

CHAPTER 1. THE UN GLOBAL COMPACT AND THE GRI INTERNATIONAL SUSTAINABILITY REPORTING STANDARDS (GLOBAL REPORTING INITIATIVE)

PROSPECTS FOR THE DEVELOPMENT OF THE CONCEPT OF STATE MANAGEMENT OF THE QUALITY OF LIFE OF THE POPULATION OF UKRAINE IN THE CONTEXT OF GLOBAL CHANGES IN THE LABOR MARKET

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Abstract. The paper considers the prerequisites for the formation and prospects for the development of the concept of state management of the quality of life in the context of globalization transformations in the labor market. The article focuses on the relevance of the problem of the quality of life along with the traditional fundamental problems of economic growth. The main contradictions determining the relevance of the quality of life management at the present stage of development are highlighted. The socio-economic prerequisites for the development of the concept of quality of life management are investigated. The modern concept of state management of the quality of life of the population in Ukraine is analyzed. The problem aspects of the implementation of the concept of quality of life management

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of the population are defined. Emphasis is placed on the need to develop all multifunctional directions of quality of life management of the population.

Keywords: quality of life, labor market, employment, household income, economic policy

Introduction. Quality of life as a category is used by modern economists, sociologists, statisticians, and political scientists. However, it is impossible to give an unambiguous definition of this category. There are several concepts analyzing human life and characterizing its quality. In general, the quality of life is a socio-economic category, which in a generalized form reflects the state of various aspects of society in a certain period of time.

Naturally, against the background of citizens' expectations of positive changes in life, the state objectively faces the issue of choosing strategic guidelines for the short term (up to 2025), medium term (up to 2035) and long term.

At the present stage of the development of the Ukrainian state, the question of choosing strategic guidelines in the economic sphere remains open. Liberal reforms in the social sphere are still ongoing and not completed. Structural restructuring of the economy is also permanent and characterized by a blurred state long-term vision of its future parameters. All this leads to the fact that economic development has the form of stagnation without a tendency to annual growth of 7-9%, which is necessary to overcome the crisis and the outflow of the labor force.

1. Prerequisites for the formation of the concept of state management of the quality of life

The concept of managing the quality of life of the population is one of the leading directions of modernization of economic policy, which is defined as a priority in most economically developed countries and at the level of the most influential supranational associations (UN, World Bank, etc.). The content of the concept lies in the fact that the most important condition for achieving rapid innovation-oriented economic growth is the high quality of life of the population, determining the satisfaction of most of its most important needs. At the present stage of development the quality of life is defined by the world scientific, technical, political and economic community as the main indicator characterizing the development

of countries, states and nations. Recognition by a considerable number of international organizations of the XXI century as the century of quality is due to the fact that quantitative indicators of growth of property and financial status come to the fore when analyzing the socio-economic development of countries and regions.

As a result, modern scientific thought defines the problem of quality of life as one of the most pressing, along with the traditional fundamental issues of economic growth, financial and economic stability and security, human capital, maximization of profits.

At the same time, the scientific problem of managing the quality of life focuses on the state socio-economic policy, which is seen as both a material source and a function of the actual level of quality of life.

The concept of quality of life became widespread after a speech by U.S. President J. F. Kennedy in 1963. In his report on the state of the nation, he said that the quality of life of Americans should go hand in hand with the quality of American goods. («The quality of American life must keep pace with the quantity of American goods») [4].

The next U.S. president, L. Johnson, in a speech in 1964, continuing the view of J. F. Kennedy, noted that the goal of U.S. economic development cannot be determined by the volume of bank deposits, but must be determined by the quality of life.

Among the priority tasks facing the Ukrainian state at the present stage are the problems of reforming the social security and social services, modernization of education and health systems, regulation of market processes in the production, sale and distribution of socially important and demographically determined goods (including long-term investment assets, for example – housing).

At the same time, the employment of the population and the state of its real income, of course, should be referred to the most important of the problems that require urgent solutions. Dialectical connection of the above issues with the problem of ensuring sustainable economic development of Ukraine necessitates a comprehensive approach, which would allow to address the issues of meaningful restructuring and modernization of the national economy on a systemic level.

