potential does not allow the development of high-tech sectors of the economy. As a result, society is degraded in both social and economic terms.

- Scenario B (Collapse): the poor quality of higher education plus its low accessibility to the population (due to financial conditions or the lack of educational institutions). The implementation of this scenario means the actual collapse of the Russian educational system. Society in the process of social reproduction will lose the existing competence.

It should be noted that within the implementation of scenarios A and B, higher education ceases to be an achievable value for the population. Its receipt does not guarantee the employee success in the labor market. Interest in receiving poor-quality higher education will decrease, which will lead to a decrease in the number of students at universities. Problems with recruitment will lead to a drop in the efficiency of universities and a deterioration of the entire educational system. The implementation of these scenarios means that the share of low educated people in society is to increase. There will be degradation in the cultural and scientific sphere. The economic sector will experience a shortage of the staff capable of working in high-tech industries and servicing complex technical equipment. Perhaps there will be a growing number of man-made accidents and catastrophes. Business will have to either invite foreign specialists or create its own parallel to the main educational circuit, train its employees in the skills and abilities that they would have to acquire in institutions or universities. This will affect business costs and reduce the competitiveness of domestic enterprises in the international and domestic market. Scenarios C and D seem to be more positive. Their implementation involves that the educational system as a whole is able to perform its functions. On being transformed, the society is to develop, acquiring the necessary characteristics in the modern world. Consider these scenarios in more detail.

- Scenario C (Customization): high quality of education against the background of its low accessibility to the population (due to financial conditions or due to the small number of educational institutions). The implementation of this scenario means the division of the higher education system into elite and mass educational organizations. Elite universities will be able to adapt to the conditions of compuerization of social, economic and educational processes, to occupy certain niches in the educational space (focusing on specialization, a certain pool of students, methods of teaching, etc.), to find sources of funding. Such universities will attract financial flows directed by the state to education (grants, project financing, etc.), form the educational agenda. Their diploma will have a high prestige in society. Graduates of such universities will be in demand in the labor market, their training will be higher than the training of mass universities, incomes are higher than the industry average. These people will be able to integrate into the economic, cultural, political and scientific elite of society.

Given the limited capacity of successful universities to scale up their educational activities (for instance a limited number of qualified academic staff or narrow spatial localization), other educational institutions will meet the demand for higher education. Other universities will serve the mass segment of the educational market. They will have problems with financial support of educational activities, as a result of which non-elite universities will have to reduce costs, reduce the number of academic staff, increase the share of e-learning. The main task of such educational organizations will be to meet the requirements of the Regulator. Professional competence of graduates of these universities will not be at the highest level, and the profession will not be implemented in the workplace. From the point of view of social changes in the Russian promise will decrease the proportion of people with demanded professional competencies will increase social stratification, one of the factors of which will be the quality of the received education.

- Scenario D (Breakthrough): high quality education, plus its availability for the population. The implementation of this scenario requires changes in the Russian education system. It may be necessary to revise the approaches to the organization of the learning process, to reconsider the attitude to the Bologna system, to sharply increase the financing of higher

education, to determine the system targets of the entire education system of the country. In the case of implementation scenario "Breakthrough" Russian society will have the opportunity to improve sighnificantly the efficiency of the economy, to eliminate the technological gap in those areas where it is available, to improve the overall quality of life of the population and to increase its duration. The education system will become a driver of social growth. However, from our viewpoint, this scenario seems to be difficult to implement.

4. DISCUSSION

The problems of the main trends and trends in the development of higher education in Russia and in the other countries of the world are considered by many researchers in the context of the development of innovative economy, the social sphere as a whole (Klyachko, 2016). The works of many Russian scientists characterize certain aspects of the higher education system functioning in the world: assessment of its importance and economic efficiency, ways to improve the quality of training, control and regulatory functions of the government in relation to educational institutions, the interaction of private and public educational institutions, the relationship of higher education with industry (Tanatova, D. K., Korolev, I. V., et all., 2018).
The research of Anderson M., Barnes D. A., D. Kennedy, S. Kerr, B. R. Clark, D. Christensen, T. Campbell, B. analyzes the current social status and mission of higher education institutions in the United States (Anderson, M., 2015), characterizes the structure of the American higher education system (D. A. Barnes), reveals its role in the social, professional and personal students' development (D. Christensen) (Christensen, J., 2014), examines the trends of higher education in the twenty-first century (T. Campbell) (Campbell, 2015). Current state of higher education in Russia, problems of its development are studied in the research Aleksashkin, A. A., Anoshkina E. L., Gorshkov A. B., Gromyko, Yu. O., Gaslini H. A., Davydova, Y. C., Ismail I. A., Laguchev G. E., Malikova N. In. Mikhailova M. L., Piskunov, D. I. , Prokopchuk A. B., And A. I., Saveliev A. E., Strogino R. G., Tereshchenko O., Uchakina. S. A. The works of these researchers show the relationship of higher education with the socio-economic system, but they do not reflect the prospects of borrowing the domestic system of higher education positive experience of foreign countries in order to improve the efficiency of reforming this system and enhance competitiveness in the market of educational services.

5. CONCLUSION

On the basis of the conducted study, several conclusions about the development of higher education in Russia and the world can be formulated. Education as a social institution forms the qualitative characteristics of the society. Nowadays, global education is one of the UN sustainable development goals, and the number of people with higher education is growing in the world. Global academic migration and university competition are increasing. Against this background, university rankings play a significant role. These rankings are based on various academic criteria. On choosing a place of getting higher education, students consider these rankings. In turn, universities in order to get high positions in the rankings, improve educational and scientific activities, educational technologies, educational space, the level of academic staff. Russian universities follow this educational trend, improving the quality of Russian education. The Russian state education regulator, based on formal criteria, excludes from the education system universities that are unable to provide graduates with the necessary competencies. This leads to a decrease in the number of Russian universities and the reduction of the availability of higher education for Russian citizens. Nowadays, Russian education has several development trajectories. The movement of the social institute of education along one or another trajectory will have an impact on the development of Russian society. The most realistic scenario is that universities will be divided into those that provide modern, high-quality

education (for the majority of the population they will not be available) and those that provide mass formal education. Graduates of elite universities will mainly form the political, economic and social agenda, work in the most successful Russian and world companies, have high incomes and quality of life. Thus, social stratification is to increase considerably in Russia.

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USE OF THE ROLE PLAY METHOD IN TRANSLATION TRAINING FOR POLITICS, BUSINESS AND SOCIAL WORK

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ABSTRACT

This paper deals with the results of the study aimed at developing a scientifically based and practically verified methodology for development of translation competence for business, politics and social work in translation students on the role play basis. Application of theoretical and empirical methods (observation, testing, conversation, survey, expert evaluation, self-assessment, ranging, pedagogical experiment) as well as statistical ones (quantitative and qualitative analysis of the results rendered by the pedagogical experiment) made it possible to determine specific features, organizational and methodological conditions and a staged technology of developing translation competence in future translators/interpreters for business, politics and social work using the role play methodology. It has been found out that role play is an efficient educational means consisting of a set of active tools and methods: discussions, brainstorming, analysis of specific work related situations, instruction based activities, etc.; role play, as a method of translation competence development in a future translator, has the potential of recreation of the subjective and social contents of translators' professional activity, enables simulation of the relationship system "translator – language carrier" and performs a number of functions, which support: mastering of the social standards of formal corporate communication; adjustment of the individual educational style; development of interaction and communication styles; influence on the speech and cognitive activity and development of the analytical potential of the participants of a training session; improvement of cooperation skills, trained through making decisions as a group, in the course of analysis or critical evaluation of the decisions made by other groups. The results of this research can be used to design proprietary courses associated with theory and practice of translation/interpretation, as well as methodological study guides and corresponding programs, in the educational process at higher educational institutions.

Keywords: *educational quest, foreign language training, information and communication competence, role play, sphere of politics, business, social work, translation competence, web quest*

1. INTRODUCTION

The dawn of the XXI century witnessed radical changes in international relations, social and economic structures, as well as relations within Russia. The expansion of international cooperation within the framework of the European economic and political globalization brought about core changes in requirements that the employers present nowadays to the graduates of Russian linguistic higher educational institutions. Apart from a high professional level, modern Master's degree program graduates must have a sufficiently high level of translation

competence for further professional activity, including professional growth on the basis of using national and foreign achievements, exchange of experience with foreign colleagues, participation in joint scientific research and projects. One should also take into consideration the importance of political and business engagement of the trainees in the integration processes taking place in modern society and ability to live within the framework of the culture of dialogue, tolerance and agreement [Mikhailova, 2017; Narykova, 2013]. It is beyond argument that the success of such activity depends on the educational process organization, in particular, the use of active training methods [Vyshlenkova, Levina, 2016, pp. 192–195; Golyshev, 2016; Elovskaya, 2016, pp. 12–14; Raytsev, 2004]. Recently, there has been a significant amount of interest in the method of role play, which can be expediently used in practical foreign language training as part of the translation training, since role play is, in its essence, one of the most efficient practice oriented (situational) tasks. This training method draws much interest because it calls for use of oral speech skills under simulated reality conditions. Moreover, a role play is one of the most efficient methods for activation of the research survey activity in the process of reaching the game's goal. Foreign language instructors often use in training sessions the methodological tools of staging a dialogue or situation. "A role play game merges the emotional-motivational and operative-technical aspects of the activity. It is also important to mention that behavior of trainees in a role play game becomes more casual and free, experiencing no communicative constraint, which is characteristic of, for instance, answering an instructor's question. Role play games are a study model of interpersonal dialogue and group based communication, a specifically organized form of teaching the oral speech communication, based on the communication principle." [Serik, 2015, p.85]. In this connection it should be pointed out that modern methodology of foreign languages training, educational science and psychology have accumulated a vast experience of using interactive methods in the educational process, including role play games (educational quests / web quests). The matters of application of the situational game approach have been sufficiently and consistently developed in a number of research works (A.A. Verbitskiy, E.A. Maslyko, R.P. Milrud, V.L. Skalkin, M.F. Stronin, etc.). The following issues are in the research focus: development of various theoretical aspects of the game phenomena, in particular, study of its psychological and didactic essence; educational properties and functions; organizational and activity aspects; which improve the foreign language acquisition capabilities (N.A. Gorlova, G.M. Andreeva, S.Ya. Batyshev, B.S. Gershunskiy, N.I. Gerasimova, E.F. Zeer, E.A. Makeeva, I.A. Nadzhafov,B.T. Likhachev, Yu.P. Povarenkov, L.G. Semushina, etc.); influence of linguistic education on development of professionally significant qualities of a specialist through game activity (N.V. Gizatulina, L.N. Lazarenko, N.L. Uvarova, Yu.A. Zusman, etc.); particular features of the process of mastering the scientific research competences, intellectual and cognitive skills, originality of personal development of a researching instructor during the educational process (V.V. Kraevskiy, P.I. Pidkasistiy, P.Yu. Romanov, P.V. Sysoev, E.A. Shashenkova, N.V. Yazykova, in the research works of N.V. Aulova, I.V. Bogovskiy, M.A. Bekk, M.M. Gladysheva, N.V. Zenina, O.V. Ibryanova, N.V. Ivanova, I.A. Kovalenko, M.I. Koldina, A.M. Mityaeva, E.I. Nikonova, E.Yu. Nikitina, E.A. Potapova, T.M. Talmanova, L.A. Chernyaeva, etc.). To fulfill the educational and teaching goals in the scope of higher educational institution, the following interactive technologies shall apply: discussion, round table, debates, brainstorm, business and role play games, the case study method, the decision tree method, POPS formula, interactive excursion, video conferencing, focus group, the portfolio method, the project method, the eidos lecture notes, Socratic dialogue, the "Take a stand" method, duet lecture, presentation methods, staging, binary lessons, etc. [Kurbatova, Grebenshikova, 2014, pp. 66–77]. Nonetheless, in spite of the importance and currency of formation and development of the translation, information and communication competences in students of linguistic higher education institutions, neither particular aspects of preparation for

and conducting of role play games for translation training in politics, business and social work, nor role play games' scripts have been sufficiently unveiled in modern pedagogical sources. Therefore, we find the problem to be of current interest. Master training of translation students in the field "Linguistics" within the scope of the study course "Linguistic support of political and international activity" on the basis of the role play method fulfills not only the goals and objectives of formation and development of the translation competence, but also the problem of formation of the corresponding personal qualities in future graduates of the higher educational institutions, as well as his/her intellectual and professional skills: the skill to work with considerably large volumes of information; the skill to express and argument his/her point of view; to find independently the information required to prepare for the individual role play task, put such information to critical evaluation; the skill to make grounded decisions [Brodskiy, 2017; Krasikova, 2015; Milrud, Maksimova, 2000, pp. 20–26; Pogrebnaya, Pushkina, 2016; Preobrazhenskaya, 2016; Raytsev, 2004; Terekhova, 2012; Titova, 2015; Chikileva, 2017; Shlyepkina, 2011, pp. 222–227]. It becomes particularly important studying the topic related to politics, business and social work, teaching translation and interpretation, when one is required to deal with lots of new vocabulary units and be able to use them in the said scopes of human life. In order to determine the degree and conditions of the role play method efficiency and developing a scientifically based and practically verified methodology for development of translation competence for business, politics and social work in translation students on the role play basis an experimental research was conducted. Nonetheless, in spite of the importance and currency of formation and development of the translation, information and communication competences in students of linguistic higher education institutions, neither particular aspects of preparation for and conducting of role play games for translation training in politics, business and social work, nor role play games' scripts have been sufficiently unveiled in modern pedagogical sources. Therefore, we find the problem to be of current interest. We hypothesized that success in development of translation competence on the basis of the role play method in students studying the career "Linguistics" (field "Translation theory and intercultural communication") would improve if the contents, structure, functions and types of the role play game as a means of translation competence development in future translators were identified, and the relevant methodological model and technology of development of the said competence in students were developed; the combination of the organizational and methodological condition for translation competence development in students of linguistics were identified and grounded.

2. METHOD

Russian State Social University served as the experimental base for the research. 163 students of the Master's degree program "Linguistics" (field "Translation theory and intercultural communication") participated in the project. This research project was carried out in the framework of the course "Linguistic support for the political and international activity" aimed at training a master in "Linguistics" capable of written translation, consecutive interpretation and extempore translation from a foreign language into Russian and vice versa in compliance with all the established equivalency standards and applying adequate translation methods. The course is also intended to prepare the graduates for bridging over stereotype influence and carrying out intercultural dialogue in general and professional communication fields through mastery of the corresponding interpretation ethics. The research was carried out in three stages. The first stage consisted in theoretical conceptualization of the ideas generated by the national and foreign scientists on the topic of the research; analysis and generalization of sources, regulatory documents, educational programs and press in terms of the philosophical, psychological, pedagogical, psycholinguistic aspects of the topic; study of the modern specific features of professional training translation students for business, politics and social work;

systematization of modern interactive technologies; detection of problems and contradictions, identification of the goal, subject, object and purposes of the research, development of the working hypothesis; definition of the research methods; specification and analysis of the cognition apparatus; development of the program and methodology of the experimental works (survey forms, questionnaires, interview plans, observation programs). The second stage consisted in performance of the ascertaining experiment, which identified the source level of development of the research skills in students of the career "Linguistics" (field "Translation theory and intercultural communication"); the designed methodological model was introduced into the educational process; there underwent a process of development and testing of the organizational and methodological conditions which enabled achievement of improved dynamics in development of the translation competence; the results obtained were analyzed and adjustments were made to the educational, methodological and linguistic contents of the process of development of the said competence. The third stage consisted in systematization and specification of the results obtained from the experimental works; the qualitative and quantitative interpretation of the data obtained, generalization and conceptualization of the same; formulation of the main conclusions; publication of research materials. The final stage of the experimental work was aimed at finding out organizational and methodological conditions of developing and conducting a role play game in order to develop translation/interpretation competence. Efficient planning of the technology of the role play method usage in class is considered to be the instructor's choice of the correct training stage, definition of the type and scope of works, the term to fulfill the same and identification of the efficiency criteria. The contents and social system simulated in a role play game is regarded as dynamic, i.e. to achieve the result, the students must follow through a present chain of decisions. Evaluation of the results is carried out at each stage of the role play game, it is built into the game complex for further use and affects the results achieved by the participants later on. Live interaction of the role play participants is maintained on all stages of the game, the decisions are mostly made collectively, hence presence of the "chain of decisions", where decisions are made as the result of interaction within and between groups. The role play is thus characterized as a specific interactive technology used to train the translation students in the foreign language and culture. The diagnostic component we developed is represented by the three levels of advancement of the translation competence (initial, basic, advanced), as well as motivational, axiological, learning, practical, cognitive and reflective criteria[7].The evaluation criteria in the course of the role play game are understanding of the culture of the country of the language studied, understanding of the similarities and differences between the Russian culture and cultures of the peoples of other countries, as well as the level of English ability. To ensure successful foreign language training, a pedagogue has to know how the students understand and receive various cultural and communicative realia. The goals and objectives of the game activity in the course of studying English lie not in development of communication skills in the foreign language alone, but also in development of the general culture of the person. Submerging the trainees into a cultural space through the game, the pedagogue ensures presence of the conditions required for development of the skills necessary for successful communication not only with the English language carriers, but also with representatives of any other cultures, as well as the overall culture of the person. Development of such qualities supports formation of the trainee's personality, development of professional and personal skills of specialists capable of completing any task placed before them in terms of communication in the foreign language. The result is a translator armed with an advanced level of translation competence development, aspiring to self-discovery, self-fulfillment and self-development in the course of professional communication.

3. RESULTS

In accordance with the goals and objectives of the course "Linguistic support of political and international activity" (the educational program "Translation for business, politics and social work") the role play games used in practical sessions of foreign language training included those associated with politics, business and social work. Role play games in a group of future translators have limitless opportunities for recreation of the most diverse relationships (both professional and personal) they will face in real life. Thus, training future translators in the course "Linguistic support of political and international activity", one must take into consideration the scope and situations in the fields of politics, business and social work. For instance, a political discussion follows a political enactment in a political situation (speeches of politicians, governmental discussions, disputes in the parliament, programs of political parties, a congress of a political party, etc.). Organizing foreign language training sessions on role play basis, instructions must consider linguistic particular features of the political discussion. It is worth mentioning that knowledge of syntactic specialties can be politically significant as affecting the perception of the situation (for instance, the active and passive voices). The active voice is used to address the public to show readiness for action and fulfillment of the promises given. Transformation from active voice verb form into passive extracts one of the situation participants from the center of attention, which may, to a certain degree, decrease such participant's responsibility for the events unfolding. Besides, communication behavior of the politicians suggests the following relevant linguistic criteria for the role play game participants: the level of emotion/rationale, information/factual background of the communication, thematic selectivity, evaluative expressions, preferred influence methods, a specific set of ideologemes. The basis of a controlled and moderately controlled role play game is the text included in the scope of the political discussion, which purpose is to win, preserve and exercise political power. In such case, the role chosen by the student predefines the nature of his oral behavior. The social, oral and communication roles in foreign language training sessions based on role play technologies updates the relation between social traits of a person and his/her language/speech. Teaching translation for business, the role play game scripts represent a status and role based oral activity, distinguished by business relations between organizations and certain representatives. The communication scope and situations are restricted to business discussions, based on the standards and rules employed in business community (production and sale of goods, sale of various services, negotiations on different types of business relations, financing).Since business discussion is characterized by precision, objectivity, specificity, briefness, absence of imagery and emotion, the choice of means for it shall be determined by those particular features. Let us review an example of a role play game used in business English training sessions.

Table following on the next page

Table 1: A role play «Types of companies»

Situation:	The students have decided to hold a conference and discuss the problem of advantages and disadvantages of different types of companies. Their points of view are very different. Elect the Chairman of the conference who will open, conduct and close the meeting. Before the meeting look through the list of roles and choose that one which is closer to your point of view. You should use any information available in the unit in your preparation.
Characters:	
Student A	is interested in the problems of the USA economy and considers a Sole Proprietorship to be the most effective type of business.
Student B	is for a Sole Proprietorship too.
Student C	is against a Sole Proprietorship.
Student D	believes that the best type of business is a Partnership.
Student E	is against a Partnership and speaking about its disadvantages.
Student F	is speaking about Corporations.
Student G	is a football fan, business is a game for him.
Student H	is impressed by the speech of the previous speaker and summing up the advantages of a Corporation.
Student I	is not so optimistic about Corporations and speaking about their disadvantages.

Teaching translation in the field of social work using the role play method suggests selection of authentic and professionally relevant study materials from the social sphere. One of the most widespread forms of role play is interview, which may contain a spontaneous situation or improvisation. The participant "leads" the situation by him/herself and chooses the line of oral behavior. Introduction unregulated role play into the pedagogical process forces the students to make their own decisions on the lexical means to employ, on the course of the events, which requires a high level of command of the communication competence and a good level awareness in the scope of the topic being studied. The instructor's task is to set the topic of the game, and then students come up with different situations dealing with different aspects of the given topic. In the process of fulfillment of the study objectives, the practical sessions were held in the form of quests (web quests) – a type of role play game which requires the player to solve intellectual tasks to advance along the plot line. Quest in pedagogics is solution of a problem with game elements embedded in it [Bykhovskiy, 2000, pp. 37–41]. Let us consider educational quest as a role play game type. As a rule, an educational quest has the following structure: introduction (plot, roles description); tasks (stages, questions, role related tasks); procedure (bonuses, penalties); evaluation (results, prizes). Using quests in foreign language training suggests the use of sequential stages each with specific methodological support. Preliminary stage. At this stage the main idea or plot of the quest is generated; its goals and objectives are identified, as well as expected results; its location and resources required are determined; the participants and the amount of assistants are defined, teams are formed and the roles are distributed within them. Success of a quest much depends on the plot, which should excite interest in game participants, activate their emotional and cognitive processes, incite to search for non-standard solutions. Quests can be subdivided into the following categories by plot type:

- linear, in which the game is built as a roadmap: once one task is solved, the participants receive the next one, and so on until they complete the entire route;
- storm, where all players receive the main objective and a list of hint points, but they choose their own ways to solve the tasks;
- ring, these are linear quests linked into a ring. The teams start at different points which will also be their finish points.

The actual quest stage begins with an introductory word of the instructor who states the topic of the game, its purpose and plot, the rules and conditions. Then each team receives the set of materials with specific tasks and begins their fulfillment. At that, the instructor monitors the course of the game, coordinates the students in the course of their task solving activity, monitors sequence of activities and provides methodological assistance as needed, as well as records the results. The final stage is mandatory. The results of the quest are summed up, the work of participants is evaluated. Their activity is reviewed, the positive and negative aspects of the game are analyzed, the difficulties encountered, the possible ways to improve the quest are discussed, including the correction of its rules. The attitude of the students towards the original form of the training session or outclass event is taken into consideration. The experiment has shown that web quest has a great teaching potential in the framework of a Master's degree program of translation/interpretation profile. In this connection it should be mentioned that one of the priority trends of linguistic training in higher education is formation and development of the information and communication competence in students. The said competence, under globalization conditions in all aspects of life, is the main trait of students regardless of their professional activity field. Information competence is a complex individual and psychological formation based on the integration of theoretical knowledge, practical skills in the field of innovative technologies and a particular set of personality traits. It is a complex ability to carry out independent search, selection of the required information for further analysis, organization, presentation and transfer; simulation and design of objects and processes, project implementation, including those in the field of individual and group activity using the information and communication technological means. It is for opinion that formation and development of the information and communication competence is aimed at quality solution of professional tasks by the future graduates of the higher educational institution, capable of independent search and processing of the necessary information, work in a group using state of the art communication technologies. To determine the level of formation of the information and communication competence in students, the following parameters are used: perception of the insufficiency of the information available to solve a particular task; search of the necessary information in different information sources and evaluation thereof; generation of new information using the information and communication technologies; preservation and transfer of the information, etc. The formation and development of the information and communication competence in students is aided by creation of an information and communication environment, which is a standalone structure designed to impose its "communication style" on the user, turning the humanity from homo sapiens into homo digital. Modern students have sufficient experience of interaction with different media resources, which can be successfully used in the foreign language educational process. Web quest in this sense is a problem task with elements of role play games, which is implemented using the information resources of the Internet. Quests, as a positive purposeful search, aids formation and development of the information and communication competence in both instructors and students, and can also be associated with adventures or game, and can be attributed to a type of computer games. Developers of web quest as an educational tool are Bernie Dodge and Tom March. Ya.S. Bykhovskiy introduced the following definition of the web quest: "It is an Internet website which students work with performing a particular educational task. Such web quests are designed to ensure maximum integration of the internet into various study subjects at different instruction levels in the course of an educational process. They cover a particular problem, study course, topic or can cover multiple subjects. There are two types of web quests: for short term and long term work. The objective of the first type of quests is advancement and expansion of knowledge and their interaction in the course of foreign language training. They are expected to cover one-three sessions. The purpose of the second type of quests is advancement and transformation of the students' knowledge.

They are expected to cover a long period (semester or an academic year). A particular feature of the educational web quests is that a part or all information for independent or group work of the students is located on different websites." [Bykhovskiy, 1999]. Web quests for translation students have a definite structure and consist of the following sections:

- Introduction – a brief description of the web quest's topic.
- Task – formulation of the problem task and description of the form of presentation of the final result.
- Work procedure and the required resources – a description of the sequence of actions, roles and resources required to fulfill the task (links to the internet resources and any other information sources), as well as supplementary materials (examples, forms, tables, blanks, instructions, etc.), which enable improvement of the work organization efficiency with the web quest.
- Evaluation – a description of criteria and parameters of evaluation of the web quest performance, such as an evaluation form. The evaluation criteria depend on the study tasks to be solved in the web quest.
- Conclusion – a brief description of what the students will learn when they complete the web quest.
- Reference – links to the resources used to create the web quest.
- Instructor's comments – methodological recommendations for instructions those who will use the web quest.