The practice of implementing a significant number of social initiatives proves the advisability of abandoning a large number of separate and unrelated

(which, however, does not diminish their importance) social initiatives with a simultaneous transition to the implementation of the strategy of improving the quality of life of Ukraine. Such a strategy has significant potential to address a wide range of issues and acquire the status of a national idea (including becoming the basis of ideology in the political process), uniting the country, including its cultural, business and professional elite.

Orientation of the national economy management to ensure the growth of the quality of life allows to resolve a number of contradictions between the liberalized social paternalism of the state and a significant lack of resources to implement all state social guarantees; the need to intensify innovation-oriented economic growth and reducing the economic and human potential of Ukraine; the characteristics of the existing scientific and technical, production potential of the economy and the imperatives of modern

2. Social prerequisites for the development of the concept of quality of life management

The level of actualization of the concept of quality of life is largely related to the presence in society of its carriers, those who develop a style and standards of life by their socio-economic activity. In this case we are talking about the middle class, which is represented by the share of the population that can independently provide a certain level of consumption and social services (these are services that can be obtained on a paid basis, in particular in education or health care).

The paradox of this social phenomenon is that society, namely its most active part – the middle class – in the new (and recent) history has demonstrated a rather atypical, considering historical examples, approach to the organization of social, labor, production, social and other relations. The atypicality and originality of this approach lies in the fact that the change and modernization of state social (and then economic) policy is stimulated by that part of the population which is much less dependent on state paternalism and in general has a liberal character. This situation is due to the objective notion that the development of the nation, the state and the country as a whole now more than ever depends on the orientation of the individual and ensuring its qualitative characteristics of high quality life.

But the most important thing is what are the objective prerequisites for the development of the concept of quality of life in modern Ukraine.

In highly developed countries the concept of quality of life was generated by a certain class, a stratum of society, which in modern Ukraine, by and large, does not exist.

The level of development of Western Europe, in particular, the level of the quality of life, has been proclaimed in recent years by all politicians and state figures as a goal to which we aspire. In this situation there is a paradox: according to the model tested in the West, the process of managing the quality of life in Ukraine (on the basis of a concrete program, strategy or concept), which does not exist in our country, must be initiated and stimulated by a class that does not exist either.

Obviously, this problem must be solved in the opposite direction. State management of the quality of life is designed to stimulate the creation of the middle class, which in the future will become the driving force of the processes of socio-political and socio-economic development at a qualitatively new level. At the same time, a qualitatively new level of such development is supposed to be achieved precisely on the basis of the implementation of the modern concept of quality of life management.

It is necessary to agree that at the initial stage of formation of the middle class it is necessary to stimulate the emergence of a class of small and medium-sized owners, as well as professionals who create a surplus product, that is, increase the efficiency of social production (mainly creative, scientific, technical, managerial work and work related to the provision of high-tech services).

Thus, the solution to the issue of improving the quality of life goes far beyond the state systems of social security, health care, education, public order and law enforcement, public utilities, etc. It is necessary to restructure the entire system of socio-economic relations, which can be carried out on the basis of the formation of sustainable market and social institutions, which by their expedient and effective activity will form the basis of the middle class, and in the future – stimulate the improvement of the quality of life.

3. Economic prerequisites for the development of the concept of quality of life management

The relevance of the problem of quality of life, in modern conditions of economic development of Ukraine, due to the presence of a number of objective economic factors, some of which have the character of fundamental contradictions.

These objective factors include stagnation of economic development and rapid rates of depopulation of the Ukrainian population (according to various estimates, the economic and political situation has forced from 4 to 8 million citizens to leave Ukraine). The most pessimistic estimates of the population suggest that 33 to 34 million people permanently reside in Ukraine (against 42 million, as stated by the State Statistics Service). According to expert estimates by Academician Ella Libanova, Ukraine's current population is 35 million and its permanent population is 38 million, respectively [14].

The degradation of the natural environment continues, which is ultimately accompanied by a decline in the material well-being of the population and the development of unfavorable phenomena in the social environment of most regions of the country. Even from a purely technocratic and pragmatic point of view, the country is losing its most valuable and expensive resource – human, which at the current rate of depopulation in the near future (5-10 years) may become not only deficient, already observed in some sectors, but also irreversible. Therefore, it is possible to define the quality of life as a leading reference point, indicator and target of state management of economic, social and other processes in the country.

Among the main contradictions, which at the present stage of development determine the relevance of quality of life management, it is necessary to highlight the following:

1. The growth of the quality of life of the country's population requires the formation of an appropriate material base, with the help of which a higher level of consumption and material well-being of the population could be ensured. It is quite obvious that such a material base, even with a full and fair distribution of all national wealth among the population of the country, at the current level of economic development is impossible to provide. Whereas the industrial model of economic development, which in current conditions dominates in Ukraine, is based on the extensive use of human potential and natural resources. As a result, in fact, stagnation of economic growth is stimulated by disproportionately high human costs and excessive anthropogenic load on the national ecosystem. The actual confirmation of these provisions are the real and objective processes of depopulation of the population of Ukraine, accompanied by extremely low values of the human development index of the most industrially developed regions of the country, which tend to decrease further.

2. The development of Ukraine's economy on the basis of its informatization and transition to innovative technologies is fundamentally conditioned by the high values of human potential. Which in the long term can accelerate economic growth and reduce the destructive impact on the environment of the country, replacing by innovative highly efficient production the existing model of economic management, which is characterized by excessive consumption of energy and resources, as well as the power of anthropogenic impact on nature. Thus, human potential is a source of formation and development of innovation-oriented model of advanced economic growth of the national economy.

However, in modern conditions, despite the declaration of the priority of this model of economic growth at the state level, the dynamics of human development tends to decline, which in the long term threatens the loss of any potential of the Ukrainian nation.

3. The level of human development determines the level of quality of life in a country (as an indicator used in the relevant management process). The methodology of human development is based on the fact that this process is based on the economic well-being of the population, as well as on the quality and availability of important social services, among those provided by the state (education and health care).

The economic well-being of the population, the quality and accessibility of education, as well as the level of medical care (organization of the health care system in the country), in turn, is determined by the appropriate material base in the form of GDP.

However, in modern conditions, the stagnant growth of social production in the framework of the industrial model of its organization does not provide an opportunity to fully fund the development of human potential in Ukraine.

Despite a slight upward trend in industrial production during 2019–2020, the pre-crisis level of 2013 has not yet been reached. By the end of 2020, Ukraine's GDP (in US dollars) was only 84.8% of that of 2013. In terms of foreign direct investment per capita, Ukraine ranks one of the last in Europe. Ukraine's economic development indicators are the lowest among the CIS countries. The country is rapidly depopulating, with active external migration processes indicating the desire of a significant number of citizens to leave the country. More than a third of Ukrainians are thinking about changing their country of residence. This is evidenced by the results of the

research, conducted by the sociological group «Rating» at the request of the International Republican Institute (IRI).

According to the survey, 36% of Ukrainians are thinking about emigration. At the same time such opinions are most popular among young people (60% of citizens aged 18-35 years old are ready to change the country of residence). Among the citizens aged from 36 to 50 years, the number of those who consider emigrating is 46%, among the respondents over 50 years old – 13% are ready to leave the country [15].

It is obvious that 2022 will be another difficult year for the national economy. Under these conditions, the country is forming a strategy to respond to the challenges and a clear plan of action capable of preventing the deepening of crisis processes.

Ukraine's economy is showing a strengthening of inflation trends, which have reached a new three-year high. According to the State Statistics Service of Ukraine, inflation in annual terms rose to 11% in September 2021, compared with 10.2% in August. Inflation in the consumer market in September 2021 compared to August 2021 was 1.2% and 7.5% YTD. Core inflation in September 2021 compared to August 2021 was 1.3%, and from the beginning of the year – 5.5% [8].

For Ukraine, as an export-oriented country, issues of improving the competitiveness of national products on world markets have been and remain a priority.

At the same time, the pace of economic, innovative, technical and social development of the world's leading countries is such that with the current stagnant trends in the national economy, Ukraine risks remaining forever part of the raw materials sector of the global economy.