Web quests for Master's degree translation students can vary greatly in terms of topics covered, the problem tasks can vary by the level of complexity. The results of fulfillment of a web quest, depending on the material studied, can have the form of an oral speech, computer presentation, essay, web page, etc. The pedagogical experiment has shown that the use of Internet based web quests in language training requires a corresponding level of language command from the students, as it requires working with authentic internet resources. Therefore, the most efficient integration of web quests into foreign language training is possible in the cases when web quest is a creative task which completes the study of a particular topic; it is followed by the training lexicological and grammatical exercises based on the linguistic materials obtained from the authentic resources used in the web quest. Performance of such exercises may either be preliminary to the quest itself or concurrent with it. Let us also mention that in the course of web quest performance the instructor does not offer websites where the entire task related specific information is published. The students are supposed to perform considerable analytical work, selecting the materials by themselves (the stages of search, compilation and organization of the information acquired into a single cognitive system). To verify the level of development of the translation competence in the course of the role play games, the future translators were proposed to compile an algorithm of the experimental activities, forecast the results of their translation works, carry out independent information and theoretical search and generalize the results obtained. The maximum level of fulfillment of this task has been achieved by 66.2% of students who took part in the experiment, with minor miscalculations and defects – 21.6%, performed wrongly or failed to perform at all – 12.2% of the subjects. Analysis of the results of the test control of the students leads to a conclusion that the vast majority of the students with developed independent study skills do cope with their professional tasks. Comparative testing of students by the results of implementation of the designed methodology for development of the translation competence on the basis of the role play game method has shown improvement of the evaluated parameters: the level of development of the said competence in students of the experimental groups has improved, as compared to the similar parameters of the control groups. Summing up it is important to note that the formulated hypothesis was verified and the goal of the research achieved: a proprietary scientifically based methodology for

development of the translation competence in Master's degree students of the career "Linguistics" (program field "Translation theory and intercultural communication"), which includes theoretical and practical aspects, was worked out; the organizational and methodological conditions for development of the translation competence in future translators on the basis of a role play game were determined; and a staged technology for development of the translation competence in translation students on the basis of a role play game was created. Thus, the experimental research makes it possible to conclude on a high practical potential of the web quest in the process of translation competence formation, since its script can include all those actions, relations and intentions that constitute components of professional activity in the sphere of business, politics and social work. Analysis of the modern methodological literature and practical experience show that use of web quests supports formation and development of a high level of information and communication competence in students. Being a type of role play game, web quests enable individualization and activation of the educational process, even in the scope of group teaching. The use of state of the art educational means in foreign language training sessions improves motivation for self-study of the students, forms new competences, realizes creative potential and improves personal self-esteem.

4. CONCLUSION

In view of the above, the new educational paradigm, as a new "image" of the pedagogical science suggests creation of a language training system oriented at the creative and developmental essence of the pedagogical process. Present day situation of the information load on the society presents its particular demands to a language training system, since the traditional forms of education are no longer able to guarantee correspondence of the Federal State Educational Standards with the swift technological and social changes. Information openness of the educational system has led to changes in the educational methods and means, educational and professional motivation of the students of higher educational institutions. A modern pedagogue must be a skilled user of the innovative technologies in the educational process, perform the tutor functions, teach the students to acquire the skills of independent search and correct processing of the required information, problem identification and development of the correct solution. The use of the role play game method, as well as its variations (educational quest/web quest) makes the educational process interesting and captivating for the students on the creative and research level, supports adaptation of the knowledge, skills and abilities to a new non-standard situation.

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DEMOCRATIZATION OF POST-SOVIET GEORGIA - PROBLEMS OF CONTROL OVER THE ACTIVITIES OF POLITICAL ELITES

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ABSTRACT

For some reasons the ruling elites of Georgia, rising to a higher level in the structures of state power at various stages of the country's historical development considered, that one of the factors hindering its democratization is the undemocratic nature of the forms of governance enshrined in the Constitution. For this reason, despite the relatively short period after Georgia gained independence, managed to change several forms of republican government, starting with presidential, continuing with semi-presidential and ending with parliamentary republic. Nevertheless, the Georgian state is still very far from the implementation of the tasks of strengthening democratic values and the formation of democratic principles, which is not difficult to ascertain by looking at least some key points of the country's political history in recent years. If we review the most important aspects that determined the functioning of the political system of Georgia in the post-socialist period, it is striking that the current ruling elites each time set the goal of pursuing the policy of maintaining power at all costs, including the usurpation of power and without any responsibility to the voters. In turn, it provoked "revolutionary processes" or, at best, ended with a change of state elites through the use of electoral procedures, but under the conditions very close to "revolutionary". Based on the above, the purpose of the presented article is as follows: to understand the problems, that hindered the process of liberal democratization in Georgia, and to determine which model of the democratic system in terms of the functioning of an ethno-national community that has historically formed in a specific cultural and geographical environment , could be the most acceptable for the country.

Keywords: *Georgia, political system, the ruling elite, democratization*

1. INTRODUCTION

Every ruling elite, which governed Georgia at the different stages of it's recent history, considered that one of the main factors hindering the democratization of this country was the constitutional structure of government. As a result of this , each new leader, relying on the help of his backers among the intellectual elite, considered it almost his duty to introduce amendments and additions to the Basic Law, directly related to the government structure. It is for this reason that Georgia, despite the relatively short period that passed since the achievement of independence , managed to change several forms of republican rules, starting with presidential, continuing with semi-presidential and ending with parliamentary republic.

Nevertheless, the Georgian state is still very far from the achieving the goals of entrenching democratic values and democratic principles of governance, which is not difficult to ascertain by looking at least some key points of the country's recent political history. If we review the most important aspects that determined the functioning of the political system of Georgia in the post-socialist period, it is striking that the current ruling elites each time set the goal of pursuing the policy of maintaining power at all costs, including the usurpation of power and the irresponsible governance. This provoked "revolutionary processes" or, at best, ended with a changes of state elites through the use of electoral procedures under the conditions very close to revolutionary.

2. METHODS

The cultural environment is one of the main variables which have influence on political system. Because of this, we use a cultural analysis of Georgian society and a comparative method of research, which makes it possible to discern specific features of political elites of Georgia through the comparison with developed democracies.

3. RESULTS

The process of liberal democratization in Georgia is hampered by two circumstances, which act as the main inhibiting factors: 1) social and cultural unpreparedness. Because of this in the framework of the present reality it is impossible to mechanically transplant the political system that has been developed in the non-Georgian conditions. It is impossible to understand the problems of democratization of Georgia without studying the Georgian national identity, sociocultural characteristics of Georgian society, the phenomenon of its history of oriental evolution, which in this case prevents the establishment of liberal democracy or attempts to introduce a polyarchic system,; 2) An universalistic approach to the processes of the third wave of democratization carried out by the Georgian political and intellectual elite in the twentieth century. This refers to the copying of the methodological procedures for transition to consolidated democracy in various regions of the world while ignoring local historical experience and cultural specificity. Moreover, in the view of D. Rostow, one of the most prominent researchers of problems of democratization, it is not necessary to be the same and identical procedures for introducing democracy for all states and regions existing on the planet [10, p.5]. Based on the abovementioned , we define the aim of the presented work as follows: through the analysis of Georgian society, to understand the problems that hindered the process of liberal democratization in Georgia, and to determine which model of the democratic system in terms of the functioning of an ethno-national community that has historically formed in a specific cultural and geographical environment , could be the most acceptable for the country.

4. DISCUSSION

The best example of a pluralistic model of democracy can be the elitist theory of democracy, which Western authors also often call the realistic concept of democracy. Theorists professing a realistic approach, J. Schumpeter, [2, p.73] J. Sartori [11, p.130] and others view the democratic system of governance as a rivalry between political leaders and elites for obtaining votes and gaining power in a competitive environment. According to the elitist theories of democracy, in liberal society ,which is fragmented and divided into many parts of , a large number of organized elite groups and leaders are formed, who, competing with each other, are fighting for the conquest of power positions. That means that, there is a dispersal of power in many public and political organizations, including their leaders. The high quality of the competitive environment that accompanies the implementation of social and political processes in a liberal society causes an increase of the responsibility of elites to their electorate, which forces each elite group to assimilate into their ranks, even if for purely pragmatic considerations,

professionally competent people that provides institutionalization of the political system and its functioning in the mode of stable re-election of elites. This all is the more relevant since the value aspects, social priorities, ideological mood of citizens cannot forever remain in a “frozen” state and, as is known, elements of the world view and priorities of members of social groups are subjected to change in each specific period in accordance with their interests and needs. The most important factor in the history of the Georgian people has always been Orthodoxy, which played a crucial role in shaping the strategy of state policy, made an irreplaceable contribution to the consolidation of the nation and ensuring its cultural identity. It was Orthodoxy that determined the peculiarities of the national character of the Georgian people as an ethnocultural unity and laid down incentives for the formation of relevant skills and rules, which allowed them to find the most effective ways of establishing and realizing national identity and thinking during the perception of the surrounding external environment. Thus, the Orthodox religion acted as the most important factor and effective mechanism for protecting the sociocultural characteristics of the Georgian people, ensuring the historical and cultural unity of its past, present and future generations, and always made a huge contribution to the political organization of Georgian society. In the view of American historian and philosopher Richard Pipes, Orthodoxy compared to other Christian trends looks like the most conservative. By virtue of its conservative nature, it is deeply national and is therefore focused on the decentralization-regionalization of all processes, and not on their individualization in the direction of universalism. Then R. Pipes develops this idea, complementing it with the fact that the borders of the Orthodox Church always corresponded to the borders of nations and ethnic groups, as a result of which the forms of social organization of society formed under the influence of Orthodox cultural values of nations were adequate to the forms of its political organization. This situation was due to the fact that in Orthodox churches, in contrast to the Catholic, the divine service was celebrated in national languages. Thus, the social structure of nations based on the basis of Orthodox values remained in harmony with political organizational structures [9]. As an illustration of the concept presented above, the literary passage of the 10th century Georgian writer George Merchule can be cited: "For the Georgian people, blessed is the land united by the Georgian language, where worship is sent and prayers are read." [8, p.19] According to Georgy Merchule’s sociopolitical views, Christianity (Orthodoxy) and Georgian are the value parameters of the national unity of Georgians as an ethno-cultural unity, and in it the words Orthodoxy and the nation bear synonymous load, which in turn emphasizes the homogenous and collectivist nature of Georgian nation. According to the family principle, in which they declare themselves as an association of people homogeneous culturally and linguistically, where the members of the nation constituting a nation are organically linked to each other. [7, p.134-135]That is why the national unities which are formed under the influence of Orthodoxy, including the Georgians, are not civic, but ethnic nations. In the nations of this type, the collectivist nature of social organization prevails, where, unlike civilian forms, there is no dismemberment, division or fragmentation of the social organism into various social groups, which is a prerequisite for the formation of liberal democracy (polyarchy). As the American classic of political science Robert Dahl notes, "in homogeneous settlements of citizens, which are united by a common language, race, history and religion, according to all practical parameters such diversity is impossible" [5]. In Western countries with a liberal democracy, which are also civic nations, there is a socio-political differentiation within one social organism, which leads to the emergence of numerous and diverse social segments of civil and political organizations that are focused on protecting various interests and, accordingly, promoting the whole a number of authoritative leaders and elite groups with equal social influence and power. Contrary to this, in such traditional social formations as Georgian society there is a single social organism with the common interests of the people who forms nation.

Because of this ethnical nations lead to the emergence of one authoritative leader and the political elite consolidated around him. Accordingly, in the conditions of the functioning of such a universal social organization, which is based on common interests, political attitudes of society and the nation are formed in a non-competitive environment based on one charismatic leader and on the political elite that he supports. In the political system based on the collectivist model of social forms of social organization, the absence of social and political competition contributes to a rigid hierarchization of the state vertical. In such states, the people endow the authoritative leader who has ascended to the highest level of political structure and the elite mobilized around him with maximum power. Due to this the highest degree of legitimation is provided, which in itself leads to maximum accumulation of power in the hands of one person. The weakness of political opponents, or their complete absence at all, favors the formation of a noncompetitive political environment and, quite naturally, pushes any political leader to usurp power and to evade responsibility to voters. At such moments, the political formula of Lord Acton works: "Power corrupts, absolute power corrupts absolutely" [1]. These social factors determine the personification of the political system, its deinstitutionalization and governance management according to the family and clan principle. In the context of the country's deinstitutionalization, management governance is carried out not through political institutions, but personally, in accordance with the will and desires of a political leader enjoying high prestige in society. During the last years of the modern political history of Georgia - from the formation of the modern political system to the present day, the Georgian people at the beginning of each new management governance cycle (which generally lasts 8-9 years) gave maximum power to the newly emerging political leader. And the latter, in the absence of effective levers, restraining power, “was corrupted”, and its activities turned out to be focused exclusively on usurpation and the preservation of power and on personal enrichment. It was with this in mind that at the end of each management cycle and when the next political replacement occurred, the existing political leader and its affiliate elite took place came to the power in a “revolutionary” way or as a result of similar processes, and thus, the functioning of the political system returned to its original position. Today, all this is exactly the same, and even if the current government is re-elected, choosing a new one will result in Georgia in a completely similar situation. An objective comparative sociological and cultural analysis of the social organization of the Georgian traditionally collectivist and western liberal individualist societies leads us to the conclusion that sociocultural characteristics of Georgian society doesn’t corresponds to the prerequisites for the introduction of a liberal democratic (polyarchic) systems. What, then, must be done to create a democratic system of governance, which, if you rely on the words of the English sociologist J. Field, “will ensure the impact of a large mass of the population on the management process”?[11, p.144]. The length of the path traveled by independent Georgia in recent political history shows that no attempt to introduce a liberal model of representative democracy into a traditionally collectivist and patriarchal society does not justify itself. Thus, Georgian society should take every care to develop and put into practice a different democratic model that will better correspond to its social structure and collectivist social forms of social organization. From this point of view, the political project of political scientist Alexander Chachia deserves attention. It concerns the implementation of a democratic management system in Georgia and aims to provide a kind of synthesis of collectivist, direct and representative democratic management systems. According to this concept, the society is invited to initiate a special law on the personal responsibility of members of the power elite. Its essence is as follows: “... the law should provide that during each regular election the question of assessing the activities of the president, parliament and government over the past period be included on the ballot ... If two thirds of voters negatively assess the activities of the country's leadership, all these figures should be excluded from the political life of the country with the confiscation of property ...

In the event of the existence of such a law, the desire to be in power will be dictated not by the desire for personal enrichment, but due to country and people interests" [3, p.30]. The implementation of the model of appraisal democracy after its refirement,will provide all voters with the opportunity to independently and individually express their private attitude to the existing government, and the sum of individual interests and decisions will become an objective and final manifestation of the people's collective will in the face of the majority of society. This process, in turn, will increase the accountability and responsibility to their electors of political leaders and the ruling elite. It is hard to disagree that, in the case of the implementation of the proposed model of democracy, citizens of Georgia will be provided with all the necessary conditions that allow direct control of their chosen or hired power elite in non-competitive political environment, while ensuring that every voter can effectively participate in the governing process, which he is actually deprived of today. Despite the fact that the considered management project meets the sociocultural specificity of the Georgian organization of society, it needs a certain kind of improvement. Since each regular election in Georgia takes place in the context of specific political leaders and ruling elites, whose targets, as you know, are aimed solely at retaining power positions and usurping power (in any case, the Georgian political history of recent years confirms this), we have to admit that the chances of manipulating the results in such an environment are very high, and the electoral practice of the past years, by the way, convincingly confirms this. Therefore, under the existing conditions, even in the case of the fulfillment of mandatory procedures of appraisal democracy, the power and the ruling class may well “throw” an acceptable result of collective decisions to society, especially if there is no body capable of independently and impartially controlling them. It should be noted that under the conditions of socio-political governance in a competitive environment that distinguishes Western liberal individualist societies, the political agenda and electoral process are controlled by exercising large civilian control over them, numerous authoritative intermediary social groups protecting the interests of various public segments and operating through the institutional part of civil society, non-governmental organizations and associations.[11, p.128] In Georgia, in contrast to Western liberal societies, the numerous non-governmental organizations and public groups are , as a rule, unable to play the role of an intermediary link between the authorities and the traditional collectivist society. They cannot successfully cope with this function for the simple reason that the aspects of liberal values propagated by them are too far from the value orientations and thinking paradigms of the absolute majority of Georgian society, which causes mistrust of them and a low level of their authority. The only social institution in modern Georgia that stands out for its high level of trust and absolute authority is the Georgian Orthodox Church, [6, p.230] which has the strength and ability to assume the function of an intermediary link between the highest echelons of power and society. A good example of this is the strict position of the church regarding the intention of the authorities to allow the cultivation of marijuana in the country, when the government elite was forced to refuse to consider the actually resolved issue in the legislature, leaving it on the political agenda. [4] It is for this reason, that is, on the basis of a very high rating of trust in the Georgian Orthodox Church and, one can say, the indisputability of its authority, we consider justified if the Georgian Church as a public institution is endowed with not only moral but also formal legal right to monitor and control over the implementation of evaluation democracy procedures, with which it will be able to lay down favorable conditions for the expression of the will and the fulfillment of the sociopolitical demands of the public majority.

5. CONCLUSIONS

In order to successfully implement the project of democratization in the specific conditions of Georgia, it is necessary to take into account the cultural peculiarity of its society, which has developed under the influence of the Orthodox Church.

The dominance of collectivism in the social organization of society contributes to the development of a specific power structure, which forms an irresponsible government and creates favorable conditions for its usurpation by the political leader and the ruling elite. Under these conditions, the active involvement of the Orthodox Church, which does not directly participate in the political struggle, but enjoys high prestige and public confidence in democratization processes, especially in monitoring and controlling the conduct of elections, can contribute to the consolidation of democracy in Georgia.

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SOCIAL PROJECTS IN THE SPHERE OF ORGANIZING LEISURE OF THE CITY POPULATION: DOMESTIC AND FOREIGN EXPERIENCE

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ABSTRACT

For the effective functioning of a large city, a metropolis, it is extremely important to have in the infrastructure areas and facilities for recreation of citizens, for cultural and entertainment leisure. In this article, it is offered to consider the unique project, which was accomplished in Moscow, the capital of the Russian Federation, in the very city center – the creation of multipurpose Zaryadye Park. The article presents the technology of creating a modern park infrastructure, as well as a comparative analysis of foreign and domestic practices in the development of new recreation opportunities. In addition, the article proposes to intensify the use of the socio-engineering methodology of management decision-making that provides a scientific basis for the project activity. Much attention is paid to the tasks which arise with regard to modern park areas. This includes a broad range of scientific and educational programs that contribute to sparking an interest in different age groups to knowledge and innovation, as well as the uncovering historical and natural resources of Russia, creating an oasis for recreation and walks. Moscow State Autonomous Cultural Institution Zaryadye Park is the first park built within the boundaries of the Boulevard Ring. It is a new cultural driver of Moscow, a key link in the network of walking routes around the Kremlin. Unlike other Moscow parks, which have vast territories for the organization of recreational activities, Zaryadye Park has a number of features, which make it unique, namely, a rather small area, multilevelness, botanical collection that demonstrates the natural diversity of Russia, media complexes, which have no analogues in Moscow, and a broad range of offered scientific and educational programs. Various information kiosks are available in the Zaryadye Park for visitors, as well as tourist information centers, exhibition halls, souvenir and gift shops, cafés and bars, the ice cave, the florarium, Sacred Embassy scientific-educational center; large amphitheater, concert hall, and modern gastronomic food court.

Keywords: *project activity, recreation areas, Zaryadye Park, cultural and leisure activities, the socio-engineering methodology of managerial decision-making*

1. INTRODUCTION

The construction of parks, as a mandatory object of the city's infrastructure, has always been carried out. This was especially true of large cities because their inhabitants needed the nature areas in the city. Today there are about 600 parks in Russia. However, in the context of the market economy, parks, like many cultural institutions, have found themselves in a difficult

situation: scarce budget funding does not allow parks to fully function and offer a wide range of services to the population. In many cases, this leads to the fact that the parks are in a state of neglect, while some of them are simply forced to cease to exist. Deprived of state subsidies, the parks are in a state of crisis. The amusements operated today in parks are not so much original in terms of attractiveness and entertainment. They are outdated; the house of mirrors, shooting galleries of old structures, and the whirligigs have long become obsolete. At the same time, parks are such a zone of creativity, which in the context of market relations, with the competent use of social design methods and technologies, as well as professionally trained personnel, can become extremely profitable that will allow both the improvement of existing facilities and the development of new, modern, innovative objects. The construction of oceanariums became a kind of innovation in the development of park systems in many countries of the world. Oceanarium is one of the most promising and profitable areas of big business. Having appeared relatively recently, the oceanarium industry literally blew up the entertainment industry and quickly rose to the top of the business Olympus. World practice clearly confirms the high profitability of oceanarium construction projects. A growing number of oceanariums are being built around the world, and each of them shows excellent payback. The USA, Japan, Great Britain, Australia, Germany, Canada, Italy, and France have accumulated the richest experience in the construction and operation of oceanariums. Large oceanariums are built in India, Holland, South Africa, Denmark, Norway, Monaco, and New Zealand. Famous authors of the park culture development in foreign countries, who made a great contribution in the reorganization and redevelopment of obsolete facilities, improving the comfort of the environment of urban parks, increased their profitability, are Marilyn Evans (Evans, 2009), and Henry Sanoff (Sanoff, 2015). Russia has joined the oceanarium construction process later than its western and eastern neighbors. However, the trends of recent years allow hoping that soon Russia will be on a par with the countries, where the largest number of the best oceanariums are built. Today, several such facilities are located in Russia, particularly, in Moscow, St. Petersburg, Voronezh, Krasnodar, Sochi, Vladivostok, Murmansk, and other major cities of the country. Issues of park culture development in Russia, as an innovative form of cultural and leisure activities, are considered by cultural scientists, economists, and landscape designers, such as I.M. Rodionov (2010), O.S. Mavlyutova (1997), I.Yu. Nagibina and E.Yu. Zhurova (2014), and others. The construction of Zaryadye Park was based on the idea to reflect the natural wealth of Russia (Urzha, Mikhoparov, et al., 2017). However, the expositions mainly affect the overworld, while the objects giving visitors the idea of the richest water resources of Russia are practically absent. Thus, the construction of the oceanarium in Zaryadye Park is a universal project extremely attractive for investors, which deserves implementation, requires relatively small costs, and guarantees a quick payback.

2. METHODS

2.1. General description

Project management processes are amenable to standardization, and the documents that formalize these processes are called project management methodology. The project methodology is a methodology for achieving success, namely, the ability to manage, coordinate the efforts of people, and effectively use resources using modern scientific methods. All this is aimed at achieving optimal results in terms of time, cost, and quality meeting the interests of all project members. In managing projects in organizations, technology-centered and human-centered approaches are distinguished often. The aim of both approaches is to focus on human needs, however, they differ in their means and performance indicators. In particular, each of the approaches has its own system of performance measurement indicators as well as feedback methods to track the degree of achievement of the set goals. The technology-centered approach focuses primarily on infrastructure factors as a means of meeting human needs.

This approach assumes the availability of funds to meet the needs (Balashova, 2007). In this case, feedback is provided through the tracking of technical statistical information. When implementing the technology-centered approach, the ultimate consumer of services is largely excluded from governance processes and feedback. In contrast, a person-centered approach, also focusing on needs, provides feedback directly through the individual based on social rather than statistical information. Indicators of this approach are the human development index, which reflects longevity, level of education, level of well-being estimated, for example, through per capita income, the degree of satisfaction with a variety of services, security status, environmental conditions, and the like.

2.2. Algorithm

Project management methodology is set out in the Project Management Body of Knowledge (PMBoK) and ISO 21500-2014. Project management manual is a set of methods that structure the project management system. Project management methodology allows:

- to argue the rationality of investments;
- to create the best work financing scheme;
- to create a work plan which contains the terms of work execution, consumption of resources, and the required expenditure;
- to carry out optimally work performance and the interaction of the project participants;
- to implement planning and quality management;
- to conduct research and project risk management;
- to plan and manage contracts optimally, etc. (PMBoK Guide, A. Shavrin, GOST R ISO 21500-2014.).

The methodology of using the socio-engineering approach in the design of the facility is of exceptional importance (O.A. Urzha, 2017). Social engineering is a special branch of sociological knowledge, namely, creative sociology. Carrying the transformative function of sociology, social engineering makes it possible to ensure methodologically and methodically the impact on the social object to modernize or completely renew it. This sphere of sociological activity has special means and methods which allow actively contributing to the solution of urgent problems of public life.

2.3. Flow Chart

Revealing the essence of these methods, one can state that social engineering is a chain (stages) of interrelated sequential procedures aimed at transforming social objects in order to improve them, as well as creating new objects, which solve current social problems (Fig. 1).

Figure following on the next page

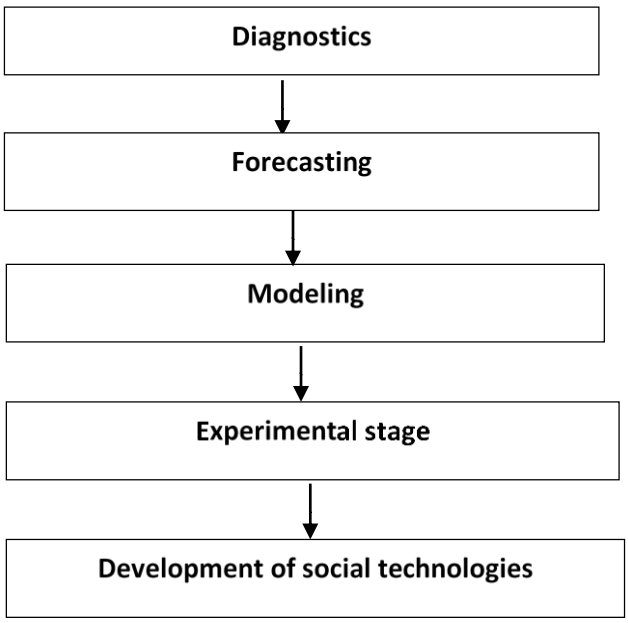

Figure 1: Stages of interrelated procedures

It is certain that social engineering is a diagnostics of the state of the social object, in this particular case – the determination of the feasibility of creating a park on the site of the former Rossiya hotel, both in terms of territorial possibility and demand for this object in this particular place for Muscovites and guests of the capital. The next stage of the socio-engineering methodology is forecasting the future state of the planned object, both in terms of meeting the needs of vacationers and its profitability. Modeling of the planned object, creation of its prototype, and the approbation of its elements are the next mandatory stage of the socio-engineering study, namely, the experimental stage. Only after making sure that the model works, it is possible to start developing a full-scale project. The stage of creating a social project necessarily requires the development of social technologies for project implementation. In this article, we will limit ourselves to the consideration of the social project planning.

3. RESULTS

To improve the profitability of Zaryadye Park, the project to establish oceanarium in the park was developed. The planned area of the oceanarium premises is 1,500 square meters. The facility will be built in three stages. The planned payback period is just over three years. The number of aquariums will amount to 70. The total volume of water that will be used to fill the aquariums is 800 cubic meters. The oceanarium is designed for 1,700 specimens of different species composition, about 120 species of aquatic inhabitants. Below is the basic information concerning the facility under construction:

- Construction volume – 2,700 cubic meters.
- Construction duration – 36 months.
- The peak power consumption – 750 mW/h.
- Water consumption – 900 m^3/year.
- Water discharge – 560 m^3/year.
- Loading intensity on the basis – up to 6 tons/sq m.
- Floor load – 2 tons/sq m.

Main work stages are as follows:

1. design work involving the creation of a unique concept, development of design solutions;
2. construction stage involving the construction of basic structures, production of aquariums,

laying communications;
3. finishing work involving decorating the main areas of the oceanarium;
4. installation and start-up of equipment, putting the oceanarium into operation.

The total cost of the construction of the oceanarium amounts to USD 2,550,000, which includes USD 1,900,000 for basic materials, utilities, and auxiliary materials; USD 420,000 – for subcontracting costs; USD 33,600 – for labor costs; and USD 196,000 for advertising and equipment. An important role in this situation was played by investment policy (Kryukova et al., 2016), advertising activities, and the formation of an attractive image of the project under development. For the construction of the oceanarium in the Zaryadye Park, it is proposed to use a two-hectare site with a natural reservoir. It is planned to build a three-story building. The central hall of the oceanarium will be a composition of several thematic and functional areas located in a single architectural volume and oriented to different age groups of visitors. Each functional area will be provided with the installation of appropriate exposures. The latest and traditional high-quality finishing materials, such as ceramic coverings, paving with various natural stones cladding, panels with laminated surfaces, metal, and glass in various combinations, as well as live plants and plants subjected to the special conservation, will be used in the interior design of the complex. The exterior walls of the building are planned to be faced with facade systems of colored plastic panels of white and blue color. Stained glass windows and roof lights will be made of anodized aluminum with double-glazed windows. The base can be faced with stone, and granite slabs. Vertical sections of the stylobate walls will be faced with granite slabs in combination with ledges. The steps will be made of solid granite. The following risk groups have been taken into account when developing the investment project:

- Internal nontechnical risks - The risk of not having enough workers is minimal. To implement the project in a timely manner, the salary is offered higher than in other areas. The risk that suppliers will fail, delay the delivery of materials or project development is minimal. All parties involved are interested in the timely implementation of the project.
- Legal risks - Risks associated with a license and patent law are insured by contracts with external partners, patent-protected license and technology, patent protection of own trademarks and developments.
- External unpredictable risks:
  - risk of material and technical supply: independence from external suppliers, use of in-house raw materials produced at the leased field;
  - risk of environmental protection: production is carried out at a small plant using new environmentally friendly production technologies;
  - risk of design and production standards is taken into account by the installation of competitive equipment and the purchase of technology in accordance with the requirements of the main consumers and standards;
  - risk in pricing is taken into account by the chosen method of pricing, namely, focus on the prices of competitors with high profitability;
  - tax risk is reduced due to full accounting in the calculations of the current tax system of the Russian Federation (Kozyrev et al., 2017).

The creation of theme parks is one of the cost-effective options for the development of territories. The oceanarium of Zaryadye Park is a really promising and significant project for Moscow in the field of tourism and recreation, which will bring socio-economic benefits.

4. DISCUSSION

The project implementation necessarily provides for a preliminary prediction of its payback. In this case, it is extremely important to assess the profitability of the planned object. The profitability of the object use largely determines the feasibility of its construction.

One of the most important conditions for the profitability of the oceanarium is its high attendance. Mega-oceanariums are located in large agglomerations. The exceptions are small, but very popular resort towns, where the attendance of the oceanariums is usually provided by an endless stream of tourists. For small towns, the best solution would be the construction of a mini- oceanarium. Using the socio-engineering method, i.e. modeling of the future object, let consider three models of existing oceanariums.

- The Georgia Aquarium
  The object is located in Atlanta, Georgia, USA. The population is about 5.6 mln people. At the time of commissioning, in 2005, the Georgia Aquarium was positioned as the largest oceanarium in the world. The total volume of water amounted to more than 31 thousand cubic meters, the area of the oceanarium was 81,000 square meters. Numerous aquariums contain more than 500 species of living inhabitants or 120 thousand species. Capital investments amounted to USD 290 mln. The main investor was Bernard Marcus, the co-owner of the Home Depot company; he invested most of the amount – USD 250 mln. The rest of the investment came from large corporations with a worldwide reputation. Construction began in 2002 and lasted 27 months. On November 23, 2005, the oceanarium was put into operation. The ticket price for adults and children amounted to USD 26 and USD 19.5, respectively. As early as 98 days after opening, the oceanarium was visited by a millionth visitor, while nine months later, the number of visitors exceeded the three-million mark. On June 25, 2009, i.e. 43 months after the opening, 10 mln people visited the oceanarium. During this period, the profit from the sale of tickets, not counting the additional income from related paid services, amounted to USD 215 mln. It can be concluded that the project payback period was four years.
- The Ozeaneum oceanarium
  The object is located in the small seaside town of Stralsund, Germany. The population is about 58 thousand people. Ozeaneum was built in 2008. The complex consists of 39 aquariums, of which the total volume is 6,000 cubic meters. The number of species living in the oceanarium is about 7 thousand, while the number of animal species is about two hundred. The construction costs were borne by the federal government of Mecklenburg and the German Maritime Museum. Capital expenditure amounted to EUR 60 mln. The object was built in a small town. At that, the main purpose of construction was a scientific and educational attraction, rather than commercial. The ticket price was set more than affordable by the country standards, namely, from EUR 8 to EUR 14. But even in a town with population of several tens of thousands of people, the attendance of the oceanarium exceeded all expectations. It was originally planned that the oceanarium will be visited by half a million people per year, while in fact, this figure has grown to 900 thousand people (10 amusement parks in Europe, 2016).
- Yokohama Hakkeijima Sea Paradise
  The facility was built in the Japanese city of Yokohama with the population of 3.6 mln inhabitants. The oceanarium is part of the entertainment complex, occupying 30% of its total area. The aquariums are home to more than 100 thousand animals of five hundred species. The construction period was two years. The amount of invested funds was USD 250 mln. In the first year after its commissioning, the oceanarium opened its doors to 10 mln visitors. The ticket price was about USD 44. The oceanarium paid off in a year's work. The average annual profit from ticket sales today is about USD 200 mln. About 5 mln people visit the complex every year (Tourism Highlights, 2009).

Moscow State Autonomous Cultural Institution Zaryadye Park has its own mission: everyone can relax, play sports, participate in the events, and choose the best leisure options. And this is applied not only to the city residents but also to numerous guests. The Park has been opened for visitors relatively recently, and currently, it is impossible to assess the effectiveness of its operation. But it is safe to say that Zaryadye Park has great potential in terms of economic efficiency and profitability. According to the report on the results of the activities of Moscow State Autonomous Cultural Institution Zaryadye Park, subordinated to the Moscow Department of Culture, and on the use of state property assigned to it, as of January 01, 2019, the actual revenues of the Zaryadye Park for 2018 amounted to more than USD 15,500,000. Revenues of Zaryadye Park from the provision of paid services (works) in 2018 amounted to USD 1,200,000. This figure is actually fulfilled by 90% of the planned value. In 2018, 1,094,357 people used the services of the Zaryadye Park free of charge. Of them, 934 people participated in the organization of club activities and amateur folk art formations, while 1,093,423 people were involved in various cultural events. Note that 170,214 people used the services of the Park on a fully-paid basis. Most of the revenues of the Zaryadye Park, received from the provision of paid services (performed works), fell on attractions (64.78%); the Park's revenues from excursions and museum and educational programs amounted to 8.75%; besides, 5% fell on various services; 4.65% of revenues came from the sale of products (souvenirs, toys, and other nonfood products) (the official website of the Moscow State Autonomous Cultural Institution Zaryadye Park, 2018). It can be concluded that Zaryadye Park has great potential for economic efficiency and profitability. To increase the profitability of the Park, it is planned to supplement the existing infrastructure with the construction of an oceanarium. This will allow receiving additional profit. In 2018, the American magazine Time included Zaryadye Park in the list of 100 best places in the world – as the only object from Russia. This is the best project in the field, the winner of the ArchDaily-2018 award in the category of Public Architecture, which according to experts, has become "the highest international recognition in the history of post-Soviet architecture." The Park was also awarded InAVation Awards for multimedia technologies and equipment of Flight and Time Machine media complexes, as well as POPAI AWARDS in the nomination of Digital Media for the project of interactive terminals of the Park.

5. CONCLUSION

Thus, as exemplified by this project, the trend of active use of the project management methodology in the activities of state bodies and municipal authorities is clearly manifested. First, this increases the transparency of spending budgetary and extrabudgetary resources. Citizens can see the real activities aimed at the implementation of the planned projects. Secondly, this is the formation of a professional project team to combine the efforts of various specialists in order to achieve results. State and municipal authorities need specialists in project management, able to manage in a new manner in accordance with the requirements of the time. Thirdly, based on the project management experience, it can be concluded that this entails a reduction in time, financial, and other costs. Thus, using the project management methodology in the activities of public authorities, one can expect high results at lower cost (Kataeva, Gorshkova, 2018). In recent years, Russia has been actively developing domestic tourism. Cities, individual territories, and entire regions are actively working to increase the attractiveness for both domestic and foreign tourists. Besides, work is underway on the creation of recreation areas of different kinds available for everyone (Vetrova et al., 2018). Parks play a huge role in the lives of citizens. If they are not available, this will lead to deterioration in the psychological and physical condition of many residents, as well as to higher level of air pollution. Currently, chaotic and disorderly building construction, the growth in the number of private cars, and the low environmental culture of the population have become a serious threat

to park areas in the country. Each park area is unique and is usually designed for a large number of vacationers. Usually, the landscaping is carried by landscape designers involved in the park creation project (Ilyin, 2009). Zaryadye Park has great potential in terms of economic efficiency and profitability. Zaryadye is the first park built within the boundaries of the Boulevard Ring. It is the new cultural driver of Moscow, a key link in the network of walking routes around the Kremlin. This is a platform offering a dialogue about the history, natural wealth of Russia, science, art, the future of Moscow, and the country in general. The Park welcomes people, ideas, and technologies, encourages interest in knowledge and innovation. Zaryadye Park is intended to become the flagship in park construction in the country, to set the standard for the development of public park spaces in Russia.

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THE EFFICIENCY OF YOUTH ENTREPRENEURSHIP GOVERNMENT SUPPORT IN METROPOLITAN CITIES

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ABSTRACT

The article studies the current state of youth entrepreneurship government support in metropolitan cities. The sociological study analysis on youth as a business entity and the phenomenon of youth entrepreneurship itself made by the authors shows a number of obstacles in carrying out the government programmes to support young entrepreneurs in Moscow. It is noted that the State develops various programmes and organizes forums to assist young entrepreneurs, but even as youth is less anxious to do business in view of such specific reasons as bureaucracy, heavy taxation, financial expenses, the lack of initial capital and others. The conclusions of the study come down to the fact that the work being done by the State and aimed at promoting and developing youth entrepreneurship, requires further work and must be improved.

Keywords: *state support, megacities, youth, youth entrepreneurship, entrepreneurial activity, sociological research, economic activity, efficiency*

1. INTRODUCTION

Not enough necessary attention is paid to the issues of youth entrepreneurship government support in the major cities of the country. First off, there has been little attention paid to the setting-up of new firms and becoming involved in business, the improvement of "abilities and skills" [16], the creation of conditions for encouraging young people to study and implement this aspiration as well. According to its entities, youth entrepreneurship is one of the kinds of business. At present the country has witnessed a slowdown in developing this business segment. According to a study by the VCIOM, the Russians identify the following obstacles that prevent them from drumming up and developing their own business: bureaucracy (26%), heavy taxation (20%), financial expenses (14%), the lack of initial capital (12%), business competition (11%) [29]. Two years later there was a little change in the situation: heavy taxation (25%) came to the fore, but the respondents also see that bureaucracy (22%) and financial expenses (16%) are not less important problems of emergent entrepreneurs [26]. It is obvious that taxation, bureaucracy and finance are the main obstacles faced by many entrepreneurs early in their entrepreneurship. The people, who have been engaged in small and medium businesses, indentify a little bit different range of problems. The people, who planning to do business, small and medium business leaders identifying different problems as well. To involve as many citizens and young people as possible in entrepreneurship, the State would be worth directing support measures to this area rather than anywhere else, including at the legislative level.

2. METHODS

At the present time the government support programmes on entrepreneurship development is being implemented at both the federal and the regional levels in Russia. The purpose of their having been introduced is to increase the efficiency of budgetary expenditures. Both the government programmes (20% of the regions) and the subprogrammes (80% of the regions) for entrepreneurship development are being implemented in all territorial entities of the Russian Federation [4]. At present a general method to assess the efficiency of both small and youth entrepreneurship government support has not adopted at the legislative level in Russia. There are five groups of methodical approaches to assessing the efficiency of small business government support. They are as follows:

- The first group comprises the methods which are based on the study on the efficiency of programme documents and the performance indicator system of entrepreneurship government support founded on the balance between the budget expenses and the results achieved, and the promotion of the principles of the Russian budgetary system. The latter includes the efficient use of budgetary funds, transparency, budget confidence and budgetary fund allocation [11].
- The next group of approaches is based on measuring entrepreneurship. By means of these approaches one may assess the efficiency of government support. There are performance and commerce indicators, indicators to improve the efficiency of using labour and resources there.
- The third group of approaches is characterized by a study on business's contribution to the development of the region. One may assess the efficiency of entrepreneurship government support by the economic and social development factors.
- The fourth group of approaches is based on the comprehensive indicators, founded on an efficiency index, which can be calculated from the following indicators:
  - the number of enterprises being supported;
  - the cuts in taxes expected of enterprises' support;
  - the social efficiency rate of an enterprise;
  - the innovativeness of an enterprise;
  - the costs of managing the government infrastructure support.

The fifth group of approaches is based on studying the reduction of administrative barriers in entrepreneurship with regulatory impact assessments. So, since 2010 a methodical approach to the assessment of public policies has been enshrined [23], its procedure and introduction in the territorial entities of the Russian Federation was approved by the Decree of the Ministry of Economic Development and Trade [24]. Thus, there has currently been no single methodical approach to comprehensively measuring the efficiency of small business government support, suggesting that the study on the efficiency of this support not only in some cities but throughout Russia is a relevant issue paid attention to. The empirical base for the research includes:

1. The sociological survey material "The social assessment of government support to youth entrepreneurship in Moscow". The survey was conducted by an online survey method among 300 young people living in Moscow. The population comprises the young people living in Moscow. A probability sample or a directional selection method was used. The selection criteria were the young people of 18 up to 30 who live in Moscow.
2. The expert survey data to identify the efficiency of the support programmes targeting young entrepreneurs. Young entrepreneurs, government officials, public business and media organizations acted as experts. A non-random sample or a snowball method was used. 10 experts participated in the survey.
3. The results of a visual analysis on social information being made with the view to indentify the peculiarities of visualizing the youth entrepreneurship government support programmes

in Mass Media. A highly elaborate sample was used. Images and videos are disseminated for public use on the websites of the State-Financed Institution "Moscow Small Business", "Russian Youth", "Moscow Small Business Credit Assistance Fund", "Breakthrough of the year" Award, the Federal Programme "You are an entrepreneur" and "You are an innovator", "Russian Youth Entrepreneurship Programme", and in the media organizations: "RosBusinessConsulting" (RBC), "Evening Moscow", "Rambler-news". The units of the analysis were as follows: images or video screenshots used in the youth entrepreneurship government support programmes and for attracting young people's attention to carry on business, participate in various competitions, grants and forums. Only 20 images were selected.

In May 2019 we carried out a sociological study at the premises of the Russian State Social University (See Table 1). A questionnaire-based survey of the Moscow youth being prospect entrepreneurs was used as one of the methods. This method was used for indentifying the opinions of the representatives of the prospect youth entrepreneurship on the current conditions for organizing and conducting a business in the city that includes the evaluation of the factors influencing youth entrepreneurship.

Table 1: A system of targets and indicators for the efficiency of youth entrepreneurship government support

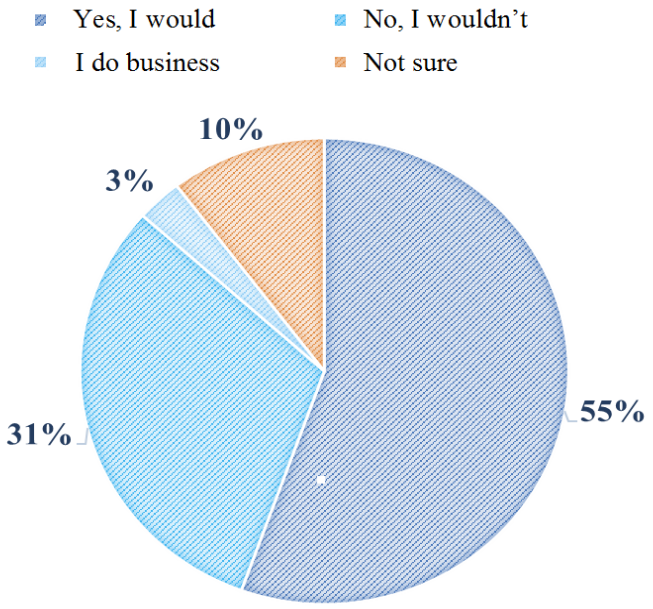
Targets	**Indicators**
1. Economic support to young entrepreneurship in Moscow.	The amount of government subsidies; government competitions and grants; credit privilege; interest reimbursement subsidies on credit; favourable participation in exhibitions and fairs
2. Information and advisory support to youth entrepreneurship in Moscow.	Websites, presentations of youth entrepreneurship government support programmes for public use; information about competitions and forums; central youth entrepreneurship information portal; education and traineeship programmes; start-up schools, forums; business incubators
3. The involvement of young people in carrying on business in Moscow.	The interest of youth in building up business; the problems that prevent youth from going into business; the awareness of youth entrepreneurship government support
4. The satisfaction of young entrepreneurs with youth business government support in Moscow.	The satisfaction with the economic support to youth entrepreneurship (the amount of government subsidies, government competitions and grants and credit privilege); the satisfaction with the information and advisory support to youth entrepreneurship (websites, presentations, the accessibility of information on competitions, central youth entrepreneurship information portal; education and traineeship programmes, start-up schools, forums and business incubators)

Source: the authors' table

The young people of 18 up to 30 living in Moscow at the time of the study were being interviewed, that is, beginning with the birth year of 2001. The survey was also intended to how well the youth had been involved in building up business, what major problems, risks and difficulties they had seen; to indentify young people's awareness of the government support measures for youth entrepreneurship and provision of information sources, to assess the efficiency of the current government support measures. This was done with a view to learn how they are ready to carry on business and what major problems they see to do it from young people being the prospect representatives of youth entrepreneurship. Almost an equal number of the male and female respondents participated in the research (49% and 51%, respectively). Most respondents (61%) at the age of 19 up to 22, almost one-third of them (27%) aged 23 up to 26; the rest aged 27 up to 30. Most respondents from Moscow (83%) are not married as opposed to one-fifth of them (17%). Among the respondents were those who had incomplete higher education (73%), one-fourth of them (27%) had higher education.

The principal occupation of the respondents can be described as follows: almost half of the respondents (43%) are on a full-time tuition, one-third of them (33%) study and work, and one-fifth of the respondents (24%) have full-time employment. A survey of young people living in Moscow was intended to found out their attitude towards to youth entrepreneurship, their willingness to set up business and to analyze the efficiency of youth entrepreneurship current government support, to identify problems, impediments and risks faced by young entrepreneurs who establish and develop a business in Moscow. So, most respondents (88%) have a positive attitude towards the youth who carries on business. Also, most of them (83%) noted that young entrepreneurs' activity in Moscow was a public benefit. The respondents see the major benefit from job creation (17%), goods and service variety (12%), gross domestic product development (9%). Among the major qualities needed for young entrepreneurs, young people equally identified the following: the readiness to risk, having knowledge and skills, cautiousness and tough-mindedness as well (16,5% each, respectively). In the survey the respondents were asked a set of questions about their willingness to set up business (See Figure 1). It was intended to identify the reasons under which young people are interested in this kind of work activity or what could encourage them to carry on business in Moscow.

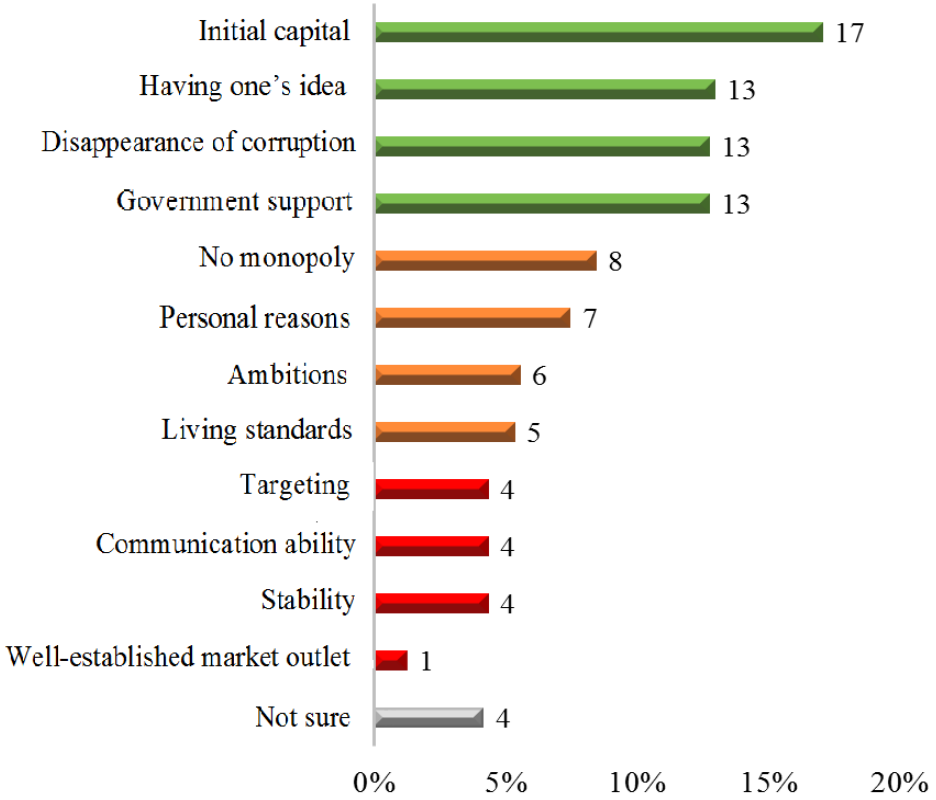
Figure 1: The pattern of the responses to the question "Would you like to set up business and to be an entrepreneur?" (per % of the respondents)



Source: the authors' figure

It is noteworthy that half of the respondents (55%) would like to set up business, whereas almost one-third of them (31%) would not like to. Notably, among the young people are a percent of those who wish to set up business more than among the young girls (69% and 41%). We see that young people like such risky kind of activity that requires much energy, time and knowledge, as their willingness to succeed in life is higher. As we see (See Figure 2), among the reasons for encouraging young people to build up business were an initial capital (17%), having one's idea or a business plan, government support and the disappearance of corruption (13% each, respectively). Interestingly, for the respondents who have no wish to build up business, one of the major reasons for provoking a positive decision was particularly a government support.