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The goal that Ukraine must achieve in the next 10-15 years is a rapid improvement in the quality of life of the population, which includes not only increasing wages and creating jobs. Opinion polls conducted by Gremi Personal in February 2021 among Ukrainian citizens living in Poland, the country with the largest number of Ukrainian migrants in the EU, showed that over 68% of respondents answered that they could choose

among several answers to the question about the reasons for migration «the possibility of higher earnings», 42% – «better quality of life. In third place – almost 40% of respondents identified – «better life prospects for children», which is also associated with a higher quality of life. The study shows a steady trend of the youngest working-age population under 39 years of age leaving Ukraine. Most respondents have either higher education (28.4%) or vocational or specialized secondary education (47.8%). When asked about satisfaction with their current job in Poland, the vast majority of Ukrainians (68.3%) are rather satisfied or completely satisfied.

According to public opinion polls, in 2021 Ukrainian labor migrants plan to integrate more actively into the Polish labor market. 59.7% of respondents intend to obtain a temporary residence permit (so-called «bit card») or have already done so (in 2020 – 53%). 66.5% intend to obtain a permanent residence permit (in 2020 – 60%). At the same time, the share of migration without return is growing. In particular, as regards the intention to move the family to Poland – 51.7% of respondents plan to take this step or have already carried it out. Last year 41% of respondents had such intentions. The intentions of Ukrainian migrant workers to open their own business in Poland have significantly increased. In 2020 25% of Ukrainians demonstrated such intentions, and in 2021 this indicator reached 39.8%.

As for the purchase of real estate, in 2020 – 34% of Ukrainian migrant workers considered this possibility, and in 2021 there was a real «jump» – 55.5% of respondents plan to become property owners in Poland in the near future [3; 12].

4. The modern concept of state management of the quality of life in Ukraine

The modern concept of state management of the quality of life of the population of Ukraine is uncodified. Improving the quality of life of the population, as a separate strategic direction of state development, was first highlighted in 2004 in the Strategy for socio-economic development of Ukraine until 2015. In turn, individual provisions, which together constitute the basic principles of the modern concept of quality of life management, are contained in a number of policy documents, establishing tactical and strategic ways of development of the country within certain sectoral directions.

Speaking about the concept of state management of the quality of life, it should be noted that the complexity and versatility of the concept of quality of life does not give a clear and unambiguous answer to the question of what structural elements underlie the modern concept of state management.

Analysis of normative documents of a programmatic nature allows us to conclude that in modern conditions there is no clear documented concept, policy or strategy in the field of quality of life management in Ukraine. Some concepts, programs, doctrines, plans, strategies adopted at the state level only state the existence of a wide range of problematic issues, most of which constitute the content of the quality of life category. However, the ways of solving these problems in the policy documents of different governments are somewhat different (we mean policy documents on the same topic). But the main thing is that in a significant number of cases, deeply related to the concept of the quality of life in the sphere of management, in practice are considered separately, without linking with other aspects of improving the quality of life of the population of Ukraine. This results in inconsistency, fragmentation, contradiction, duplication, mutual exclusion and other characteristics, which together determine the disintegrated nature of quality of life management.

Even if to approach formally the analysis of the directions singled out as components of the modern concept of quality of life management, agreeing that they are a priority, and the rest of the set of questions is secondary, seven components of the modern concept of quality of life management are, in our opinion, too great, the coordination of elements of which does not allow to achieve effective results with limited resources (the practice and results of the majority of program documents on the studied. Although, at the same time, a significant part of the provisions of normative documents within these directions, duplicate each other and provide for an approach to the same issues from different angles.

Among the important shortcomings of the modern system and concept of state management of the quality of life of the population of Ukraine should also be noted their imperfection in the part that concerns the development of the material base of such management in the form of accelerating economic growth, operational support of the management system, the elements of which should be determined by innovation and scientific and

technological activities, infrastructure development, food security (based on the development of the agroindustrial complex).

Managing the quality of life of the population on the basis of human development is a somewhat broader approach to the implementation of state social policy. Its conceptual content consists not in ensuring social stability, as for all one of the state priorities, but in the formation of prerequisites for the rapid growth of the country's human potential, the corresponding value, which is important from the arguments of the functions of achieving high social standards.

It should be noted that when talking about the development of the country's human potential as the leading direction of its social development, we have deliberately abstracted from the issues of social protection of the disabled. The main reason for this is the existence of a wide range of issues related to poverty of the able-bodied population. Certainly, social protection of the disabled population and citizens forming socially vulnerable groups is one of the most important tasks of the state (especially constitutionally defined as social), however, in our opinion, the combination of ideology of strategic development and social populism, quite possible at the level of political slogans, is significantly complicated at the level of scientific substantiation of methodological principles of state economic policy in social sphere.