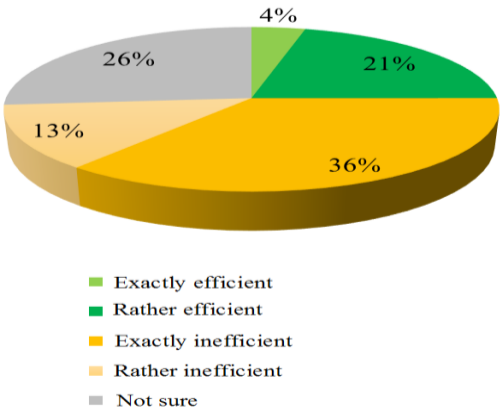
Figure 2: The breakdown of the responses to the question "What do you have to change for you to set up business?" (per % of those who would not like to be self-employed, n=134)



Source: the authors' figure

The young people who want to engage in business, see the major reasons as follows: almost one-fourth of the respondents identified having their idea or desire to put it into reality (24%), one-fifth of them identified wanting to work for themselves (22%), among the reasons there also turned out to be their wish for trying their strength (17%) and pursuit of stability in the future (15%). We see that the young people, who want to engage in business, make such a choice because they seek to try their strength, prefer being responsibility for their income but not depend on the leadership as well as they see the future sustainability in developing their own business. Under the survey the respondents were also asked a question about the necessity to support the young people who develop their own business in Moscow. One may say that there were the unambiguous results there. So, an absolute majority (93%) answered this question in the affirmative. The respondents were also asked a question about the specific types of assistance and their necessity. Among the most of them in demand turned out to be the exchange of experience, teaching business management, consulting and financial types of assistance. It is necessary to note that the young people who want to go into business, in particular they identified a financial support most of all (95%). To the question "What do you think are generally the measures for youth entrepreneurship government support efficient in Moscow?" (See Figure 3), half of the respondents (50%) in whole as well as those who want to set up business (48%) answered that the measures for this support are inefficient, whereas one-quarter of them (24%) think another. Thereby, the remaining one-quarter of the young people (26%) were unable to say for sure. It may be related to the fact that the percentage of young people knows nothing about the youth entrepreneurship support programmes, their specific measures and means, so they dare not assess them.

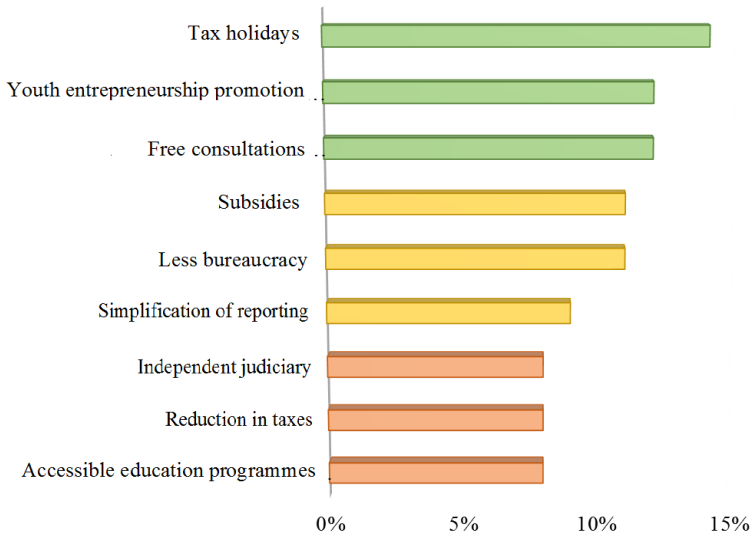
Figure 3: The pattern of the responses to the question "What do you think are generally the measures for youth entrepreneurship government support efficient?" (per % of the respondents)



Source: the authors' figure

However, the question that covered the specific measures for youth entrepreneurship government support and the respondents were offered to assess each of the measures, fewer were unable to say for sure. So, to the respondents' mind, in terms of efficiency there are as follows: training and traineeship (75%), grants and competitions (72%), preferential loans (62%) and business incubator (61%). All of the above possible responses are the youth entrepreneurship government support measures. For instance, the competitions like "You are an entrepreneur" or business forums and conferences are frequently held not only in Moscow but throughout Russia. We consider that teaching allows young people who are planning to engage in business, to learn the nuances about building up and doing business from professionals and experienced employees as well as to make new acquaintances. Grants and competitions also allow young people to show their creative and entrepreneurial abilities, and preferential loans help to solve financial matters being acute faced by the young people who do business.

Figure 4: The breakdown of the responses to the question "If only the development of youth entrepreneurship in Moscow depended on you, what kind of decision would you make at the state level first?" (per % of the respondents)



Source: the authors' figure

Regarding the lease financing and outsourcing in the research, the respondents noted "yes or no" more often than in other possible responses (33% and 40%, respectively). It may be related to the fact that the respondents might not have known the terms. In reply to the question "If only the development of youth entrepreneurship in Moscow depended on you, what kind of decision would you make at the state level first?" the respondents were offered different possible responses (See Figure 4). The most frequent recommendations are as follows:

- to reduce taxes and introduce holiday taxes (14%) that it is explained by such emergent entrepreneurs' topical issue as the lack of money to set up business and the lack of initial capital [6];
- to hold free consultations involving experts on tax and finance issues (12%), that it might be explained by the fact that the young people who are planning to engage in business, do not have enough knowledge in the economic and legal spheres;
- to promote youth entrepreneurship in society (12%), at which the government programmes to support youth entrepreneurship are aimed;
- to reduce bureaucracy (11%), as building up business leads to such consequences as the drawing up and issuance of documents, etc;
- to provide subsidies (11%) that could help young entrepreneurs to develop their own business at an early stage.

3. RESULTS

Based on the theoretical and empirical research one may conclude that the youth is interested in entrepreneurship, particularly young people think about this type of work in the future. Most respondents have a positive attitude towards young entrepreneurs and consider this activity benefiting society. It is as follows: job creation, providing goods and services variety, and the development of the country's gross domestic product (GDP) as well. The respondents, who had not shown their willingness to engage in business, pointed out that one of the reasons for such decision was a government support. One also would particularly like to identify among the difficulties as follows: heavy expenses, corruption and bureaucracy. There exists a very acute problem about finance for such a group of people as youth, particularly if to speak of entrepreneurship and initial capital. In general, most young people unfortunately do not know about kinds and forms of youth entrepreneurship government support in Moscow due to the lack of interest, the same cannot be said for the respondents who want to start their own business. In view of this, the issues concerning the involvement of youth in entrepreneurship and support programme distribution are relevant. Young people learn all on the Internet, including business support. Thereby, it is very important to develop websites and information resources devoted to the government support, for if young people do not see successful people, they are unlikely to replicate their success. Assessing the efficiency of youth entrepreneurship support implementation in Moscow, half of the respondents consider it inefficient, although the specific support measures as they are, which the State takes, the respondents largely assessed them as good and efficient.

4. CONCLUSION

At present owing to the development of market economies, small and medium businesses, their development and problems are becoming more and more relevant. Being part of this sector, youth entrepreneurship is the most important strategic resource for small and medium businesses development in the Russian metropolitan cities. This kind of activity is also attracted by the fact that it offers an opportunity for young people to improve their socio-economic status. Based on the theoretical and empirical research, one may conclude as follows:

1. There are many approaches to studying the efficiency of the government support to youth entrepreneurship developed within sociology and economics, but all of them are based on

correlating between the expired costs and the attained results as the outcome of carrying out certain programmes and measures. So far, no common methodological approach to assessing the efficiency of the government support existed that provide a comprehensive analysis and makes it possible for the relevance of studying this prospect in sociology and economics.

2. During our work we developed a sociological analysis methodology for the efficiency of youth entrepreneurship government support in Moscow. A system of targets and indicators that includes the economic, information and advisory support for young entrepreneurs in Moscow, the involvement of young people in entrepreneurship, and their satisfaction with the current support.
3. A questionnaire method allowed identifying young Moscovites' positive attitude towards entrepreneurs and their activity, high interest in building up business as well. However, entrepreneurship is assessed as a very risk for today. Regarding the motivation to build up business, young people are particularly self-motivated; that's the feature of young entrepreneurs: they have their idea or desire to put it into reality, to work for themselves, to try their strength and to pursue stability in the future. However, the research showed such a negative personal trait of an entrepreneur as tough-mindedness; apparently, it is connected with the stereotype that the entrepreneur is a person who aims at gaining material values.
4. An expert interview method allowed concluding that today's Moscow youth was arrogant and had plenty of ideas, but the major impediment to setting up business was a financial dimension. Based on the subjective (their own and casual friends' experience) and the objective (government activities: lectures, seminars, master classes; the solution to the State's problems: taxation, unemployment) criteria for assessing the efficiency of government support, the experts consider it satisfactory.
5. Using a visual method, one could conclude that the photographs taken from the public events, exhibitions and forums to support the Moscow young entrepreneurs being organized by the State, showed this process, but no results, for instance, the feedback on the activities.

In this regard, it is needed more specific focus on this youth entrepreneurial entity, identifying the factors particular to it in the whole country and the peculiarities of their influence, which is an essential part within the government work to support and develop both youth entrepreneurship in particular and small and medium businesses in whole.

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ASSESSMENT OF THE LEVEL OF HUMAN SECURITY IN THE COUNTRIES OF THE EURASIAN ECONOMIC UNION

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ABSTRACT
In the modern world of all kinds of risks and threats, in the conditions of mutual influence of demographic changes and socio-economic stability, the issues of human (or personal) security are quite relevant. The study of human security as a scientific category, the allocation of its components, criteria and indicators of evaluation are of great interest. In order to identify the existing problems, the authors paid special attention to the comparative analysis of personal security indicators and the Human Development Index of Russia and the countries of the Eurasian Economic Union. The results of the study show that the most urgent problems for the countries of the Eurasian Economic Union, in which they lag behind the leading countries of the rating, are life expectancy and the level of socio-economic development.
Keywords: *human security, Eurasian Economic Union (EAEU), Human Development Index (HDI), problems of security, life expectancy, socio-economic indicators, level of security, economic security*

1. INTRODUCTION

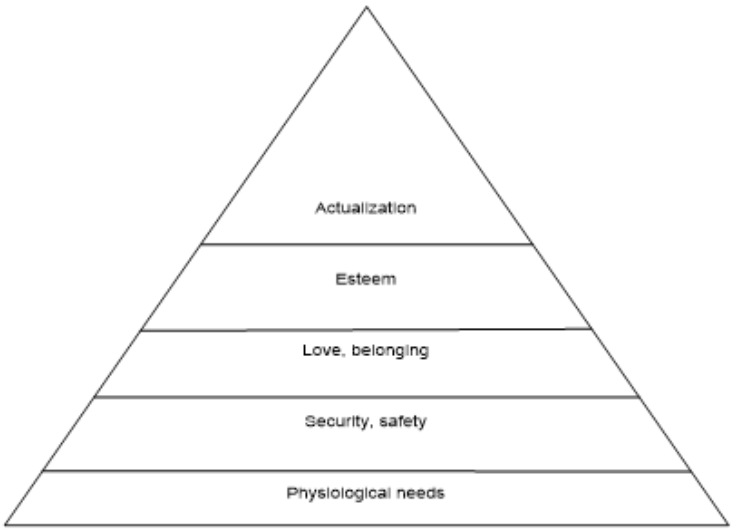
Security is a basic, primary human need. From the point of view of the state and society the terms of "national security", "economic security", "public security" and "regional security" (as well as individual structural elements of security, such as "fire safety", "social security", "demographic security", "energy security" and others) are examined in detail in the scientific literature. Special legislation in the field of state security has been adopted both in Russia and in the countries of the Eurasian Economic Union. Thus, the federal law "On security" (2010), the Concept of public security in the Russian Federation (2013), the Strategy of national security (2015), the Strategy of economic security (2017), etc. have been adopted in the Russian Federation. The Republic of Belarus has adopted the Concept of national security (2010), the law "On state security bodies of the Republic of Belarus" (2012). The law "On national security of the Republic of Kazakhstan" (2012) is in force in the Republic of Kazakhstan. The law "On national security bodies" (2002) and the Strategy of national security (2007) are in force in the Republic of Armenia. The Kyrgyz Republic has adopted "The law on national security" (2003) and the Concept of national security (2012). Most people are concerned about their well-being. This applies to their family, friends, colleagues, the environment and all arising problems. The necessity of decision of these problems is usually referred to as security. Talking about the category of "human security", it should be noted that there is a certain complexity: the concept

of "human security" (or "personal security") is not defined by law. Security can be defined as guaranteed protection against poverty or want; precautions taken to protect against theft or espionage; also, the concept of "security" includes those who provide or guarantee security, as well as means of ensuring it. In addition, a number of authors believe that security implies a stable, relatively predictable environment in which an individual or group can pursue its objectives without fear of harm and without fear of possible damage or harm [12]. However, the concept of "security" should be expanded to include national security and the protection of the national state through armed forces or the use of such forces to control its citizens. Some experts believe that security includes crime prevention, safe technologies, risk management or loss prevention [30].

2. METHODS

Taking into account time, place and context, security has different meanings for different people [11]. Moreover, the following levels of security should be taken into account: human (or personal) security, the security of groups, nation states, international system. First of all, it will be interesting to analyze the approaches to the definition of human security and private security. Human security is discussed in the context of a number of theories. These theories include Maslow's theory of hierarchy of human needs (1943) (this theory is often represented as a triangle (*Fig. 1*) with five levels), as well as associated, but distinct from other concepts (theories) of security and safety, and, finally, the theory of the effect of risk (the risk has always been closely associated with the concept of security, but it is only recently that risk management plays such an important role in application security).

Figure 1: Maslow's hierarchy of human needs



Sourse: Smith Clinton L., Brooks D.J. Security Science: The theory and practice of security. Elsevier, January. – 2013. P. 6-12.

In accordance with Maslow's theory, if there is a shortage of need, this need acts as a "motivator". When the deficit is satisfied, the motivating effect of the need ceases, and the needs of a higher level are beginning to act as "motivators". The level of security is often presented as security and safety, it is related to a person's personal security needs and extends to such aspects as order and control, financial security, job security, health and well-being. As Maslow's pyramid of human needs shows, security and safety are the basic needs of the individual. Without feeling safe, a person cannot develop. This understanding means that meeting the need for security should be an important area in the organization, as meeting this need will allow

staff to be as effective as possible. Thus, Maslow's theory is important to those who are engaged in the development and use of human potential. Great attention is paid to the security within the concept of risk management. All activities involve some form of risk, and thus, a decision on expediency of carrying out activity taking into account its usefulness is made. Security is the result of risk, and in today's world the concept of risk can be considered to prevail over the concept of security. Society as a whole defines social expectations or norms. The law is the basis of society and it formulates these social norms. If a person (or a group) acts outside these social norms, it is considered that he violates the social contract and thereby violates the law. The main function of public security is to maintain acceptable behavior and order in society, to ensure compliance with laws and regulations, to ensure protection of the national state [23]. As society changes, so does the concept of security, including extensive discussions on public security and the prospects of replacing public security services with private security. One can distinguish fundamental differences between public and private security, which include philosophy, principles, powers and status (*table 1*). Public security is a mandatory service, and the activity of private security agencies is exclusively customer-oriented [14].

Table 1: Public security versus private security functions

Private security	**Functions**	**Public security**
Client	Input	Citizen
Selective	Service	Equal
Profit-driven	Delivery resourcing	Tax-funded
Undetermined	Finance	Predetermined
Fragmented	Structure	Centralized
Citizen	Power	Legislated
Limited	Training	Intensive
Loss prevention	Role	Law enforcement
Protection	Orientation	Offender
Specific	Target	General
Private	Space	Public
Restricted	Regulated	Heavily
Wide	Discretion	Limited
Asset protection	Output	Enforcement
Proactive	Stance	Reactive

Source: Smith Clinton L., Brooks D.J. Security Science: The theory and practice of security. Elsevier, January. – 2013. P. 6-12.

An increase in the number of private security structures, which have become a large international industry, in fact, the crime prevention industry, has been a significant event in the development of the security sector. In the developed countries of the world, the number of personnel of private security structures exceeds the number of employees of state security sector (for example, the police) (an average from 348 to 318 persons per 100,000 of the population) [19]. In the United States, 10,000 private security agencies employ 1.8 million employees. According to statistics, there are almost three private specialists per public security officer, and this ratio is expected to grow [13]. It should be noted that in Russia and in the EAEU countries the trend is reversed. In fact, a state monopoly in the security sphere is maintained (for example, private military companies are prohibited in Russia (Article 359 of the Criminal Code)). Cities in the US spend up to $70 million a week on security. Private security activity is one of the new and relatively young spheres. The importance of the role and scope of private security can be explained by the following factors:

- reduction in the public services of nation states;
- general increased fear of crime;
- transfer of non-core public security tasks to the private sector;
- increasing value and mobility of assets requiring greater protection.

The assurance of human or personal security involves the following tasks in the social sphere:

- fight against inflation;
- expansion of guarantees of citizens social rights;
- solution of the housing problem;
- provision of government guarantees of free medical care;
- decent pension provision;
- safeguards in education;
- increasing the birth rate, reducing mortality and increasing life expectancy;
- fight against unemployment, etc.

In our opinion, the term "human security" is a state of protection of the vital interests of the individual from various risks and threats, when the person is guaranteed that his needs that reliably ensure the existence and possibility of his progressive development are met. Moreover, in assurance of human or personal security a special role is assigned to the state, which has a decisive role in satisfying and protecting the vital interests of the individual, which, in fact, are components of social policy and include the activity of the state in the field of social guarantees in such areas as health, education, pensions, housing and demographic problems, etc. And the method of determination of social and economic indicators by means of which it is possible to carry out an assessment and the comparative analysis of levels of human security in a given country is extremely important.

3. RESULTS

In modern Russian and foreign literature, the definition of the level of human security to some extent is associated with the assessment of the level and quality of life. To assess the level of economic security of the individual, it is proposed to use the integral indicator (coefficient) of economic security of the individual Ces which can be calculated as the arithmetic mean of generalizing indicators:

$$\text{Ces} = \frac{C1+C2}{2}.$$

C1 is an indicator characterizing the standard of living (the ratio of the average monthly salary and the subsistence minimum, housing security, the ratio of pension and the subsistence minimum of the pensioner, the quality of medical and public services, the purchasing power of average monetary income, the average consumption of basic food, the share in the budget of domestic service costs). C2 is an indicator that characterizes stability and confidence in the future (growth of real income, availability of housing, medical and educational services, development of the labor market, timeliness of payment of wages, the number of crimes, growth of real pensions) [3]. In our opinion, to assess the level of personal security it is very convenient to use the data of the report Human Development Indices and Indicators (Indices and indicators of human development). Development of personality is associated with human freedoms. It is about creating opportunities for human development. In 1990, the United Nations Development Programme **(**UNDP) published the first human development report. Since then, more than 800 global, regional, national and subnational reports have been produced and hundreds of workshops, conferences and other advocacy initiatives have been organized to promote human development. Thus, the individual and human well-being were recognized as the main priorities in the development of modern economics and politics, i.e. it is about anthropocentricity and humanitarian orientation of the modern global world. The new UNDP 2018 report presents HDI values for 189 countries and territories (2017 data). 59 of these countries are in the group of countries with very high level of human development, 53 are in the group with high level of

development, 39 have the middle level of development and only 38 are in the group of countries with low level of development. Norway (0.953), Switzerland (0.944), Australia (0.939), Ireland (0.938) and Germany (0.936) are the five leaders in the global HDI ranking 2018. Five countries that have closed the rating are as follows: Burundi (0.417), Chad (0.404), South Sudan (0.388), Central African Republic (0.367) and Niger (0.354). The biggest increase in the HDI rating between 2012 and 2017 was recorded in Ireland, which rose up 13 positions, in Botswana, Dominican Republic and Turkey, each of which rose up 8 positions. The biggest decline was observed in the Syrian Arab Republic (minus 27 positions), Libya (26) and Yemen (20). From the point of view of the goals of our research, we are primarily interested in the countries of the Eurasian Economic Union. We will try to assess their positions in comparison with other countries of the world and with each other on the basis of data of the Human Development Index (HDI) 2018.

Table 2: Human Development Index (HDI) and its components, 2018

Country	**HDI**	**Life expectancy at birth, years**	**Expected years of schooling, years**	**Mean years of schooling, years**	**Gross national income (GNI) per capita, USD**	**HDI ranking**
Very high human development						
Norway	0.953	82.3	17.9	12.6	68,012	1
…	…	…	…	…	…	…
Russia	***0.816***	***71.2***	***15.5***	***12.0***	***24,233***	***49***
…	…	…	…	…	…	…
Republic of Belarus	***0.808***	***73.1***	***15.5***	***12.3***	***16,323***	***54***
…	…	…	…	…	…	…
Kazakhstan	***0.800***	***70.0***	***15.1***	***11.8***	***22,626***	***60***
High human development						
Iran	0.798	76.2	14.9	9.8	19,130	61
…	…	…	…	…	…	…
Armenia	***0.755***	***74.8***	***13.0***	***11.7***	***9,144***	***84***
…	…	…	…	…	…	…
Moldavia	0.700	71.7	11.6	11.6	5,554	110
Medium human development						
Philippines	0.699	69.2	12.6	9.3	9,154	111
…	…	…	…	…	…	…
Kyrgyz Republic	***0.672***	***71.1***	***13.4***	***10.9***	***6,868***	***121***
…	…	…	…	…	…	…
Cameroon	0.556	58.6	12,2	6.3	3,315	150
Low human development						
Solomon islands	0.546	71.0	10.2	5.5	1,872	151
…	…	…	…	…	…	…
Niger	0.354	60.4	5.4	2.0	906	188

Source: Human Development Indices and Indicators. 2018. Statistical Update. United Nations Development Programmer, 2018.

From the countries of the Eurasian Economic Union Russia (49), the Republic of Belarus (54) and the Republic of Kazakhstan, which took the last 60 position in the group, were included in the group of countries with very high HDI. Thus, three EAEU countries, despite the fact that they are included in the first group of countries with very high HDI, are at the end of the group.

The Republic of Armenia is in the group of countries with high HDI (84) and Kyrgyzstan is in the group of countries with medium HDI (121). The analysis of the gap between the EAEU countries and the leading countries in HDI is of particular interest. Thus, in comparison with Norway, which ranks first in the HDI 2018 on the indicator of life expectancy at birth, Russia lags behind by 11.1, lag of Belarus is 9.2, lag of Kazakhstan is 12.3 years, respectively. In terms of the expected years of schooling, Russia and Belarus lag behind Norway by 2.4 years, and Kazakhstan by 2.8 years. In terms of the mean years of schooling, the lag is insignificant: Russia lags behind Norway by 0.6 years, Belarus lags behind by 0.3 years, Kazakhstan lags behind by 0.8 years. Talking about GNI per capita, the situation is significant: Russia lags behind Norway by $43,779, lag of Belarus is $51,689, and lag of Kazakhstan is $45,386. As for Armenia and Kyrgyzstan, their lag behind Norway is even more significant. In terms of life expectancy at birth, Armenia lags behind Norway by 7.5 years, Kyrgyzstan lags behind by 11.2 years, respectively. Armenia is 4.9 years behind Norway, and Kyrgyzstan is 4.5 behind in terms of the expected years of schooling. In terms of the mean years of schooling, the lag of Armenia from Norway is 0.3 years, Kyrgyzstan lags behind by 1.1 years. In terms of GNI per capita, Armenia lags behind Norway by $58,868. Kyrgyzstan lags behind by $61,144. Thus, first of all, the main reasons for the significant lag of the EAEU countries from the countries-leaders of the HDI rating are low GNI per capita and insufficient life expectancy. The UNDP report on HDI 2018 also presents average data for groups of countries (table 3). We have made a similar summary for the EAEU countries (table 4).

Table 3:The average index of human development (HDI) for country groups in 2018

Country groups	HDI	Life expectancy at birth, years	Expected years of schooling, years	Mean years of schooling, years	Gross national income (GNI) per capita, USD
Very high human development	0.894	79.5	16.4	12.2	40,041
High human development	0.757	76.0	14.1	8.2	14,999
Medium human development	0.645	69.1	12.0	6.7	6,849
Low human development	0.504	60.8	9.4	4.7	2,521
World	**0.728**	**72.2**	**12.7**	**8.4**	**15,295**

Source: Human Development Indices and Indicators. 2018 Statistical Update. United Nations Development Programmer, 2018.

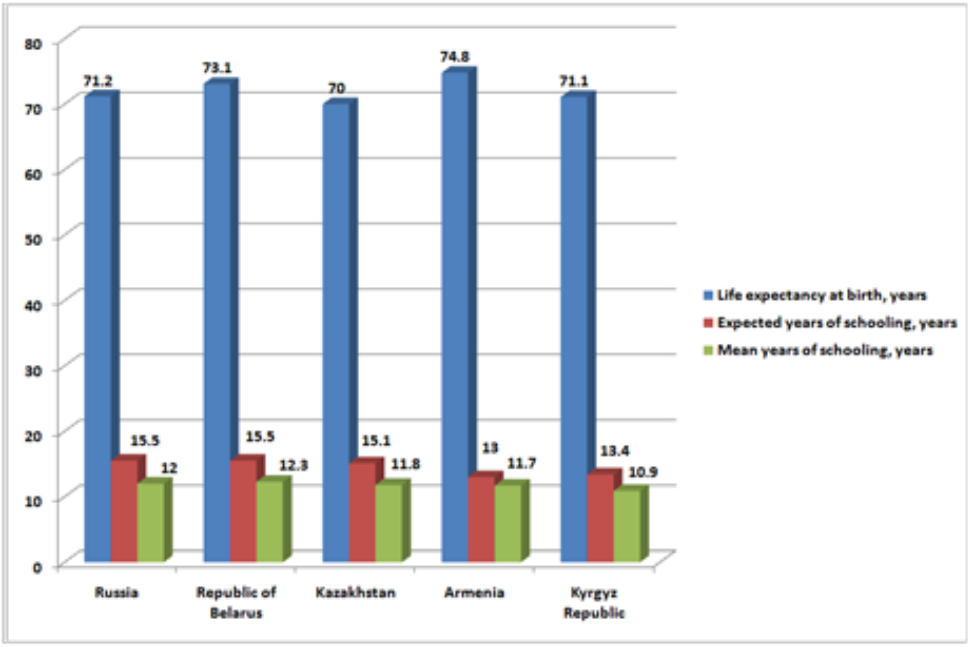
Table 4: Human Development Index (HDI) 2018 for the group of countries of the Eurasian Economic Union

Country	HDI	Life expectancy at birth, years	Expected years of schooling, years	Mean years of schooling, years	Gross national income (GNI) per capita, USD
Russia	0.816	71.2	15.5	12.0	24,233
Republic of Belarus	0.808	73.1	15.5	12.3	16,323
Kazakhstan	0.800	70.0	15.1	11.8	22,626
Armenia	0.755	74.8	13.0	11.7	9,144
Kyrgyz Republic	0.672	71.1	13.4	10.9	6,868
Average	0.770	72.04	14.5	11.74	15,838

Source: Human Development Indices and Indicators. 2018 Statistical Update. United Nations Development Programmer, 2018.

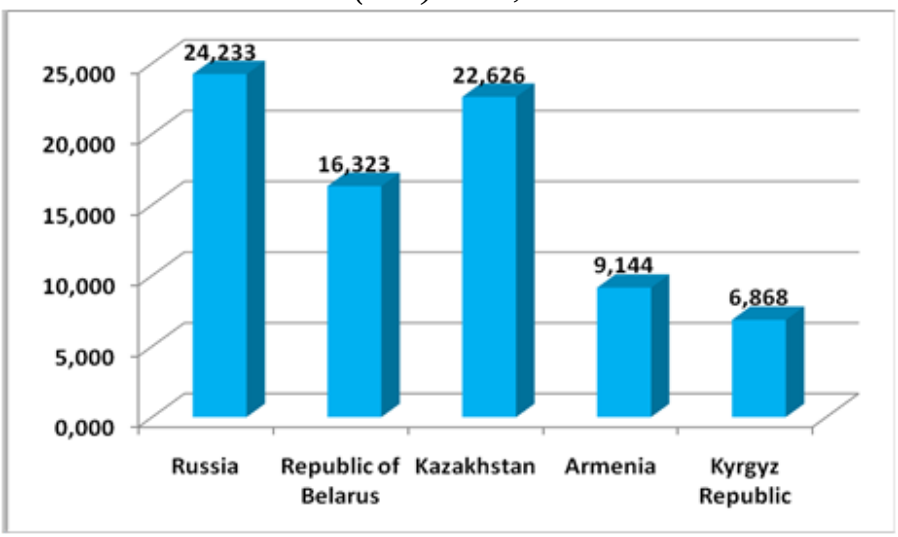
Thus, in terms of the average HDI (0.770), the group of EAEU countries is generally closer to countries with a high level of development (0.757). If the analyses is conducted in terms of separate indicators, it will be clear that the indicator of life expectancy of the EAEU countries (72.04) is closer to the countries with a medium level of development (69.1), the expected duration of training indicator (14.5) is closer to the countries with a high level of development (14.1), the duration of training indicator (11.74) is closer to the countries with a very high level of development (12.2), and GNI per capita indicator ($15,838) is closer to the countries with a high level of development ($14,999).

Figure 2: Indicators of life expectancy at birth and schooling of the EAEU countries in the ranking of the Human Development Index (HDI) 2018



Source: Human Development Indices and Indicators, 2018. Statistical Update. United Nations Development Programmer, 2018.

Figure 3: GDI per capita of the EAEU countries in the ranking of the Human Development Index (HDI) 2018, USD



Source: Human Development Indices and Indicators, 2018. Statistical Update. United Nations Development Programmer, 2018

If a comparative analysis of the EAEU countries among themselves in terms of HDI 2018 was conducted, it should be noted the following the following. In terms of life expectancy, Armenia is the leader among the EAEU countries (74.8), and Kazakhstan lags behind (70), Russia and Belarus lead in terms of the expected duration of education (15.5), Armenia lags behind (13), Belarus is the leader in terms of training (12.3), Kyrgyzstan lags behind (10.9), and Russia leads in terms of GNI per capita ($24,233), Kyrgyzstan lags behind ($6,868).). The analysis of changes in the Human Development Index (HDI) 2018 of EAEU countries for 1990–2017 years is presented in *table 4.*

Table 5: Trends in the Human Development Index (HDI) 1990–2017

Position in HDI ranking	**Country**	**1990**	**2000**	**2010**	**2012**	**2014**	**2015**	**2016**	**2017**	**Change in rating 2012–2017**
49	Russia	0.734	0.720	0.780	0.798	0.807	0.813	0.815	0.816	3
53	Republic of Belarus	–	0.683	0.792	0.803	0.807	0.805	0.805	0.808	–4
58	Kazakhstan	0.690	0.685	0.765	0.781	0.793	0.797	0.797	0.800	0
83	Armenia	0.631	0.647	0.728	0.737	0.745	0.748	0.749	0.755	2
122	Kyrgyz Republic	0.618	0.594	0.636	0.649	0.663	0.666	0.669	0.672	0

Source: Human Development Indices and Indicators. 2018 Statistical Update. United Nations Development Programmer, 2018.

In accordance with the data, there have been no major changes in the HDI rating of the EAEU countries' positions. The positions of Belarus have slightly worsened (-4 positions over the past five years), the positions of Russia (+3 positions) and Belarus (+2 positions) have slightly improved.

4. CONCLUSION

Thus, the concept of "security" is diverse and multidimensional. In the concept of security, there are different levels, i.e. security can be considered at the level of international systems, national states, groups, as well as the security of individuals. Maslow's theory of the hierarchy of human needs can be used to determine human (or personal security). Besides human security, there are different concepts of security, including risk management. Risk has always been closely related to the concept of security, but only recently risk management has become so important in applied security. The security of groups must take into account the fundamental nature of law and social contract, that is, where the system of law can be seen as the basis of society and security as the result. It should also be noted that for more than 100 years, public security (law enforcement) has been considered the main function of the state, although personal security has recently become increasingly important. Traditionally, ensuring the security of national states in the international arena includes military defense. Recently, however, national security involves not only ensuring security at the level of the national state, but also public and personal security. Analyzing the state of human security of citizens of the EAEU countries on the basis of the Human Development Index, we come to the following conclusions. The Human Development Index can serve as an indicator of the level of human security, as this index takes into account the basic vital interests of the person, the possibilities of human development. Russia is leading in the development index of human potential among the countries of the EAEU. Kyrgyzstan is lagging behind other countries of integration associations.

The main problem areas for the EAEU countries, in which they lag behind the leading countries of the rating, are life expectancy and GNI per capita. Thus, to increase the level of human security in the EAEU countries, it is necessary to focus on these indicators.

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FINANCIAL SECURITY AS THE BASIS FOR SUSTAINABLE BALANCED DEVELOPMENT OF THE REGION

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ABSTRACT
In the context of the impact of sanctions and the economic crisis, the most important task of the state is to ensure and maintain its economic security. Finance is the driving lever of any economic system. But the finance's main drawback is its limited nature in solving a large number of equal strategic objectives of sustainable development. Taking into account the unstable seppuku of political and economic relations between Russia, the United States and the European Union, we consider it necessary to create a new powerful financial unit of national security. At the same time, the state administration of economic security should not only be a "response to Western sanctions", but it is necessary to form an effective mechanism of public financial management within the framework of national policy.
Keywords: *state policy, national policy, regional management, sustainable development, financial security, financial potential, economic security*

1. INTRODUCTION

Economic security is the most important function of the state, the priority of state policy, the guarantee of its independence, competitiveness, the resilience of economy to external and internal threats, the successful life of society. Economic protection of the country is no less important than the maintenance of defense capacity, because it determines the viability of society. The very concept of "security" is associated with protection from danger (Ozhegov dictionary), ensuring reliability. The concept of security was established in 1992 by the Security Act. In 2010 a new Federal Security Act (Federal Security Act of 28 December 2010 № 390-FZ) was adopted, which fixed the legal basis of society and the state, defined the security system and its functions. Financial security of the state is undoubtedly connected with the sustainable economic development of all its regions. And in conditions of unstable economic situation and impact, crisis processes, each region must adapt to new conditions and determine the vector of its development. Therefore, referring to regional financial security it is necessary to speak of a stable functioning of all the territorial elements of the financial system, and take into account the differentiation in the development of the regions, disparities of all types of resource supply and diversity of the threats for the development of the territorial economy. The problem of financial security is now being discussed by regional scientists especially acutely, but, despite the large number of publications, there has not been developed a unified approach to the interpretation of the essence, evaluation methodology and tools for its ensuring, both at the macro and meso levels. It should also be noted that today, both at the Federal and, of course, at the regional level, there is no standard-set unified system of parameters for assessing financial security. At the state level, financial security is traditionally defined as the most important element of the country's economic security (V.V. Burtsev) [7]. However, Rogatnykh E.V. notes that financial security as opposed to national (associated with the priority protection of national interests), or economic (which is aimed at protecting economic interests) security determines the adequacy of financial resources to ensure normal functioning and development of economy

in conditions of uncertainty and instability in the external environment [14]. And S.V. Klimchuk [24] emphasizes that "the goal of national financial security is to solve the problem of stable, dynamic behavior of the economic system, which will avoid an imbalance in the development and functioning of the economy, taking into account the scarcity of available financial and economic resources". It should be noted that, considering this definition at the regional level, researchers are increasingly divided on its content. A critical analysis of the positions of Russian scientists in the interpretation of the term "financial security of the region" has revealed several basic approaches in determining its content. So, O.B. Zhalsapova and A.A. Korableva [16] consider the state of the financial security of the region in statics (at a given momente) and believe that this state will allow to offset the negative impact of the environment on the regional economy. Financial security of the territory is a set of conditions that ensure the stability and development of the region. But P.I. Danilov, A.A. Nazarov, and E.P. Mitrofanov [1] argue that in the case of achieving financial security the region has the opportunity to improve its socio-economic indicators, which will, in turn, enable to face threats, etc. The financial security of the region can be also interpreted from an organizational or managerial positions. In the current economic situation, the issues of financial security of sustainable development of the territory's economy are particularly relevant.

2. METHODS

The study of approaches and interpretations to the content of the definition of "financial security of the region" allows us to formulate its content as a resource state of the regional economy, which ensures sustainable development of the territory through the effective use of its own potential, neutralization of external and internal threats, as well as integration into a single national economic space. In this study, methods of analysis and synthesis were used. The relevance of the work provides a scientific basis for the development of a science-based approach to the process of increasing financial security in the context of the growing impact of economic sanctions. Basic fundamental and applied problems to be solved in the framework of the study are as follows:

- identification of financial security problems, the consideration and solution of which should be reflected in the balanced development of the region in the context of economic sanctions;
- development of practical recommendations to ensure stable and sustainable development of the region in terms of competitive advantages.

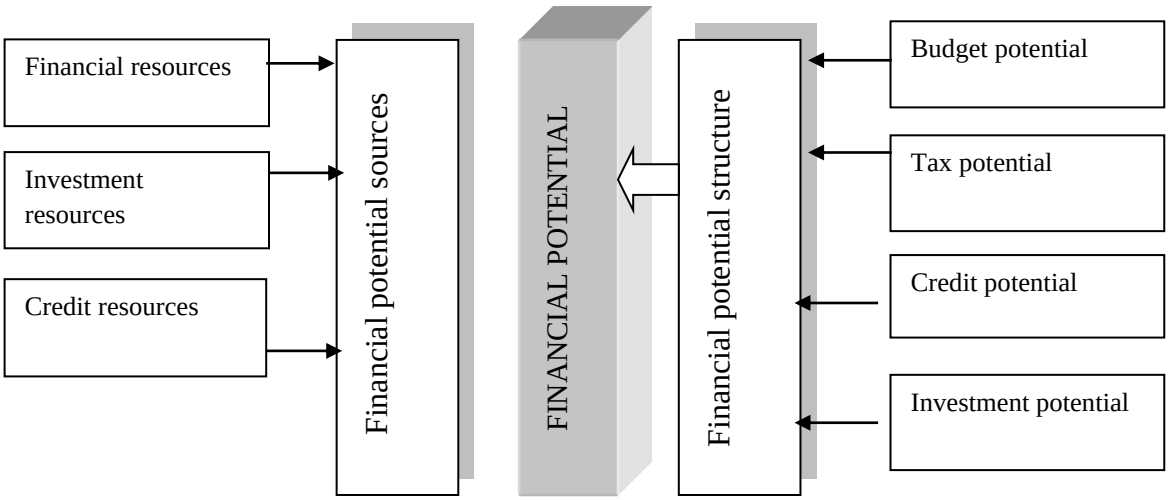
The key tasks of ensuring regional financial security are twofold: on the one hand, it includes ensuring a sustainable rate of economic growth in the region while reducing the level of differentiation (strategic level of regional management); on the other hand, it should be considered as part of the national security of the Russian Federation, aimed at achieving its main priorities in the field of defense, quality and standard of living, the development of science, education and health care, solving environmental problems and environmental management. Some scientists distinguish certain types of financial security. In particular, V.P. Okhapkin considers that the financial and monetary security of the region ensures the stability of the financial situation of the state as a whole [6]. In addition to these approaches you can even highlight approaches by Rogatnykh E.V., who is considering the financial security exclusively from the standpoint of solvency, and treats it as sufficient financial resources to ensure the development of the economy and its "normal" functioning in conditions of uncertainty and instability in the external environment [14]. A similar approach belongs to S.V. Klimchuk, who believes that the main objective of the financial security of the state is to ensure stable, sustainable, dynamic behavior of the economic system, balanced development and functioning of the economy in conditions of scarcity of available resources and unstable environment [24].

It should also be borne in mind that financial security is determined by the ability of public authorities to solve the following tasks:

- to eliminate the impact of the global financial crises on national socio-economic system from external participants of the world economic system (states, transnational corporations, international groups, major investors, etc.);
- to prevent the capital flight from the real sector and from the country as a whole;
- to reduce regional asymmetries in resource supply and to ensure equal access to the use of federal resources through the mechanisms of financial transfers;
- to encourage the inflow of foreign investment to the country's economy and improvement of its investment appeal to attract and use funds from foreign borrowings;
- to prevent administrative offences of economic crime in the financial sector (including so-called "money-laundering" obtained by criminal means).

The balance of regional budgets is confirmed by positive and negative factors. Positive factors include: increase in tax and non-tax revenues; refusal of tax benefits. Negative factors are as follows: the decline in transfers, the growth of expenditure. Conditionally the region's financial potential and its components can be represented as follows (Figure 1):

Figure 1: The region's financial potential



Source: compiled by the authors

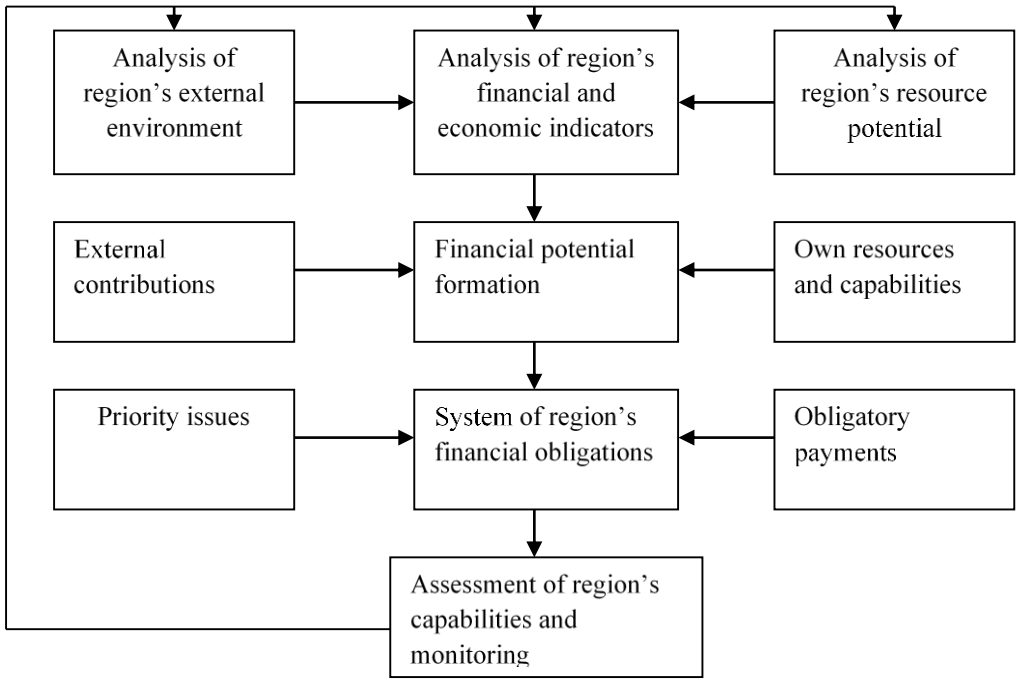
The methodology of the region's financial security assessment is one of the most important tools for justifying the directions and rates of socio-economic development of the subject of the Federation, as it is based on forecasting methods, identifying correlations between the evaluation indicators, modeling certain areas of regional development. From the point of view of the financial security content, it is possible to determine the state of the regional economy, its potential and real financial resource availability, stability and degree of dependence on the impact of threats, and the effectiveness of the regional authorities. This study focuses on the refinement of the methodology for assessing regional financial security, based on the economic and mathematical methods of integrated assessment.

3. RESULTS

First of all, the financial security of any state determines its financial independence, which cannot be achieved in a simple declarative order. It can be obtained only by a set of targeted actions to create conditions for the inflow of financial resources that ensure economic growth

and long-term financial strength. External financial sources are particularly important, especially transnational corporations, private foreign investment, etc. To a large extent, national financial security is determined by the specifics and nature of the financial policy, both within the state and abroad. The political situation in the country (its stability and sustainability), the organization of normal financial flows between countries, regions, sectors, expectations of the population and the degree of its prosperity, the degree of development and riskiness of financial markets and the applied tools, etc. definitely affect national financial security, as well. Therefore, in the system of financial security, it is advisable to allocate budget, investment, monetary, stock, and foreign economic elements. We can propose the following version of the Concept of the region's financial potential formation. It is presented in the form of a contour (Figure 2).

Figure 2: Outline of the concept of formation of the region's financial potential



Source: compiled by the authors

The specificity of any system is formed by a set of mandatory principles, compliance with which determines the effectiveness of its existence. The system of national financial security is no exception and its capabilities depend on the principles of its construction, the consistency of the elements, and used instruments. In our opinion, the system of principles of financial security should include the following:

- the principle of legality, priority and validity of tasks;
- the principle of manageability, when each element, despite its independence, must correspond to a certain level of hierarchy, in a complex solving the problem of financial security, the execution of which is subject to unconditional and continuous control;
- the principle of punishability, that is, any intentional violations leading to the threat of safe and sustainable development do not go unpunished;
- the principle of secrecy, which ensures secrecy and limited dissemination of information, taking into account the requirements of state secrets in the field of financial security;

- the principle of continuity and consistency, which means that the formation of the system is carried out consistently taking into account the priority of tasks, as well as existing potential and real threats;
- the principle of dynamism, that is, to take into account the constant changes in qualitative and quantitative characteristics, features of integration processes and globalization;
- the principle of alternatives in making management decisions aimed at achieving the desired result.

At present, it is necessary to consider the system of transparent pricing together with ministries and departments. In order to minimize risks in the credit and financial sector, the following groups of measures are used:

- legislative measures;
- supervisory measures;
- preventive measures for private sector;
- measures of law enforcement.

The efforts made in recent years have allowed not only to significantly reduce the volume of dubious transactions, but also to prevent the legal circulation of several hundred billion rubles of dubious origin. Thus, in 2018, taking into account the requirements of the FATF, the Federal Financial Monitoring Service coordinated the work of supervisory bodies to assess the risks of their supervised entities, and also conducted a risk assessment of their sectors (sectoral risk assessment). One of the indicators of efficiency of financial institutions is law-abiding in terms of compliance with the requirements of the legislation. To improve this indicator, the Federal Financial Monitoring Service has launched a Personal office on its official website, which in 2018 received a legislative base. To assess the level of regional financial security, an integral indicator was developed. The method of its calculation is based on determining the level of influence of positive and negative factors on the resulting indicator, the value of the region's own income. 56 evaluation indicators reflecting 5 types of regional financial security (budget, investment, banking, foreign economic, financial market) have been used in the calculation. As a result, after normalizing the incoming indicators, an integral indicator based on the calculation of the average geometric value of the incoming parameters was calculated. Calculations on the example of the regions of the North Caucasus and Southern federal districts showed that the subjects of the Federation, which value of the integral indicator tends to 1, have a higher level of financial security, and the regions with the value of the indicator close to zero have full dependence on the federal center and the instability of the economy. The tools of cluster analysis application has allowed to allocate the regions according to the level of financial security (LFS) into 4 groups: the regions with the high level of security ($0.7 \leq LFS \leq 1,0$); the regions with the average level ($0.5 \leq LFS \leq 0,7$); the regions with the low level ($0.3 \leq LFS \leq 0,5$); and the regions with the critical level of security (fully dependent regions) with $LFS \leq 0,3$. The region's financial security includes the following structural elements.

1) Budget security reflects the state of the regional economy in which the subject of the Federation has enough of its own resource base to finance the necessary expenses (balance of income and expenses) and ensure the socio-economic development of the territory through the effective use of financial potential. Fiscal security also includes debt security, which is manifested in the stability of the financial system against threats of external and internal debt, including the cost of its maintenance and efficiency of use. Thus, budget security characterizes the stability of the regional financial system to the impact of various financial risks, the required level of solvency, credit rating and rating of the regional economy competitiveness.

2) Investment security of the region characterizes the state of the regional economy, ensuring the attraction, effective distribution and redistribution of internal and external investment resources, resistance to investors "panic attacks", the impact of investment risks and an attractive investment climate.
3) The security of the financial sector is the state of the regional credit system, providing stable functioning of the banking and non-banking financial institutions, resistance to real and potential threats.
4) Foreign economic security reflects the state of the regional economy, which provides a balance of export-import operations, resistance to external risks and global "financial infections".
5) Safety stock market is the optimal capitalization of the regional financial market (in structure and levels of liquidity) to ensure stable financial condition of all participants and protection from excessive volatility from the natural level, and "inflating stock bubble".

The analysis of approaches to the assessment of regional financial security let us create the author's coefficients' system, comprehensively assessing the regional financial security. System of indicators for assessing regional financial security includes the following indicators:
1. the indicators of the fiscal security;
2. the indicators of the investment security;
3. the indicators of the financial sector security;
4. the indicators of the foreign economic security;
5. the indicators of the stock market security.

The integral indicator reflecting the level of financial security is calculated as the geometric mean of the 5 structural elements. In this case, within each group after the normalization of indicators, the group indicator is determined by a simple summation of incoming normalized indicators.

4. CONCLUSION

The study allows us to conclude that, first, national financial security is a complex multidimensional concept, the most important part of the economic security of the country, reflecting the state of the country's financial system, its ability to provide economic needs in the amount necessity to ensure sustainable economic growth of the country and its independence timely and reliable. And secondly, that the level of financial security of the region is determined by indicators of its budgetary and investment stability from 30 to 80 %. Thus, to determine the level of financial security of the region, its position in the country-wide scale, to identify strengths and weaknesses in the stability of the financial system of the territory and its potential to ensure socio-economic development of the region, to increase the level of competitiveness and "controllability" of regional processes, it is necessary to implement the following measures:
1. Approval of the methodology and to fix the list of indicators determining the level of financial security of the region. It is advisable to use financial security assessment as an analytical unit in the development of programs and strategies for socio-economic development of meso and macro-regions.
2. Regular monitoring of socio-economic development using the proposed indicator of the level of regional financial security, which will allow timely detection of "booms" and "busts" in the structure of resource availability of the territory, and possible structural changes. The applied indicators of regional financial security assessment can be modified and improved taking into account the specific development of a particular region.

3. Modification of the system of assessing the effectiveness of public authorities, taking into account the identified aspects of regional financial security, and the effectiveness of their activities in solving the problems of territorial imbalances, proportionality between structural elements and further overcoming this imbalance.
4. The presented results are mixed, because of the need to continue in-depth study of the relationship of the elements of the regional financial safety of the subjects, deadlines, level of imbalance, etc. However, qualitative assessments allow to evaluate the objectivity of relations, and to identify their most salient features. In this case, the assessments determine the need for a comprehensive approach to identifying the structure of GRP dependence on the parameters of the regional financial system in order to identify its contribution to the financial security of the region and national security in general.

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MODERN APPROACHES TO SEGMENTATION OF PROFESSIONAL LABOR MARKET OF TEACHERS UNDER CONDITIONS OF USE OF ARTIFICIAL INTELLIGENCE

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ABSTRACT

The article analyzes the main approaches to the segmentation of the professional labor market of university teachers in the conditions of using artificial intelligence. It is shown that in conditions of deepening the differentiation of the teaching community, segmentation of teachers is one of the main elements of staff marketing in higher education. During the study, a set of sociological methods was used. The created tools made it possible to reveal the possibilities of segmentation, depending on the characteristics of motivation, requests to the university-employer, and the chosen professional strategy. Particular attention is paid to the segmentation of the faculty of universities on psychographic grounds. The originality of this work lies in the creation and justification of the author's version of the concept of forming a model for segmentation of the professional labor market of teachers in the context of using artificial intelligence in the interest of increasing the effectiveness of universities taking into account the gender aspect. As the basic factors of segmentation, we used the productivity of teachers and their competitiveness in the professional labor market. The article shows that the implementation of the segmentation of the faculty of universities using artificial intelligence from the perspective of employers allows you to make effective management decisions based on a well-structured personnel policy, as well as more fully use the scientific and pedagogical potential of the university, which is a key task in modernizing higher education schools.