The basis of the economic policy of human development is the impact of the state on a number of objects, the implementation of which is aimed at ensuring the following:

- management of the quality of working life of the population;
- modernization of the health care system;
- demographic development of the country;
- quality of education (general, professional, higher), increasing its accessibility.

The conditions described above are more important in terms of meeting the needs of citizens, which are ultimately fundamental factors in achieving a certain level of quality of life. In this case we are talking about the content of the category of quality of life.

Management of the quality of working life of the population is to implement the provisions of the concept, according to which, one of the most important components of high quality characteristics of the population

is a system of factors, which includes: decent and fair remuneration for work; safe, ergonomic, healthy working conditions; opportunities for professional and personal development, career growth, the fullest realization of their own potential by employees (conditionally – social elevator); high standards of production and corporate relations; legal and social protection of employees; organization and efficiency of institutions of self-organization of employees (trade unions, professional associations and unions); providing opportunities for the useful use of free time and leisure time, as well as ample opportunities to reproduce the energy and energy expended during work, through sanatorium rehabilitation, preventive treatment of various professional groups, creating conditions for active recreation of workers; ensuring a decent place for workers in the social structure of society; achieving high social utility of labor activity in the country, ensuring its influence on the processes of formation of national wealth and its fair distribution and redistribution.

Modernization of the health care system, which is defined as one of the priorities of social development, is one of the ways to overcome the depopulation of the population of Ukraine. At the same time, the health care system is considered somewhat broader than the functioning network of medical institutions. Mass physical culture and sports, promotion of healthy lifestyles at the state level, state quality control of food and consumer goods (for compliance with Ukrainian national standards, consumer value and safety requirements), infrastructure issues to reduce injuries and traumatic mortality (at work, in road traffic, etc.) are also necessary for development. Thus, the formation needs a system of total health of the nation, which goes further in the prevention of tuberculosis, seasonal infectious diseases, and so on. Although, these issues are of concern because the above infectious diseases, along with chronic non-communicable diseases, in modern conditions determine a very high mortality rate.

Speaking about the country's demographic development, it should be noted that the priority task is to ensure a change in the existing trend toward an aging population. This issue cannot be solved by attracting the population from post-Soviet regions (migration flows of citizens from the Caucasian and Central Asian republics of the former Soviet Union, as well as from South-East Asia). Another important problem is the departure abroad of qualified specialists of middle age and young people (as a rule, with higher education).

Such processes reduce the human potential of the country. It is necessary to increase the birth rate in Ukraine, as well as to overcome the trend of a negative migration balance between Europe, America and Ukraine.

Quality of education (general, vocational, higher education) and increase of its availability are considered as fundamental conditions of providing advanced economic growth of the country, based on innovative development and high professional characteristics of labor potential of the national economic system.

At the same time, quality and accessibility of education are more important conditions for ensuring equal development conditions for the whole population, since it is within the institution of education that both professional and personal development of individual citizens takes place. Thus, equality of free access to quality education forms the basis for high positive and stimulating competition of individuals in society, which in turn ensures competitiveness of nations.

The definition of sustainable socio-economic development management processes as a material basis for the growth of the quality of life of the population and a separate functional direction of the state impact in this area is based on the allocation of the following management objects:

- ensuring outpacing economic growth of the country;
- socialization of state employment policy and income growth;
- ecological sustainability of the national economic system.

Ensuring a country's economic growth is to achieve rates of economic development that outpace other countries.

At the initial stage it is objectively possible only outstripping the growth of GDP in comparison with the productivity of social labor in the country, and at the next stage – the only effective option for further development is outstripping the growth of labor productivity in comparison with economic growth.

The first stage is concerned with overcoming unemployment, ensuring productive employment of the population (most importantly, young people), and the return of internal labor migrants from abroad. The second stage is connected with the implementation of the strategy of innovative development of the economy, which is based on highly productive, innovation-oriented, high-tech employment, which in the future is seen as a necessary condition for the formation of a strong middle class.