Keywords: *university teachers, professional labor market, labor market segmentation, artificial intelligence, modernization of higher education*

1. INTRODUCTION

1.1. Evaluation of the effectiveness of educational organizations in the development of a professional labor market for university teachers and the use of artificial intelligence

In the modern world, competition in all areas of socio-economic activity is becoming more acute. The scope of educational services is no exception. States applying for leadership in the

global community are focusing on innovations, their formation and implementation in the real sector of the economy. In many industries, the introduction of artificial intelligence is coming to the fore, issues of the impact of AI on the labor market (Shi, Y., 2019), the identification of human potential (Burrell, 2019), its use by HR specialists (Zimenkova, Paramonova & Lobacheva, 2018) are being studied. . The attention of scientists is attracted by the issues of the interaction of natural and artificial intelligence (Belciug & Gorunescu, 2019; Kumar, V. & Kumar, A., 2019; Das, Sanyal & Datta, 2019), the impact of artificial intelligence on behavior, the human psyche (Abubakar, et al , 2019; Kalmady et al, 2019). In the UK, researchers are building effective teams using AI (robots) to study and conduct surgical operations (Randell et al, 2019). In Spain, the process of introducing AI into the educational process is ongoing. Teachers create virtual environments based on virtual reality (Vergara et al, 2019). A search is underway to improve business performance in a digital economy through gamification (Vinichenko et al, 2016). Most often, universities, research, educational and research centers become the generator of innovative technologies. The main link in the synthesis and analysis of scientific discoveries, the creation of new approaches and technologies for introducing innovations into practice is the teaching staff. Its effectiveness and efficiency is assessed using scientometric indicators, the most important of which are the publication of studies in journals that publish their content in leading international databases, speeches at international conferences, the study and use of results by other scientists in their research, etc. There is a problem that personal publishing activity or teaching activity is more important for teachers (Ouardighi, Kogan & Vranceanu, 2013; Prichina, Orekhov & Esipova, 2017). Based on these and a number of other provisions, the effectiveness of educational organizations is assessed, and domestic and international university ratings are formed. The desire of university management to rise as high as possible in these ratings coincides with the desire of teachers to take a leading position among colleagues in terms of given performance indicators. As a result, a synergistic effect should be observed. However, in practice this is not always possible to achieve. The leadership of universities does not always adequately assess the activities of the faculty, which reduces the effectiveness of both individual teachers and the entire educational organization as a whole. There is a difference between the vision of leadership and a specific teacher in branding, promoting yourself in the labor market. One of the ways to solve this problem may be the segmentation of the labor market of university professors. The professional labor market of university teachers in recent years has attracted the attention of many researchers. The work of Russian and foreign researchers is devoted to the problems of improving the competitiveness of university teachers and their adaptation in the context of reforming higher education (Gerashchenko, 2017; Musselin, 2013). The issues of the influence of academic leaders on the correct and effective exchange of knowledge (Al-Kurdi, El-Haddadeh & Eldabi, 2019), the professional development of university teachers (Dunbar, 2019), the introduction of gamification in training (Shakhovska, et al, 2019; Marti -Parreno, Segui-Mas & Segui-Mas, 2016). The issues of efficiency in the use of time (Kirillov et al, 2015), means, and obtaining benefits (Scott, Humphries & Henri, 2019; Belousova et al, 2016) are considered. Experts reveal various trends in the dynamics of the conditions and content of the work of university teachers. The reasons for their deterioration are identified (Laseinde et al, 2019; Koch & Brockmann, 2019; Vinichenko et al., 2016), note the deepening contradictions between teachers and university students (Demcheko et al., 2017; Ouardighi et al., 2013) or vice versa, a decrease in tension (Poirier et al, 2019). Some studies examine the specifics of teachers' employment, and assess the level of real and potential “professorial unemployment” as a new socio-economic phenomenon (Gorelova, 2016; Ilina et al., 2018). Considerable attention is paid to the issues of creating, developing and using a talent pool in educational organizations (Tsitskari et al., 2017; Kirillov et al., 2018). But not all aspects of the transformation of the professional labor market of teachers are fully disclosed.

Although in modern conditions the processes of differentiation of the teaching community according to various objective and subjective criteria in the conditions of using artificial intelligence are becoming more obvious, the problems of segmentation of the teaching staff of universities have not yet become the subject of serious scientific analysis.

1.2. The main approaches to the segmentation of the labor market of university teachers

The generally recognized criteria (factors, signs) for the selection of labor supply segments are geographical (region, administrative division, economic division), socio-demographic (age, gender, family size, marital status based on the age of children, income, education, nationality, professional -qualification status), psychographic (personal qualities, motivation, behavioral characteristics) (Nekhoda & Kuchinova, 2012; Olimskikh, 2014; Khasanov & Dubrovskaya, 2017). All these criteria can be used in the segmentation of the faculty of universities. Of course, the geographical and administrative-territorial division of the professional teacher labor market is essential in the formation of the regional educational policy and employment policy. The main indicators of the employment of university teachers are largely due to the extreme heterogeneity of the regions, various starting socio-cultural, professional and economic opportunities of the territories. Regional features of the professional teacher labor market is a topic that requires a separate serious study. No less significant is the segmentation of the teaching community by socio-demographic parameters. Using this approach to segmentation has significant advantages. Socio-demographic information is easy to monitor and register, has high temporal stability, and is also available for analysis. Official statistics provide an opportunity to get all the necessary information about the gender and age structure of the faculty of Russian universities. So, in recent decades, the proportion of female university teachers has been growing significantly. In the 2000-2001 school year, women made up less than half of the faculty of universities, and by the 2015-2016 school year, this segment grew by 15%. The professional and qualification positions of women in universities are also being strengthened. Currently, every third professor at a state or municipal university is a woman. Female representatives make up 45% of all deans of Russian universities, a slightly lower proportion of women are heads of departments (Indicators, 2017, pp. 238-239). The problem of the rejuvenation of higher education personnel is relevant for many countries (Melnichuk, 2017; Prichina et al., 2017). Most industrialized countries face the problem of retaining talented young people in higher education. Today, the average age of teachers in all US universities is 50 years old, with the share of teachers aged 35-44 only 25%, and the percentage of young teachers (under 35) is 8%). In recent years, Russian higher education has been characterized by negative age dynamics of the faculty. In the period from the 2010-2011 to the 2015-2016 academic year, the proportion of teachers under 25 decreased by almost 1.3 times, while the segment of teachers over 65 increased by almost 15%. (Indicators, 2017 S. 233-324). The formed tendency leads to the breaking of ties between generations in higher education, makes it difficult to transfer experience and knowledge, and does not contribute to the realization of the continuity, which is so important in this field. If today we do not replenish universities with young personnel motivated by professional and scientific growth, then in the future there will be no one to provide the educational process in accordance with the new requirements that society makes for higher education. Of course, demographic characteristics are an important factor determining professional strategies in various fields of activity, and, in particular, the behavior of individual workers in the intra-university labor market largely depends on gender and age. According to the results of sociological surveys conducted at the Russian State Social University, male teachers are much more likely than women to focus on professional advancement, and the proportion of men planning to defend a doctoral dissertation in the future is 1.4 times higher than women. Younger educators demonstrate a willingness to implement a more aggressive career development strategy (Ilina et al., 2017).

Of particular importance in the study of the professional labor market is the segmentation of psychographic factors (characteristics), which determine many behavioral characteristics of teachers of various categories. It should be noted that so far insufficient attention has been paid to this approach to segmentation, which is due to objective difficulties when it comes to studying large labor markets. This group of factors is mainly used in the analysis of professional (industry), as well as internal (intra-company) labor markets. It is this approach - segmentation based on psychographic characteristics - that seems most interesting when studying the intra-university teacher labor market. The aim of the study is to propose an author's version, which increases the effectiveness of the university and teachers, based on an analysis of modern approaches to segmentation of the professional labor market of teachers in the conditions of using artificial intelligence. The use of various methods of segmentation of teachers, and especially from the perspective of employers, makes it possible for universities to formulate a more effective personnel policy, minimizing the costs of stimulating the activity of workers in certain categories.

2. METHODOLOGY

The need for a comprehensive analysis of the current situation in the personnel field of higher education has led to the active use of a wide range of scientific research methods. The work uses such general scientific methods as structural analysis, synthesis, and a systematic approach. Also used are marketing methods of labor market analysis. The basic method of researching the labor market of university teachers was the method of segmentation by psychographic features. The study was conducted during 2011-2019. The empirical base is based on the use of a comprehensive system of results of statistical, sociological and marketing research of a primary and secondary nature. The work uses official statistics provided by the Federal State Statistics Service of Russia (Rosstat), as well as obtained during the monitoring of the educational sphere conducted by the Higher School of Economics National Research University (Education Indicators, 2017). The empirical base of the study is informational and analytical materials based on the results of sociological surveys (Monitoring the Economics of Education, 2015), as well as the results of sociological surveys of teachers of the Russian State Social University (RSSU) conducted in 2011–2015. in the framework of projects related to the study of motivation and stimulation of the faculty of higher education, and the results of a sample interview with the teachers of the Russian State Social University in 2017, the results of marketing research obtained using the segmentation methods of the professional labor market of university teachers on social demographic and behavioral characteristics (2017-2019). Due to the lack of a single universal method of labor market segmentation, various variable parameters are used (one or several at once), which allows us to consider the faculty of the university from several positions. Psychographic signs of labor market segmentation often act as additional descriptive characteristics of the target audience, but some parameters of professional behavior can also be used as determining ones. In this study, when forming a segmentation model, the method of segmentation by psychographic characteristics is used with the main generalized criteria: the division of teachers into segments depending on the chosen professional strategy, the requests of teachers to the university-employer. The collection, accumulation and generalization of information reflecting the differentiation of the professional labor market of university teachers in the context of using artificial intelligence allows us to create a basis for further in-depth analysis of the problems of the development of higher education in modern conditions. The hypothesis is put forward in the article: the use of a segmented approach to the analysis of the faculty of a university when creating a model allows not only to reveal the qualitative and structural dynamics of teachers' characteristics, but can also become the basis for the development of an effective personnel policy in educational

organizations using artificial intelligence, which can significantly increase place in domestic and international university rankings.

3. RESULTS

A generalized and systematic research base and method of segmentation by psychographic characteristics made it possible to formulate the main provisions of the model, highlighting the following categories of teachers:

- “career-oriented” (aimed at active professional qualification growth, achievement of managerial positions),
- “oriented to the stability and reliability of the workplace” (aimed at maintaining a guaranteed stable position in the hierarchy),
- “aimed at self-realization” (those wishing to be able to choose non-standard, creative tasks, participate in interesting projects),
- “focused on maximum personal freedom and independence” (striving for the most free working schedule, minimizing external administrative control and reducing formal participation in various university events),
- “oriented to temporary employment” (relating to the university as a temporary, forced place of work, hoping to find the best option in the near future).
- “integrated orientation” (a combination of professional and personal orientations in a different configuration)

Other parameters can also be attributed to psychographic features, which allow us to reveal strategies for the behavior of university teachers in the professional labor market:

- job satisfaction,
- attitude to research activities,
- attitude to students,
- readiness for advanced training,
- willingness to innovate,
- relations with colleagues,
- level of potential mobility, etc.

One of the possible approaches to the segmentation of the professional labor market of university teachers can be considered the division of the teaching community according to two basic criteria:

- the competitiveness of teachers in the labor market,
- labor productivity (including basic indicators of research and educational and methodological activity).

Depending on these factors, 4 main segments of teachers can be distinguished (Table 1):

- "Stars"
- "Administrators"
- “Conscientious workers”
- The hacks

Table following on the next page

Table 1: Segmentation of the labor market of university teachers

Teacher Competitiveness	The performance of teachers	
	high	low
high	"stars"	"administrators"
low	"conscientious workers"	"hacks"

Source: compiled by the authors

Consider the selected categories in more detail.

3.1. "Stars"

In conditions when the scientific activity of teachers, reflected in various citation indices, is one of the main criteria for evaluating educational institutions, these teachers are the subject of dreams of any university. In most cases, this is indeed an almost ideal model of a "teacher-scientist" who managed to realize one of the important principles of the Bologna system - the principle of the indivisibility of science and education. The teacher of this category is absolutely successful in three main positions:

- as a researcher (has high rates of publication activity not only in Russian, but also in international citation databases, participates in the implementation of prestigious grants);
- as a teacher (engaged in the development of copyright courses, is the author of textbooks);
- as an expert (is a representative of authoritative expert communities, business associations, member of dissertation councils).

The high level of competitiveness of such teachers in practice is combined with a high level of productivity of their work. The demand for teachers - "stars" in the modernization of higher education is very high. Some universities prefer to grow "stars" in their team. Others are forced to look for them in various educational institutions and to lure (at least on a part-time basis) to themselves in order to increase the indicators of scientific activity of universities.
The presence of "stars" in the teaching staff is the most important image factor for the university. A successful teacher today is a “brand” that makes its own personal contribution to ensuring competitiveness and building a university brand.

3.2. "Administrators"

This is the type of teachers who combine teaching with administrative management. Even if they occupy the full-time position of the faculty, in practice most of the time is spent on performing managerial functions. The level of competitiveness of “administrators” can be assessed as high - their active organizational and managerial activities, in-depth knowledge of the mechanisms of the educational process allow them to occupy fairly prestigious positions in the intra-university labor market. Using an administrative resource, representatives of this segment successfully solve their personal professional problems, actively (albeit nominally) participating in research activities, developing educational materials, etc. The mechanism for ensuring their activity is simple - “administrators” have the opportunity to enter various groups of authors, providing the necessary managerial support. Of course, the real effectiveness of the professional activities of such workers is low. Nevertheless, the demand for effective “administrators” in the professional market is quite high. The more active the process of modernization of higher education, the stronger the competitive position of employees who can ensure the successful functioning of educational institutions in the new socio-economic conditions, in terms of the use of artificial intelligence. Effective management is one of the main conditions for increasing the competitiveness of universities at the present stage.

3.3. “Conscientious workers”

In a regular university, such teachers make up the most massive segment. Of course, they are far from the "stars", but they do not fall to the level of "hacks." Conscientious workers are adequate, manageable and, given an effective system of labor incentives, represent a reliable basis for the functioning of any university. The productivity of their work is quite high, and their competitiveness is low, because their formal professional and qualification characteristics and reputation capital are much more modest than those of “administrators” and “stars”. The main advantage of “conscientious workers” is that they are conscientious, that is, honestly, diligently and quite professionally carry out their duties in terms of the use of artificial intelligence. The “conscientious workers” segment is heterogeneous. Among the teachers of this category there are more successful and less successful, and even those who can be classified as “unsuccessful”. The most difficult situation is for workers who for some reason could not defend their dissertation, or are preparing to defend themselves, or have some other “weaknesses”. If they fail to strengthen their vocational qualifications, they have to leave the university. Of course, such categories as “stars” and “administrators” stand out from the “conscientious workers” segment.

3.4. The hack workers

This segment includes teachers with various socio-demographic and vocational qualifications. Most of these teachers ended up at the university by accident, for example, in the “dashing” 90s. The hackers do not like to work, they don’t want and are not going to change in the future, especially when using artificial intelligence. They cheat in classrooms, telling students jokes or stories from their lives; practically have no serious scientific publications. The hackers manage to maintain their jobs for various reasons. Most often, the value of such teachers is due to the fact that they provide some services to the university or individual employees. Sometimes the reason for their “unsinkability” is family or friendship relations with one of the leaders. Some representatives of this segment have unique abilities to portray a boisterous professional activity. In the context of ongoing reform of the educational system, active "hackers" can show their talent - they are able to quite successfully simulate a high level of educational, methodological and research activities, portray the development of innovative technologies or participate in any prestigious projects using artificial intelligence. Sometimes they even manage to provide a relatively high level of formal indicators of publication activity. Obviously, the productivity of such teachers is extremely low. In recent years, in the context of a significant tightening of requirements for the teaching staff and the introduction of a system of “effective contracts”, the number of “hack workers” in universities has been steadily decreasing.

4. DISCUSSION

The problems of dynamics and differentiation of the professional labor market of university teachers in recent years have attracted the attention of researchers. They were actively discussed at various scientific conferences, including the results of the study. In particular, strategies for adapting various categories of teachers to new socio-economic conditions and the use of artificial intelligence were discussed at the XVII International Social Congress (October 30-31, 2017). During the discussion, it was noted that the university teacher in his own way masters new, more stringent rules of professional activity. Today, he is obliged not only to fulfill his professional duties (to conduct classes, to improve the qualification level, to master new pedagogical technologies, etc.), but also to constantly take care of ensuring his competitiveness, assessed by a number of formal indicators. The transition to a system of individual “effective contracts” allows us to clearly state the requirements imposed by the university on various segments of employees. Based on these requirements, not formal, but real contests for filling vacant posts of the teaching staff should be held.

Artificial intelligence should help in this matter. The Russian teaching community, differentiated by various socio-demographic, vocational qualification and psychographic characteristics, nevertheless has much in common. International studies show that in addition to purely professional knowledge and skills, the so-called social competences are of great importance in the conditions of using artificial intelligence. In particular, this is the ability to establish and maintain friendly relations, establish and maintain business relations, high innovative receptivity, the ability to act effectively in conditions of "multitasking", etc. Without mastering these competencies, not a single teacher can successfully work at a university. Only an integrated approach, taking into account, on the one hand, the general system-forming requirements for teachers, and on the other, the specific features of individual segments, will make it possible to form a real teaching staff, provide a unified educational space at the university and create conditions for the stable development of educational organizations. At the same time, it is imperative to take into account the nature of the impact of using artificial intelligence on the teaching staff. Using the model of a segmented approach to the analysis of the faculty of the university allows the leadership of the educational organization to competently and harmoniously distribute forces to activate the activities of the “stars” - promising, constantly working on themselves teachers who skillfully involve the research activities of their colleagues and students. At the same time, it is important to understand that staffing the university with only the best teachers will not work. Proceeding from this, it is necessary to create favorable conditions for “administrators” and “conscientious workers,” who will also, to the best of their ability, work to increase the effectiveness of the university and its place in domestic and foreign ratings. It will be more difficult to work with hack workers. Hiding behind family ties, skillfully imitating ebullient activity, they are well disguised as active, conscientious teachers. It is possible to get rid of them when creating a more perfect system of motivation and stimulation of labor activity during the course of university graduation (Vinichenko et al, 2018). Also, improving the corporate culture of the university and intolerance of such employees by the team can serve this purpose. In general, the hypothesis was confirmed. All the proposed actions can contribute to the disclosure of the qualitative and structural dynamics of the characteristics of teachers, can become the basis for the development of an effective personnel policy in educational organizations, taking into account the use of artificial intelligence, which can significantly increase the university’s place in domestic and international university ratings. Creating a computer program based on the method of segmentation by psychographic characteristics with the basic generalized criteria, such as dividing teachers into segments depending on the chosen professional strategy, and requests from teachers to the university employer, will increase the efficiency of using the human potential of university teachers.

5. CONCLUSION

Segmentation of any market is carried out primarily for the analysis of market opportunities. With the help of segmentation technologies, it is possible to identify the available opportunities on the part of the supply of labor and demand for it and analyze the emerging prospects for the development of the labor market. These results serve as the basis for assessing the real capacity of the labor market and forecasting the demand for labor, as well as provide an opportunity to substantiate in detail the directions of its development according to individual signs and criteria that form market segments. The selection of segments of the labor market makes it possible to plan the implementation of employment policy measures taking into account the interests of various groups of the population, employers, the state and other public institutions. Thus, conditions are created to ensure targeting and increase the effectiveness of these measures, which is especially important in conditions of socio-economic instability. No less significant is the possibility of solving, through segmentation, the problem of the optimal distribution of

financial resources, ensuring the regulation of processes on the labor market both at the federal and at the industry level. The segmentation of the faculty of universities in terms of the use of artificial intelligence is one of the main elements of modern marketing staff in higher education. Personnel segmentation by psychographic characteristics is actively used within organizations, being one of the methods that provide optimization of personnel decisions. For example, in a crisis, the essence of a segmented approach to personnel consists in dividing all company employees into several segments, depending on their value for the organization. In modern universities, which often face the problem of forced staff reductions, segmentation, depending on the value of employees, is becoming a fairly common technology, since ranking teachers according to the basic criteria of educational, methodological and research activity makes it possible to single out the most valuable employees and also make conditional lists on dismissal. The segmentation of teachers also allows for a differentiated approach to the implementation of the system of "effective contracts" in universities, to develop and implement a multifunctional system of labor incentives, to create the most attractive personnel brand of the organization for individual segments of potential employees in the external labor market. Ultimately, the segmentation of teachers allows more efficient use of the scientific and pedagogical potential of the university, which is a key task in the context of increased competition in occupying the top lines of domestic and international university ratings. Creating a computer program based on the method of segmentation by psychographic characteristics with the main generalized criteria will contribute to this.

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LABOUR MARKET DIVERSIFICATION AND ECONOMIC RESTRUCTURING

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ABSTRACT
The formation of the phenomenon of diversification of the labor market taking into account the qualitative changes in the world production processes today seems to be a promising area of research. Management of this process will reduce social risks for the population and improve the quality of life through the planned distribution of jobs. Human resources in the modern world are formed spontaneously. The needs of the economy in certain personnel and specific human capital can be predicted. The orientation of the planned indicators on the real needs of the economy will form a more efficient distribution of labor resources. The object of this study is the process of diversification of labor resources in a turbulent economic environment. The subject of the study is the formation of the labor market. Promising directions in the development of forms of employment in the labor market, both the Russian Federation and foreign countries are quite relevant today. The socio-economic situation in our country and some regions is unstable, which has an impact on the labor market. This fact is facilitated by such factors as the increase in international competition, the formation of information and technological infrastructure, the globalization of the economy. Therefore, based on this trend of long-term socio-economic development of Russia, an elastic and effectively developing labor market is a significant component of the modern economy.
Keywords: *human capital, human resources, human resources management, labor diversification, labor productivity*

1. INTRODUCTION

It is important to note that today there is no coherent conceptual framework for research processes that operate in the system of employment relations, also characterized by a large degree of diversification. In the Russian Federation, these studies have not been conducted, however, the issue of the distribution of human capital touched in their studies, many scientists. "The transition to an innovative, high-tech and diversified economy today as a strategic development goal should be considered and the labor market. Like the means of production, labor is the determining, primary object of property, according to one of the concepts of labor evaluation." Naturally, each of them has its inherent independent form, or these factors are opposed to each other as personal and material. In this case, economic forms are arranged in accordance with each other, since the separation of factors relative to each other and at the same

time on the unity arises within the economic system. "The increase in labor efficiency indicators is inseparable from the organization and development of the labor market, and the relations of competition among various economic entities in attracting workers of the necessary profile and skill level, as well as among people for jobs that are provided with the best payment terms" (Maloletko A. et all, 2018). In order to ensure the exercise of ownership of labor, it is important in what form of property the use of labor resources is made. Thus, there are numerous theoretical studies devoted to the analysis of labor market flexibility (Ankudinov A. B., Belyaeva M. N. and Lebedev O. V.), contractual employment relations (Kadochnikov S. M., Fedyunina A. A.), and many others (Ankudinov A. B. et all, 2012, Kadochnikov S. M., Fedyunin A. A., 2013). In addition, a large number of foreign theoretical studies devoted to the analysis of instability in relationships and employment trends, labour market needs (Bailey M., Rogers, D. Tucker, D. Fudge, S. Wach, Winding T., Seleznick M) (N Bobkov V., 2014, Bailey M. J., 1971, Wah S. H. 2018, Winding T. N., Andersen J. H., 2018). "Diversification and restructuring of economic sectors lead to a change in the existing structure of employment, expansion of services, redistribution of workers by sectors of the economy, the emergence and implementation of new forms of employment" (Kolomak E. A., 2014). So, for example, there telerad and freelance as non-standard forms of employment.

2. METHODS

Guided by the system of open systems research methods it was decided to use the following list of tools:

1. The method of abstraction - Theoretical-empirical method that allowed the process of work of a more analytical nature to escape from a random, situational, from non-essential properties, connections and relations of the phenomenon under study, and to highlight the essential characteristics of interest in the studied phenomenon;
2. The method of analysis and systematization of data - involves the structuring of materials obtained in the course of analytical actions on consumer preferences, followed by the unification of previously disparate concepts and judgments in qualitatively new information.
3. The method of bibliographic search is a Method of searching for information sources (documents and publications) that contain or may contain qualitative information that supports the statements corresponding to the logic of the topic disclosure. The use of this method improves the quality of research, because it allows to obtain all the necessary information in the traditional information environment in the optimal time.
4. The method of ascent from the abstract to the concrete is a Theoretical method based on obtaining the results of research on the basis of the transition from the logical study of the abstractly dissected profile of the Internet user to a holistic concrete knowledge of it.

3. RESULTS

The long history of the concept shows that the idea of diversification arises as a reaction to changing living conditions and new social relations. "As an economic phenomenon, diversification was outlined methodologically around the mid-50s of the XX century. It became very popular in the late 60s and early 70s of the 20th century in connection with the concept of corporate development, when the largest corporations sought to expand the range of products to avoid the risk of capital investments in certain industries, to find new forms of investment, to penetrate into industries that have no direct connection with the main sphere of their activities" (Aichelkraut C., 2009). Today, the rapidly changing economic conditions, the acute struggle in the world markets require appropriate measures, one of which is the diversification of production. "Russian Prime Minister Vladimir Putin called economic diversification a" super-task for the next decade " (Volchik V. V., Krivosheeva-Medyantseva D. A., 2015).

Great encyclopedic dictionary: diversification (from lat. "diversificatio" – change, diversity),

1. penetration of firms in industries that do not have a direct production link or functional dependence on the main industry of their activities. Diversification is associated with the process of concentration of production at the inter-sectoral level and structural restructuring of the economy, the greatest development was after the 2nd world war.
2. in a broad sense-the spread of economic activity in new areas (expansion of the range of products, types of services, etc.). Economic dictionary: diversification- (from lat. "diversus" different and/ the "aser" is to make) –
3. " the distribution of invested or loaned cash capital between different objects of investment in order to reduce the risk of possible losses of capital or income from it. This diversification is called credit diversification" (Kokorev R., 2008).

"Diversification – the process of expanding the scope of the enterprise or the release of a diverse range of products, as a rule, does not correspond to the existing production profile" (Volkov D. V., 2016). Thus, diversification is the simultaneous development and combination of several related and (or) unrelated activities aimed at solving the problem, a measure of diversity in the aggregate, respectively, the greater the diversity, the greater the diversification. In the economy, it is used as a method of transformation of the enterprise in order to avoid risk or make it minimal and is manifested in the expansion of the range of products produced, the expansion of activity beyond the core business, which is understood as the production of goods and services with maximum shares in net sales compared to other types of products, as a transition from a one-sided, often based on only one product of the production structure, to a diversified production with a wide range of products, and as for the labor market., its diversification is due to the relationship with the social processes of society and the formation of a number of jobs with heterogeneous production factors (Mikheeva N. N., 2016). The correlation of the concepts of specialization or qualifications with essential features and diversification has a deep methodological basis, from the point of view of the study of the historical formation of the labor market. In the 20-50-ies of the last Millennium, many researchers noted the growth of diversification of goods and services (Volkov D., Vinogradova M., 2018). Also, in the same sources noted the growth of these integrations in the global economy in the key of the international division of labor in the 90s of the same century. This indicator reflects both quantitative and qualitative changes. Diversification of the labour market depends on the provision of goods and services. Technological progress creates new jobs with an updated and transformed production process. The need for new qualified personnel with a narrow specialization in modern conditions is due to the need to increase production capacity and optimize the production process in order to increase profits. Diversification in these processes as a process occurs horizontally-expanding the list of heterogeneous occupational groups to provide production capacity; and vertically-expanding the diversification of the labor market in the international division of labor. Accordingly, the consequences of the scientific and technological revolution entail sectoral diversification of the labor market. The shift of the center of gravity and orientation of the bulk of the population towards certain qualifications is reflected in the needs of society. The disproportion of supply and demand in the labor market in this particular consideration is not taken into account, since the correlation of these concepts with the consideration of varieties of labor market diversification covers fundamentally different intersecting studies. This theoretical platform allows us to study the phenomenon of labor market diversification. A phenomenon that can be controlled under certain introductory in the labor market, as well as a phenomenon that can be predicted and planned, which, in turn, is very important for the sustainable development of the economy. The labor market is filled with new professional resources. Technological progress leads to the emergence of new professions, such as various kinds of information and telecommunications bloggers.

The transformation of marketing technologies in conjunction with information technology approaches allows to collect much more information about possible target audiences than classical methods. This trend has been observed since 2010, when various information resources were widely developed. In fact, it can be noted that these processes have allowed to form mainly the service sector, however, modern gadgets and the development of the information pool due to the lack of modern specialists, also increased the demand for these categories of goods and services. Demand, according to the well-known law, formed and high cost of labor productivity of certain categories of citizens. The diversification in this phenomenon is noted to be mostly horizontal, as multiple professions simply split up to handle simplified processes, but to a much larger extent.

4. DISCUSSION

The labour market develops in proportion to the needs of society. The provision of certain economic goods to society only necessitates the search for new economic goods for consumption. The concept of "bread and circuses" unifies this approach and within the economic paradigm it can be defined as goods and services. Drawing an analogy with the bread and circuses used in the same classical representation of the Colosseum, goods and services must be provided in sufficient variety. To create this diversity, it is necessary to adjust the available labor resources to the paradigm of the needs and production capacities of the economic machine. The labour market is influenced by the scientific and technological processes that characterize the modern economy, which is influenced by the changes that are associated with the rapid introduction of information and communication technologies. It will also be interesting to consider their impact on the labour market. General optimization and the pursuit of production automation and even services, at first glance, have reduced the need to diversify the human capital distribution, however, this trend only creates the desire to diversify the labour market in such a way that generated new jobs, new professions with methodologically unique production processes(Volkov D. Et all, 2017). As noted earlier, the labor market is impossible without corresponding market failures, among which, in my opinion, it is important to note the imbalance of supply and demand. This market failure is a quantitative measure of unemployment. Listing the causes of unemployment, we can recall the consequences of the global crisis, and the globalization of the economy, and more (Assaad R. Et. All, 2018). But does the spread of new information technologies affect the unemployment rate of a typical developed country? Does it help to smooth out the problem or, on the contrary, exacerbates it? The spread of information technology has a direct impact on the modern labour market. By the way, one of the many definitions of the new economy given by the U.S. Department of Commerce includes this aspect of the country's economic development: "...it is an economy where information technology-related changes in the organization of production and the structure of employment contribute to the maintenance of high levels of labor productivity during economic downturns" (Bredgaard T., 2005). Today, no one denies the fact that information technologies contribute to productivity growth in high-tech sectors, but the question of their impact on productivity growth in other sectors of the economy remains sufficiently open. In addition, there are many obstacles to the correct assessment of the result of the introduction of information technology. Now, the growing share of intermediate consumption in the financial, consulting, advertising, etc. services, wholesale trade, insurance and the current practice of accounting does not account for this, because the result is evaluated on the final product, as is customary in the system of national accounts (S. G. Erokhin, D. V. Volkov, 2013). The final product does not include intermediate consumption. In the field of information technology, there is a rapid depreciation of fixed assets, and the growth of national income is below the rate of GDP growth (Malkina M. Yu., 2016). Indeed, the use of new technologies, in particular the Internet as a means of communication, facilitates the search for

work, on the one hand, and enables employers to process incoming requests faster, on the other. Opportunities of new technologies are used by the state organizations, private firms, there are electronic labor exchanges. "Thus, the process of employment becomes much more effective. According to some estimates, about 50% of the unemployed in the United States who have Internet access at home (approximately 15% of the total number of unemployed) regularly use the Network to search for work, and about 30% of Britons with Internet access are looking for a new job through the Internet" (Escudero V., 2018, Volkov D., 2017). In Russia, the share of unemployed people who use the media and the Internet to find work is about 20%. There are many specialized sites. The most famous major server – European Telework Online - is the Central information node of the European Telework Development Initiative project, which is supported by the European Commission, which has about thirty partner organizations, including in Russia. In this example, it is important to note that the formation of such institutions is designed to smooth the sharp edges of the scientific and technological revolution in terms of employment, retraining and subsequent employment. In this case, it is also important to note the work of employment services in Russia and the formation of the all-Russian portal "Labor for all" (Vinogradova M. Et all, 2018). "Information technologies also contribute to the reduction of wage diversification in the industries where they are used. First, this can be explained by the standardization of the activity itself, and secondly, by the decrease in the productivity difference of those who apply new technologies in their activities" (Gingrich S., Krausmann F., 2018). "Thus, it can be rightly argued that the rapid spread of new technologies has a huge impact on the market of such an important factor of production as labor" (Standing G., 1986).

5. CONCLUSION

Improving the quality of life is the main goal of modern post-industrial economies and is characterized by the implementation of the set as the norm of stable States of personality and community, ie, stable elements of the Amateur population. In modern Russian conditions, a negative impact on the overall quality of life has a factor of low incomes, the main source of which for the majority of the Russian population is wages received as payment for hired labor. According to Art. 37 of the Constitution of the Russian Federation, everyone has the right to remuneration for work without any discrimination and not below the minimum wage established by the Federal law (minimum wage). The minimum wage is determined by Federal law in the form of a monthly wage rate and is periodically revised depending on the level of economic development, inflation and other factors. The definition of diversification in the literature is generally accepted and fairly widely used, but remains largely unexplored. The process of diversification evolution is analyzed as a result of passing through four stages in a certain sequence: a commodity set, an industry set, a set of industries and spheres of activity, a set of countries. The main reason for the diversification of the labor market for workers is the low level of wages, insufficient to maintain an acceptable standard of living. The lack of adequate measures of state regulation, the procedure for establishing wages and improving the quality of life is the main reason for the diversification of labor activity of the population, which, in turn, does not contribute to either the growth of labor productivity or the development of the economy as a whole. It can also be said that adaptive employment is a self-adaptive system of employment relations, characterized by a harmonious combination of diversified forms of employment.

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DESTRUCTIVE IMPACT OF INDIVIDUALIZATION OF PERSONALITY FROM EDUCATION IN THE LABOUR MARKET

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ABSTRACT
This article discusses the negative impact of the consequences of the free labor market in a free market. Destructive consequences directly for the majority of the population form an economic situation in which a person cannot be confident not only in his stability, but also in the stability of the state. Ideological resistance of the minority to planned indicators and information on "no" individuality of the individual in the scale of the state economy have led the economy to a state of permanent stagnation. The choice of each person forms the labor market and the economy as a whole. Targets in this concept are becoming more preferable for the majority of the population.
Keywords: *labor market, social entropy, planned economy, individualization of personality*

1. INTRODUCTION

The formation of the labor market in modern conditions is a multifactorial problem with many unknowns. One of these problems should be discussed separately, as the supply in the labor market forms society. Society itself spontaneously distributes vectors of development, needs and trends, which is quite a problematic factor in the planning of indicators. The demand for labor in this situation is not strategic and has many failed sections in its structure. It is known that market failures are absolutely natural phenomenon in systems where there is supply and demand (Lain J., 2019). Thus, classical economic theory distinguishes such failures as imperfect competition, information asymmetry and externalities. When looking at the labour market in terms of these fiascos, the following can be noted:

- Imperfect competition is a bilateral imbalance that needs to be controlled (Volkov D., 2019). Thus, on the one hand, society forms a pool of specialties through the choice of profession at an early age. The personnel generated by this system are not always free to adapt to such situations. The predisposition of the individual performer does not always meet the requirements of the workplace. Spontaneous formation of personnel diversification through free choice of profession generates this effect, which is confirmed by many studies (Maloletko A., 2018).
- Imperfect competition on the other hand is a need-influence of the corporate segment in certain personnel (Volkov D., 2019). The market-based formation of the business structure creates new jobs that focus on profit, rather than on more global goals, such as reducing

unemployment, for example. In contrast to this position, one can cite the example of labor organization in China (Volkov D., Vinogradova M., 2018). In some areas of China prohibited the use of specialized equipment, which contributes to employment.

Development in this model maintenance of the labour market state is due to the need of society directly in the controller, which must be a vector for social welfare not for the sake of the business for the business, and in favor of the social needs of the society (Fazilova E. I., Dgepparova Z. R. 2019). The free market and the consequences of free labor market failures have a greater impact on public sentiment (Cvecic, I., Sokolic, D., 2018). Assessment of the vector of business development is carried out directly by the population. This fact can be noted in the election campaign of the now us President Donald trump (Piplica, D. et all, 2018). The slogan to transfer production from other countries directly to the United States sounded quite loud. This is still quite a controversial issue (Špička, J., 2018, Zalutskaya N., 2013, Povarenkov Yu., 2016). The researchers conclude that this decision can lead to many both positive and negative consequences. Production in the United States of certain parts is not cost-effective, which entails either a rise in the cost of production with the corresponding consequences, or the fragmentation of enterprises and companies with completely separate plants (Alpek, L. B. et all, 2018). This example shows the influence of big business on political decisions at this stage. The individuality of the individual in the choice of education and profession is a separate discussion topic (Du, J. Et all, 2019; Volchik, V. Et all, 2018). The impact on the global processes of the country is undeniable. The lack of demand for certain professions creates incompetent work, or too cheap service sector that does not require special education (Ascani, A., Iammarino, S., 2018). Employment in a variety of companies in modern realities requires more experience in similar enterprises than the presence of a diploma in a particular specialty (Roslyakova N., 2017). This fact also indicates a decrease in the quality of education.

2. METHODS

Guided by the system of open systems research methods, it was decided to use the following list of tools:

1. Abstraction method-Theoretical and empirical method, which allowed in the process of analytical work to escape from the random, situational, from non-essential properties, relationships and relationships of the phenomenon under study, and highlight the essential characteristics of interest to us in the framework of the phenomenon under study;
2. The method of analysis and systematization of data - involves the structuring of the materials obtained in the course of analytical actions on consumer preferences, followed by the unification of previously disparate concepts and judgments in qualitatively new information.
3. The method of bibliographic search is a method of searching for information sources (documents and publications) that contain or may contain qualitative information that supports the statements corresponding to the logic of the topic disclosure. The use of this method improves the quality of research, as it allows to obtain all the necessary information in the traditional information environment in the optimal time.
4. The method of ascent from abstract to concrete - a theoretical method based on the results of the study based on the transition from the logical study of abstractly dissected user profile of the Internet to a holistic concrete knowledge of it.

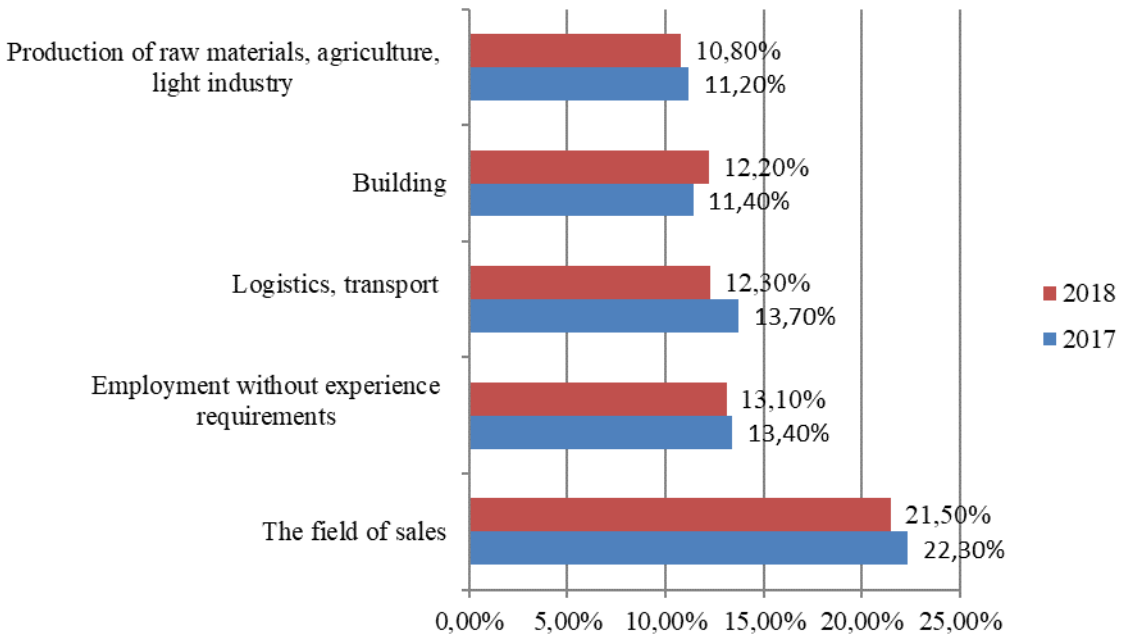
In a broad sense, the labor market — a system of relations in society (socio-economic and legal relations), norms and institutions designed to ensure the effective use of labor and normal continuous process of reproduction of labor.

The organization of this system in the framework of the concept of maximum utility is time-consuming for public administration of socio-economic processes.

3. DISCUSSION

Planned economy or free labor market - a natural question of the situation. For business, the advantages of the free market are undeniable, however, uncertainty brings actual inconvenience to society. Planned indicators for the society are more logical, but contradict the interests of the competitive business environment (Vinogradova M. Et all, 2018). The negative impact of personality as a factor of destructive impact on the labor market is identified by default (Voronov, V. V., Ruza, O. P., 2018; Kaurova O. V., 2018). The labour market is formed of many variables that either contribute to employment or do not contribute to it. The result is the formation of the service sector, which in principle is logical for a post-industrial society (Milovanova, E. Et all, 2018). This hinders the development process. The scientific and technological revolution is slowing down without proper soil for research (Tung, L. T., 2019). Welfare society in the current model is also not achieved due to the high supply of labor in this sector of the economy. The service sector is depreciating. An additional trend towards reducing the cost of services in this case is the migration of people from countries with a lower level of development. This category of the population can afford to charge less for services, which in the equivalent of wages in their country will still be higher, if they stay in their homeland. Thus, due to the migration consequences, the welfare of two conditional countries is hindered by the free market mechanism in the service sector. The analysis of demand among young applicants of the Russian Federation of professions in this case reflects the situation to a greater extent (Fig. 1).

Figure 1: the most popular professions among applicants under 35 years in Russia for 2016-17



Accordingly, when considering these data, it is necessary to use such a concept as disproportion in the labor market. The market has a need for certain personnel. Directly young professionals are the consequences of individualization of the individual in the choice of profession (Povarenkov Yu., 2010). This imbalance reflects the deplorable state and the need for intervention in this process.

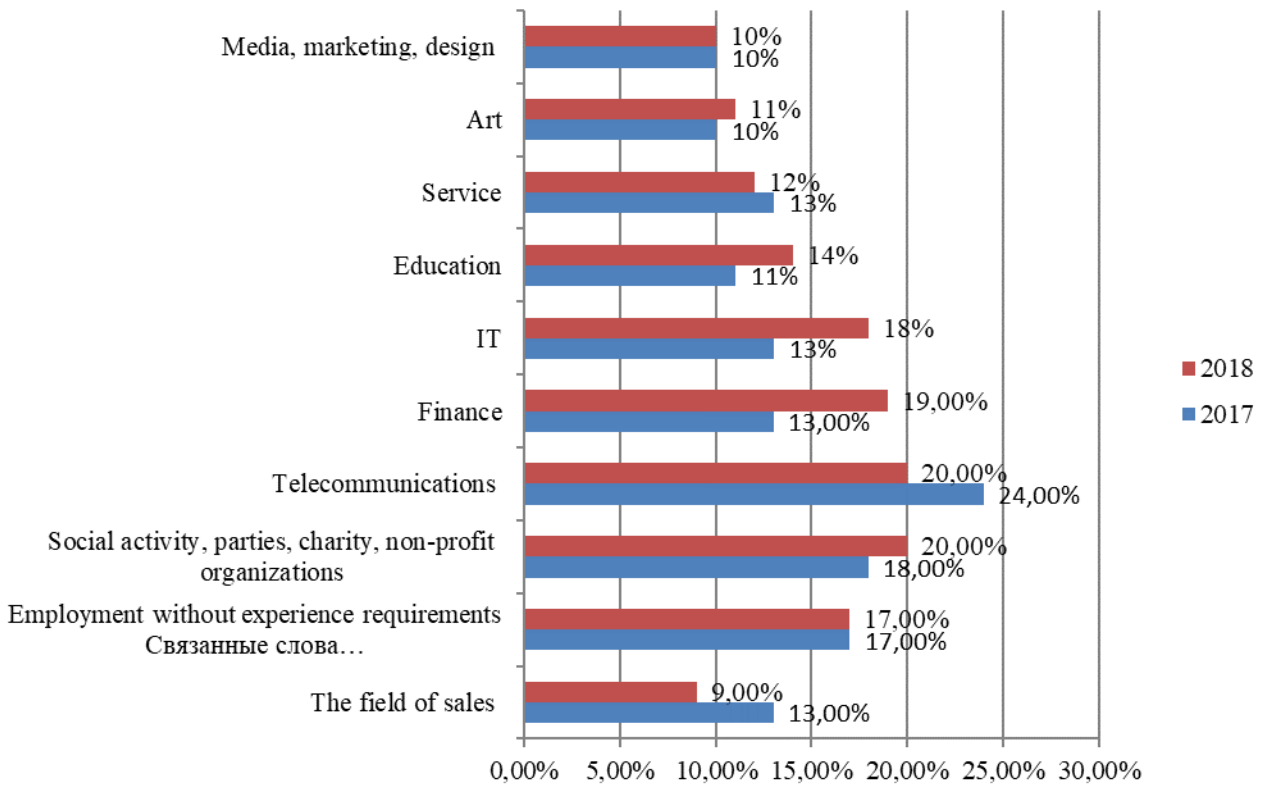


Figure 2: the Need for young professionals 2017-2018

A more promising form of organization of the labor market is a mixed format, in which there are areas of training that are legally in our country, however, are not actually implemented, and there are professions that you can go to, having the final documentation of a certain sample with a target location (Gluschenko N., 2006). But the main competition should take place within the organization and should be represented by a list of merits, professional development, etc.to improve the quality of the final economic benefit. The backlog on the organization of supply in modern conditions is due to the difficult economic situation with the EU countries and countries that have imposed sanctions against the economic welfare of Russia (Teplinsky M., 2015). As a result of limiting the inflow of a number of services and goods, our country has to reproduce economic benefits with its own capacities. This brings out of the comfort zone of the country's population and many do not understand that behind these restrictions is the possibility of realizing huge opportunities for the domestic market of the country, which will have a positive impact on the population. This process can be compared to the iron curtain in the Soviet Union, however, they are trying to protect themselves from our business and the population as a whole.

4. RESULTS

The Federal state statistics service conducted a large-scale study on the employment of graduates of higher educational institutions. The study covers the period from 2010 to 2015. Such a broad time layer is due to the large number of graduates and the studied factors, which are manifested over time and their effectiveness is revealed through the evaluation of dynamic indicators.

Table following on the next page

Table 1: Graduates of educational institutions 2010-2015 release, looking for work and employed no later than a year after graduation, by type of economic activity

The number of graduates searching for jobs – total (thousands people)	7298,4
of them employed no later than a year after graduation-total	5887,3
including by types of economic activity :	
Agriculture, hunting and forestry	117,4
Fishing, fish farming	6,7
Extraction of minerals	104,2
Manufacturing activity	712,4
Production and distribution of electricity, gas and water	125,4
Building	360,6
Wholesale and retail trade; repair of motor vehicles, motorcycles, household goods and personal items	1 148,0
Hotels and restaurants	223,3
Transport and communications	480,1
Finance	303,1
Operations with real estate, rent and provision of services	481,6
Public administration and military security; social insurance	479,7
Education	590,6
Health and social services	487,2
Provision of other public, social and personal services	266,4
Household activities	0,8

Comparing the data on employment in 2010-2015 with the situation of disproportion in the labor market in 2016-2017, it is important to note that there is a trend towards the development of the information and telecommunications sector of the country. Of course, in the conditions of endless transformation of the economy in the direction of optimization of processes, it is information and telecommunication technologies that should take precedence. It is also important to note that there is a significant decline in the need for personnel in manufacturing. Perhaps here we are talking about the specifics of employment and turnover. People don't leave these jobs. And in particular sub-trade, repair of motor vehicles and other things. Compared to other industries, it is the most popular and always developing niche.
All these nuances allow to characterize the formation system

5. CONCLUSION

Modern socio-economic and political conditions can contribute to the development of the labor market in the Russian Federation. Restrictions on the import of foreign goods and services give us a chance to develop new jobs, services and opportunities in our own country. Individualization of the individual in the freedom of choice of profession is a dangerous variable factor that destabilizes the labor market, prevents the prediction of employment rates, prevents the development of society, by stimulating the market stagnation. Stagnation in the methodological sense is not relevant in this definition, however, the effect of impedance-a kind of attenuation of the pace of economic development is fully present. A sovereign economy was not possible for the Russian Federation ten years ago. The global division of labour, as an idea of global development, has faced many constraints. The distribution of patterns in the political world has re-formed the effect of the iron curtain, which may become a new round in the evolution of the economy of the Russian Federation as a whole.

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PROTEST ACTIVITY OF CITIZENS: REGIONAL ISSUE

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ABSTRACT
The purpose of this paper is to analyze the results of assessment of the population's protest activity in Russian regions, as well as the underlying causes and factors. We have analyzed the level of social tension as a prerequisite for the protest activity of population in Russian regions, have revealed the protest potential of citizens. For our analysis, we used the results of research performed by leading Russian public opinion research centers. The comparative analysis results have allowed us to draw a conclusion that combination in a region of trends for the growth of social tension, protest activity, and protest potential, as well as the increase of values of the appropriate indicators let us suppose the increase of the danger of a crisis situation in the region.
Keywords: *social tension, protest activity, protest potential, protest act, conflict, discontent*

1. INTRODUCTION

Since July 14, 2019, protest actions began in Moscow because most candidates not related with the authorities in power had not been allowed to participate in Moscow City Duma elections. Despite the vacation season, people went on unauthorized actions. According to experts, the problems with non-registered candidates are located in central Moscow districts and south-west protuberance of Moscow, i.e. where the wealthiest people live. Moscow protests show that very different protest moods exist in Russia [Melnikov, 2019]. In fact, outside of metropolitan areas in Russia, many people do not encourage so mass and quite aggressive protests. The very fact of the refusal of registration is considered as a sufficient reason to show law obedience and in no way to go on such mass acts of disobedience. Protests in Siberia or in the Far East have completely different causes, forms of manifestations, and different motivations. For example, in the Kuzbass, because of environmental disaster people claimed to change the allegiance, but there were no mass rallies. Here we see absolutely different level of social mobility, no smooth self-organization, no protest leaders. In 2018, a significant increase of people's protest activity was revealed in some regions of Russia. Apart from the metropolitan region, the most protest actions occurred in Saint-Petersburg, Krasnodar Krai, and in Rostov, Saratov, Orenburg, Chelyabinsk, Sverdlovsk, and Volgograd regions [Rezultaty vserossiyskogo monitoringa…, 2018]. The results of social questionnaire conducted by the Levada-Center in summer 2019 have shown that "the willingness to protest is almost two-fold higher than usual" [V Rossii…, 2019]. The estimates of recent years of the willingness to economical protests was 17-20 % on average and in the middle of 2019 it reached 26-28 %. According to the experts of the Levada-Center, the citizens have a targeted interest when protesting.