Based on the social role that the middle class plays in the economy and socio-political life of the country, employment with the above characteristics will play a role in ensuring faster growth of labor productivity with GDP growth, which will ultimately provide a higher level of socio-economic freedoms for workers.

The socialization of public employment and income growth policies manifests itself in a primary relationship of outpacing economic productivity growth.

The priority of state economic policy should be to ensure productive employment. This should be based on all existing opportunities: intensification of the use of natural resources; intensification of foreign economic policy; liberalization of fiscal and monetary policy of the state; public-private partnership, etc. Along with the issues of employment, the issue of the population's income, which is determined by the proportions of the distribution of the product of public labor, also needs to be updated. It is expedient to consider incomes of the population also through a prism of structure of expenses of citizens. Thus, the processes of state regulation of the economy should focus on the processes of pricing in the production of demographic groups of goods (some foodstuffs, some personal and durable goods), housing and communal services, as well as social and administrative services.

Management of socio-economic development on the basis of targeted programs of priority development of regions is considered as a systematized set of directions, which identifies individual territories as points of priority development (the most promising in terms of available resources and potential, as well as in terms of leadership in the global division of labor), and also parts of the national economic system, which are basic in relation to the processes of forming the characteristics of the population.

These areas include:

- development of scientific, technical and innovative activities;
- intensification of agro-industrial production, its modernization and development;
- infrastructural development (development of civil construction and housing and communal services, as well as infrastructure of cities, regions, objects of transport, port, transit, warehousing, industrial (including agro-industrial) logistics).

The development of scientific, technological and innovative activity is the most important prerequisite for the growth of labor productivity, since the intensity, technological efficiency, and qualification of the labor used depends on the technologies and innovations used.

As a result, innovation, especially domestic developments and know-how, determines not so much the rate of economic growth as the rate of outstripping economic development of the country. At the same time, it has been proven that innovative, creative, productive, skilled labor is a more important component of life with high quality characteristics. This shows the duality of the influence (both subjective and objective influence) of scientific and technological and innovative activity on the processes of improving the quality of life of the population.

Intensification of agro-industrial production, its modernization and development are defined as factors influencing the provision of the population with high-quality food, as well as other consumer goods produced by agricultural and processing enterprises.

Obviously, of the most important content components of life with high quality characteristics, the energy and biological value of the diet of citizens deserves special attention, since this factor has a significant impact on public health, and certain groups of food products are defined as demographic, determining.

However, it should be noted that the agricultural sector plays a significant role in the structure of the gross product of Ukraine.

Agro-industrial production, which annually provides more than 25% of GDP, forms the largest share of the consumption fund, is one of the main taxpayers and exporters in the country. But the agro-industrial complex has the greatest impact on the quality of life management due to the fact that more than a third of Ukraine's population lives in rural areas. In this situation, agricultural enterprises play an important role in providing employment for the rural population, filling local budgets and supporting social infrastructure in some villages and settlements.

Infrastructural development (development of civil engineering and housing and communal services, as well as infrastructure of cities, regions, transport, port, transit, storage, industrial (including agricultural), logistics is one of the determining factors determining the investment attractiveness of the country and its individual territories, which ultimately affects the processes of economic development.

Many years of international practice proves that the main factors of success in attracting investors to a country (including the stimulation of domestic investment) are a developed infrastructure and political and economic stability. The high standard of living in post-industrial countries is often associated with the developed infrastructure of cities and individual territories, high rates of civil construction and opportunities to purchase high-quality housing.

Conclusion. Summarizing the above, it should be noted that the gradual development of all three multifunctional areas of quality management requires the use of appropriate diagnostic and design tools, on the basis of which, subsequently, the system of strategic objectives in all three areas is provided.

Thus, the solution to the issue of improving the quality of life goes far beyond the state systems of social security, health care, education, public order and law enforcement, public utilities, etc. It is necessary to restructure the entire system of socio-economic relations, which can be carried out on the basis of the formation of stable market and social institutions, which by their expedient and effective activity will generate the principles of development of the middle class, and in the longer term – stimulate the processes of improving the quality of life of the population.

Given the focus of domestic policy priorities on slowing down and neutralizing crisis processes in the socio-economic sphere, the model of the concept of quality of life management can become a guide both in practical actions in the short and medium term – until 2025, and form the basis of proposals for strategic development for 10-15 years.

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