The authors of other survey conducted by the Institute of Regional Evaluation aptly note that now "a protest plays the important role in the regional political agenda" [Reiting…, 2019]. So we believe, that to understand the evolution of the social situation in Russian regions and in Russia on the whole, it is important to carry out a comparative analysis of the results from the protest activity level measurements conducted by the leading research centers, the causes and factors of the protest activity, as well as to reveal the protest potential of population.

1.1. Technique and methods

Understanding that at present there are a variety of sociological concepts related with the protest activity (sometimes contradictory), the authors of the paper consider the protest activity as efficient, motivated, and purposeful manifestation of collective discontent with current social conditions, including through open form of mass behavior that claim to change the existing situation and the processes in the society. The protest activity of citizens has, as a rule, social and political orientation. It affects the social and political system, has a contradictory character, i.e. may manifest itself both in constructive and destructive forms. We proceed from the fact that one of the main prerequisites for protest activity is the social tension which is always inherent in the society and represents, in our opinion, the social and psychological state of people due to their social position, dissatisfaction with their living conditions, prospects of their change, social situation. The social tension can be latent, but it becomes obvious and pronounced in the clash of interests of social groups and communities. The most dangerous is the increase of tension and polarization of interests of various social groups until the conflict interaction level. Another significant prerequisite for the protest activity is the protest potential of the region's population that we consider as the readiness of a person or a large social group to protest actions (rallies, demonstrations, vigils, strikes, etc.). By measuring the level of protest potential, it is possible to forecast possible protests in the regions. The empirical base of our study are the results of sociological research conducted by leading pollsters, as well as by informational and analytic data from various organizations and agencies containing the estimates of current socio-economic and socio-political situation in the country over the recent five years.

2. RESULTS

2.1. Social tension as a prerequisite for protest activity

According to sociologic survey data for 2018, the level of social tension in Russian Federation on the whole is 21.06 % and it is almost the same as in 2016 and 2017 (23.26 % and 22.71 % respectively). Russians keep being very worried by the problems related with their welfare. Most Russians are worried by the rise in prices and low wage rates (69.5 % and 62.8 %, respectively). One in three Russians is worried by the low level of health protection and by unemployment. One in four is worried by insufficient social protection, poor housing conditions, public utility problems, and jobbery. Concerns over the crisis of morality, culture and ethical issues, and environmental degradation increased. Problems related with criminality, late payments of wages, retirement benefits, student maintenance grants, and other benefits worry Russians less now. Thus, in 2018 the lowest total number of crimes over 20 years was registered. And the number of criminals decreased by 3.7 %. Over the past 5 years, the number of recorded crimes has decreased on average by 6% annually. Overall, the decrease in the crime number was registered in 57 subjects of the Russian Federation. The numbers of general crimes such as murders, intended bodily harms, loots, robberies, and car thefts decreased. The number of swindling, trover, misapplication, and blackmail cases also decreased. The rates of registered crimes in the field of drug trafficking, as well as crimes committed in the state of alcohol and drug intoxication also decreased. Negative trends in the growth of registered crimes of a terrorist nature ceased, a positive trend of decreasing of crimes committed in public places.

In 2018 there were registered the decrease of the total number of crimes committed by foreigners and stateless persons. And the share of such persons in the total number of crimes was 3.5 % [Prestupnost i pravonarusheniya (2013-2017): statisticheskiy sbornik, 2018, pp. 3-5]. In 2017-2018, in Russia there were no major ethnic and religious conflicts. Thus, the level of public anxiety associated with the criminal situation in the country decreased, and the threats of terrorist acts, conflicts on national and religious grounds moved to the background under the pressure of more significant anxieties. The increase of negative public sentiment in the middle of 2018 was expected because it had been caused by governmental intentions to increase the age of retirement. The international experience shows that any threat to financial interests, welfare, and living conditions of people immediately leads to a decrease in the trust in authorities, an increase in the level of social tension and protest potential. But by the beginning of autumn, according to the Russian Public Opinion Research Center (VCIOM), social tension and protest moods over the pension reform have significantly decreased [VCIOM rasskazal, kak izmenilis nastroeniya rossiyan posle obrashcheniya Putina, 2018]. In the autumn 2018, leading Russian sociological agencies as a result of their surveys noted a decrease in the majority of indicators of social well-being of Russians. According to VCIOM, Russians noticeably lower than a year ago estimated the economic and socio-political situation in the country. The estimation of the general level of the country's development is equal to the 2016-level, what is noticeably lower than in the appropriate periods of 2017, 2015, and 2014 [Sotsialnoe samochuvstvie rossiyan: monitoring, 2018].

2.2. Intensification of the protest activity

In 2018, against the backdrop of increased social tension, an increase in protest activity became noticeable: protests against the retirement age increase were registered in seven federal districts (except for the North Caucasian Federal District) which continued in July (simultaneously with the adoption by the State Duma of the draft law on pension reform in the first reading) and September (on the eve of the Single voting day). Sharp decrease of protest activity followed. By October 2018, the number of protests decreased by 2.6 times, and the number of participants decreased by 1.8 times, due to a reduction in the number of rallies and vigils against the increase in the retirement age. In 2019, regional geography of "retirement protests" is still quite high, though it gradually loses its independent character [Reiting…, 2019]. According to the data by the Institute of Regional Evaluation, protests related with environmental problems came to the fore in the first half-year 2019. There were protests against the "waste reform". The most acute environmental protest is in the regions of the Russian North (Arkhangelsk Region, Komi, Vologda Region). But this problem is quite significant also in other regions (Republic of Bashkortostan, Irkutsk and Pskov Regions, and other subjects [Reiting…, 2019]. However, the main cause for mass protests are socio-economic problems, particularly the pension reform that has aggravated the sensitivity of ordinary people to their living conditions. The evident widening of public actions is observed. Socio-economic interests are the background of the "protest activity program" of the participants of such protests. In January - October 2018, the share of such actions of the total number of protests was 50.3 % and increased by 12.2 % as compared with the similar period of the previous year. At the same time, the line between socio-economic and political requirements is becoming increasingly blurred. There is a clear correlation between the protest activity of the population and the ratings of support of the authorities by the citizens. Thus, in March 2018, the approval rating for the activities of the President of the Russian Federation was 66%, 82.5%, and 80 % according to the Public Opinion Foundation (FOM), VCIOM, and Levada-Center, respectively. In July, after the State Duma adopted the bill on pension reform and a sharp increase in protest activity, the President's rating fell to 48%, 62.5%, 67% according to the FOM, VCIOM and Levada-Center, respectively. The main reason for such perturbations in the minds of people was not the pension reform itself, but

the gap between expectations of an improvement in the quality of life and the reality of unpopular measures taken by the government. At present, according to social survey data for last months of 2018, the number of positive-minded respondents had fallen, but it still exceeds the number of skeptical Russians (30 against 20 % according to VCIOM [Sotsialnoe samochuvstvie rossiyan: monitoring, 2018]; 47 against 42 % according to Levada-Center [Otsenka tekushchego polozheniya del v strane, 2018]).

2.3. Protest potential

According to FOM, VCIOM, and Levada-Center, the general level of the protest potential increased in 2018 as compared to the end of 2017, however the recent data speak for certain decrease of protest mood among Russians. The number of people who wished to participate in rallies in conventionally calm summer and fall 2018 was higher than in the beginning of 2018 (29 % and 16 %, respectively) [Otsenka tekushchego polozheniya del v strane, 2018]. Meanwhile, the level of the protest potential of Russians is still not high. The overwhelming majority of people (68-70 %) declare that they do not wish to participate in any protest actions. Approximately one in four (22-26 %) is ready to participate in rallies. However, social survey show that in reality, as a rule, from a third to a half of the people who intended to do so actually participate in protests. Moreover, respondents often expect intensification of protest activity in Russia on the whole rather than in their own region. Rallies and demonstrations are conceived as manifestations of the crisis and destabilizing factors rather than tools for solving problems. Currently, against the backdrop of relatively positive socio-economic indicators, the imbalances persist and even intensify, complicating the situation of fulfilling political promises and justifying public expectations in the future. Among them are the following:

- The dynamics of industry development in different regions is very irregular. The growth in the economy affects, first of all, the main urban centers, fuel, metallurgical, and food sectors. Outside these growth spurts, the situation remains unstable;
- The gap between salaries and retirement benefits is widening, the latter now make up only a third of the level of salaries (this is the minimum indicator for all 2010s) [Monitoring samochuvstviya regionov: situatsiya na iyul 2018 g. i ee razvitie, 2018];
- Personal incomes do not allow us to draw a conclusion about the transition to a recovery growth in the welfare of the population;
- The average wage in Russia in 2017 was 26.9 thousand rubles a month, but only 17 regions are characterized by the share of highly paid workers at a level higher than the average Russian value, and in half of the regions this indicator is less than 1.6%. 4.4% of employees have a wage level (net of personal income tax) of more than 100 thousand rubles a month, and one in five of employed receives less than 15 thousand rubles a month. [Uroven i raspredelenie zarplat v regionakh Rossii-2018, 2018];
- Income inequality indicators in Russia in 2017 remained almost unchanged: the decile coefficient of fund differentiation in 2017 decreased from 15.6 to 15.5; and the Gini coefficient remained at the level of 0.412. According to some forecasts, the indicators of social differentiation in 2018 and 2019 will increase as compared with 2017 [Inflyatsiya i sotsialnoe neravenstvo, 2018];
- Very different rates of the unemployment rate in the regions of Russia [Uroven bezrabotitsy naseleniya v vozraste 15-72 let po subektam Rossiyskoy Federatsii, 2018];
- High rates of population's spending on basic consumer needs, especially in the field of housing and communal services, annually exceed 4%.

It is possible that the abovementioned conditions and factors in the near future will predetermine generation, development, and realization of the protest potential in the Russian society.

3. DISCUSSION

The research results indicate that with the growth of the social tension due to the society's discontent with the pension reform, the indicators of the protest activity and the protest potential increased. Thus, we can make a conclusion that the correlation between the social tension level and the protest activity and potential exists. The level of social tension in Russian regions is determined by the combination of political, economic, and social factors. The state and dynamics of public moods of recent years allow us to conclude that in the structure of social anxieties, the deterioration of the socio-economic status of citizens becomes the dominant factor in the spectrum of threats to the socio-political stability of Russian society. This conclusion is confirmed by the significant changes that have occurred over the past two years in protest actions, which put forward political and socio-economic demands. The decrease of anxiety level related with various social aspects can be explained by governmental measures to solve problematic issues. The decrease of anxiety level related with crimes, late payments of wages, retirement benefits, student's grants, and other benefits can be explained by effective preventive measures taken by law enforcement agencies to combat crime, as well as the effective activities of control and supervisory bodies to implement labor legislation. However socio-economic problems still remain unsolved and contribute to increasing levels of social tension. The protest rallies regarding the ongoing pension reform, organized in 2018, contributed to the partial consolidation of various social groups, the convergence of different political views and beliefs, as well as the unification of social movements in large cities and on the periphery, but they were short-term and local. Unauthorized actions held in Moscow on July 27 and August 3, 2019 also did not affect the mass protest activity in the capital and in the country as a whole. According to the Levada-Center, only 9 % of Muscovites allowed the opportunity to participate in protests [Issledovanie Levada-tsentra po zakazu Fonda razvitiya grazhdanskogo obshchestva, 2019]. Thus, in the near future intensive growth of the protest activity is hardly probable. Reducing the risks of mass protest activity is directly related to the low protest potential of the country's population recorded by sociological services, as well as to governmental measures to upgrade penalties for unauthorized protests, as well as for violation of the order and organization of mass events, the presence of psychological reasons inherent in the country's population, which expressed in the lack of trust in opposition leaders, disbelief in the effectiveness of protest activity as an instrument of civilized expression of social disadvantage.

4. CONSLUSION

The need for timely regulation and retention of social tension in the regions of the Russian Federation at a level at which it does not pose a threat to stability and integrity of Russian society, determines the real need to monitor its level, analyze the causes and factors of its occurrence and development. However, as a prerequisite for protest activity, social tension, if managerial measures are taken to reduce it, can help transfer social contradictions into a non-conflict format. The analysis of social tension, protest activity, and protest potential levels allow us to reveal the regions of the Russian Federation that need more close attention due to high probability of crisis or pre-crisis situations related with the increased protest activity of citizens. The combination of growth trends in the region of social tension, protest activity, protest potential and an increase in the values of the relevant indicators suggest that in this region the risk of a crisis increases significantly. The maximum likelihood of protest events can be expected in those regions where increase in the growth rate of values by three or two indicators is recorded at the same time, or a significant growth rate of one of the indicators takes place.

The scenario of possible development of the protest situation and the response to it will, presumably, depend on the fact which particular problem factors that predetermined social tension and protest potential coincided, and how intensively they are expressed.

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FASHION AS A WAY OF YOUTH SOCIALIZATION

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ABSTRACT
The role and possibilities of fashion in the process of socialization of adolescents and youth are analyzed. The main functions of fashion, which are especially important for the young generation: the distribution and formation of certain patterns of behavior, cultural and social self-identification of young people are considered. Factors are presented that confirm that the main goal of following fashion is the choice by young people of certain life and cultural values, often made unknowingly, thanks to such fashion signs as imitation, gender, mass, social regulation of the socio-cultural aspects of life and universalization.
Keywords: *Fashion, youth, culture, values, society, self-identification, cultural identity*

1. INTRODUCTION

In today's globalized culture, fashion is becoming one of the social regulators of social behavior of wide layers of the population, as well as a significant mechanism in the process of formation and functioning of youth society. Being a very complex and multidimensional phenomenon, fashion has always been the object of studying many sciences about man and culture: history and theory of culture, sociology, psychology, economic science, aesthetics, semiotics, etc. The range of fashion influence is so great that, according to A. Hoffmann, it is often impossible to single out one or another sphere where it is represented most fully. The issue of fashion in their writings was considered by such scientists as A. Smith in The Theory of Morality of Feelings. The French sociologist G. Thardt, in his work "The Laws of Imitation," deduced the theory that fashion, like custom, is the main type of imitation. An invaluable contribution to the theory of fashion was made by the scientist Georg Simmel. Studying fashion more from a psychological point of view, he believed that its existence was connected with the need to satisfy a dual human need: to be different from others and to be like others. Fashion is one of the means of introducing an individual to social and cultural experience: hence its special significance for young people. Youth fashion is a specific system of interactions, contacts, connections between subjects of fashionable behavior and a special type of social communication, the symbolic means of which are fashionable standards and fashionable objects. The desire to follow fashion in adolescence and youth is associated with the satisfaction of the leading needs of the individual - in self-affirmation and self-determination. The study of youth fashion as an incentive for a particular type of social behavior allows us to determine its real impact on the process of gaining their own identity by representatives of youth society since a connection is traced between following

fashion, maintaining a fashionable "image" and awareness of one's cultural significance of a particular youth group. Given that many young people have a crisis of self-identity in modern Russian society, the study of the potential of fashion in overcoming it and the very factors of the emergence of certain fashion phenomena is relevant. Among these factors, one can single out the prevalence of the problem of blurring the social status of youth in modern society; disorientation of social behavior subject to chaotic informational influences; the prevalence of deviations that occur in the absence of sustainable patterns of social behavior. The latter are replaced by various kinds of imposed ones, including through fashion, addictions that pose a threat to the physical and mental health of young people: alcoholism, drug addiction, tobacco smoking, etc. These processes are intensified due to the economic disadvantage of many youth groups, which are forced to compensate for the shortage of material wealth by demonstrating their own viability through following one or another trend of youth fashion in their appearance and interactions with others, often based on false patterns and examples of social behavior. Of particular note is the impact of the Internet and social networks on the formation of youth fashion as a mechanism for youth self-identification. Virtual reality is becoming the most important factor determining the direction of the formation of fashionable values among modern adolescents. The risks of socialization associated with broadcasting via the Internet as fashion objects of non-constructive values, with limited possibilities of the corrective influence of the adult world on the values of fashion transmitted to adolescents in virtual reality, are highlighted. Risk management is possible from the standpoint of social regulation and the development of personal resources for adopting fashion values. This influence can be both positive and negative, leading to false self-identity, standardization of aesthetic tastes, social attitudes and stereotypes of behavior. The problems of youth fashion presented above in this context need additional study.

2. METHODS

The goals and objectives set allow us to determine the methods of analysis and the structure of the study. The work is based on a culturological analysis of the phenomenon of "fashion", which allows us to highlight its socio-cultural significance. Within the framework of this approach, the concepts of fashion elitism and gender have developed. The concept of imitation, developed within the framework of the socio-psychological approach, made it possible to substantiate the motives of the participants in fashion. The concept of demonstrative consumption allows you to analyze fashion in the framework of a socio-economic approach. The concepts of social regulation of the sociocultural aspects of life and the concept of universalization made it possible to consider fashion as an indicator of the social behavior of young people. In this connection, the methodology of mode non-utilitarianism was also methodologically significant. The application of the structural-functional approach made it possible to consider the structure and functions of fashion, as well as to establish the dependence of the attitude to fashion on the socio-age characteristics of individuals. In the framework of the socio-demographic approach, the dynamics of the number of young people and their gender and age structure are analyzed. The statistical-sociological approach allowed expanding the analysis of youth as a socio-demographic group, reflecting age-related differences in role and status functions that are essential for the formation and spread of fashion.

3. RESULTS

The main problem lies in the existing contradiction between the prevailing practice of the dissemination of youth fashion under the influence of globalization and its recognition as a cultural landmark of youth society in modern Russian society. The novelty of the scientific approach lies in the use of cultural and socio-psychological approaches to the development of new ways of socializing young people, taking into account the main problem, which is the

existing gap between the prevailing practice of the dissemination of youth fashion under the influence of globalization and its recognition as the cultural landmark of youth society in modern Russian society. A study of the main factors in the influence of fashion on the process of youth self-identification made it possible to obtain the following results. It turned out that the determining component of fashion development is the choice by young people of certain life values, even when this choice is not fully understood. In a certain sense, a fashion that acts as a "signifier" can precede a "signifier", producing new socio-cultural values, attitudes, and non-traditional social experience. Not always in this case we are dealing with a simulacrum. This may be a new fashionable model borrowed from another cultural context of a different social community, country, etc. one or another youth group and subculture. Fashion is also a rather unique mechanism of personality socialization combining adaptive and creative behaviors, which is especially significant in the situation of mass broadcast of simplified models of youth socialization, where the main attention is paid to the development of social norms set from outside without their creative interpretation in the existing system of social institutions: families , education, politics, etc. Meanwhile, a full-fledged identity of the person implies the presence of skills and adherence to already set social norms and patterns, as well as the ability to interpret them creatively in various life situations. As you know, in the development of fashion an important role belongs to imitation. By constantly updating the latter, fashion relieves many young people of a situation of uncertainty in the search for fashionable patterns of behavior and self-demonstration, thereby facilitating the process of self-identification. Fashion also performs the function of group formation, uniting various representatives of youth society around them in certain communities, forming a sense of "We," which is also necessary for individual self-identification of a person. In this regard, as a special analysis shows, even negative social manifestations of a youth group often express certain essential individual requests of young people in the field of gaining their own identity. For example, often a fashionable outrageous appearance can be assessed as a signal about the uniqueness of a particular individual's unclaimed society. Here a well-known fashion paradox also arises - the symbiosis of individuation and standardization, since such "unique" individuals, uniting into their own communities, inevitably impose on their members uniform standards of self-manifestation in order to position their groups as distinguishing them from other social entities. It was noted above that among the factors influencing the formation of fashion, the leading one is the choice of life value by one or another of its carriers. With regard to youth fashion, this means a choice of values that determines the appropriate cultural semantics of accepted fashion designs. It is characteristic that aesthetic values proper in this case are secondary to moral values, forming their own aesthetics without regard to one or another generally accepted aesthetic canon. A typical example is popular piercings and tattoos, the "unisex" style as a demonstration by young people of "clean" physicality as a life value free from the sophisticated restrictions of clothing and costume, even related to gender differences as a cultural norm. In this regard, the decoding of the corresponding semiosis of youth fashion is a promising research task aimed at identifying the basic values of certain youth groups. In this process, the most powerful influence on the self-identification of young people through the fashion mechanism is provided by the media and the Internet space, which broadcast not always socially acceptable patterns of behavior and self-expression of a person. Since modern society is subject to anomie, the most reliable criterion in classifying a phenomenon as asocial and unacceptable is the criterion of individual health. Health in accordance with its interpretation by the World Health Organization is a combination of the physical, social and mental well-being of a person with a decisive role in this triad of mental health. The latter is achievable provided that there are meaningful life landmarks that modern youth especially need in the crisis of educational institutions designed to form these landmarks. The main meaning of life, as shown by the study of the spiritual and moral experience of mankind, presented in science, culture and art, is the

possibility of serving people, which is currently largely blocked by the implanted attitudes of the consumer lifestyle. These attitudes, broadcast mainly through popular culture, lead many young people to an unhealthy lifestyle, the main sign of which is immoderate hedonism, which often causes irreparable damage to human health, starting from food, ending with spectacles that destroy the psyche.

4. DISCUSSION

In connection with the transformational processes that have embraced not only the economy, but also the system of life values of Russians, young people at the moment are also experiencing changes in their worldviews. And this is most directly related to the increasing influence of fashion on their behavior. The modern youth fashion in Russian society under the influence of globalization is a virtual space, which is represented only in its smaller part in physical reality. Fashion space is becoming more and more due to this extraterritorial character while minimizing national-cultural and ethnic differences. According to the ideologist of postmodernism J. Baudrillard, in the era of mass production, the stability of the individual's identification is undermined and consumption becomes a way of this identification. Thus, the "social construction of a sense of identity" occurs. This construction of social identity by a young man is a process of using such commodities as clothes, shoes, popular music or playing a certain sport to designate oneself as a member of a particular group or, conversely, to emphasize one's stay outside it. Studying research in this area, we can say that diverse and diverse processes are going on in the public and individual consciousness of young people, but in general, conclusions can be drawn about certain trends. A comparative analysis of research over the past 40 years has revealed a trend in the establishment of personal priorities. The propaganda of the values of the "consumer society", the cult of the American dream, personal success at all costs, so actively imposed on the media, is gradually replacing the values of collectivism and solidarity among young people. This fact is confirmed by the results of numerous studies in which the opposition of collective ideals to the ideals of individualism is confirmed by the opinions of young people.

5. CONCLUSION

In the process of socialization in the youth environment, fashion to a greater extent manifests its communicative function, through which it regulates the entire sphere of the communicative space of the community. As one of the iconic systems, fashion serves as a means of communication between young people, it carries information about the nature of communication that exists between an individual and a group. Fashionable communication consists in the transfer of fashionable standards from one group to another, i.e. certain cultural patterns endowed with fashionable meanings. Together with these standards, the values of fashion denoted by them are transferred. It becomes essential to understand that rather than actually fashionable objects (model) are being produced, rather fashion is modernity and originality. They express, respectively, the desire for dissimilarity, individuality, on the one hand, and the adherence to the spirit of the times common to all, on the other. Models of behavior in the media and advertising are presented not just as objects of a certain property, quality, but as a desired image of social status, interpersonal relationships. Self-determination of a young man is carried out in many ways through comparison, identification of himself with a certain ideal. Fashion performs various functions in society: as an integrator of social communities through an identification mechanism; a kind of regulator of the style of social behavior; communication process; indicator of social status, a means of maintaining and achieving social prestige, the function of socialization; a means of manifesting individuality; function of psychophysiological discharge. Immediately, we note that the first three functions are directly related to the identification processes in a social group, and the rest are realized

already at the level of individual social needs. However, the action and influence of all functions are so interconnected and intertwined that for completeness of analysis it is necessary to consider the effect of each of them in the fashionable space of the youth environment. It can be concluded that the mechanism of the influence of fashion on the behavior of young people is based on imitation, involving the reproduction of the behavior of another subject. The imitation itself has an unconscious and semi-conscious, emotional, relatively irrational and compulsory character, which creates certain difficulties when trying to analyze it as a mechanism of fashion influence on the social behavior of young people. Imitation in fashion has both positive and negative sides. On the one hand, imitation of the same fashionable pattern of behavior in a group leads to a unification of the behavior of young people, and on the other, new ideas that have social value, reference social standards of behavior, or even a reference lifestyle can be extended to a wide range of imitation of fashionable. Young people accept them not because they see value and usefulness in them, but because they imitate them as fashionable. But at the same time, very dubious values can become fashionable, which, thanks to imitation in fashion, become massive.

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