

Hlukhova O.O.,
*cand.sc.(econ.), assistant professor of
socialhumanitarian sciences department,
Donetsk State Institute of Health, Physical Education and Sport
National University of Physical Education and Sport of Ukraine*

SOCIAL ORIENTATIONS OF STATE ECONOMIC POLICY FOR ENSURING PROPER QUALITY LIFE OF THE POPULATION

Setting the problem. The issue of proper life quality of population actualized in the conditions of the economic crisis situation in Ukraine. The vulnerability of the economic system of the state overshadow the problem of achieving social indicators – health care and physical education, environmental protection and education, social and legal protection, etc. However, in the strategic perspective absence of the government attention to social aspects as possible consequences will have specific negative phenomena of economic nature in the form of reduction in the number of capable population, increased load on the pension fund, an increase in the incidence of social diseases (alcoholism, drug addiction) and others. Thus, an emphasis on solving the social problems during the state economic policy allows you to fulfill the conditions of ensuring the appropriate life quality of population with the simultaneous positive impact on the economic component.

Analysis of recent research and publications. The components of the formation of life quality of population, achieving the balance between economic and social components are constantly located in a circle of interests of the representatives of the scientific environment. So, together with a large number of publications in the direction during different time periods, only over recent years representatives of various scientific schools published researches on the problematic aspects of ensuring the social component in the life quality of population. In particular, researches of domestic scholars, including V.H. Nykyphorenko [5-6, 12] are characterized by the complexity in which considered the formation and evaluation of life quality of population for future adjustment of regional social policy; regional aspect with an additional emphasis on the relationship of economic development and life quality of population is represented in the works of V. Yanyshkevskyi [13]; issues of systematization of indicators for assessing life quality of population highlighted in the scientific articles of domestic scholars, including S.Yu. Honcharova [2], O.D. Hordey [3], A.V. Cherkasov [11]; ways of solving of actual problems of welfare of the population, protection of health are presented in the works of domestic scholars, including E.B. Boychenko [1], V.I. Kutsenko [4], T.M. Fertikova [10]. However, questions remain unresolved of ensuring balance economic and social needs of civil society, which requires more thorough review.

Setting the objective. The aim of the article is to substantiate the social orientation of state economic policy to ensure of proper life quality of population, the formation of the appropriate directions of leveling the social tension.

The main material of research. The realities of today clearly demonstrate seriousness of the problem of imbalance between economic and social interests of society. Permanent crisis phenomena in the national economy have highlighted the problems of economic ensuring of minimum human needs to ensure consistency between life quality of population and level of social and economic development of the system.

The complexity of the mentioned situation is explained by versatility of relations, what is emphasized in scientific researches of leading scholars.

In particular, in the works of scientists of the Odessa school science attention is accented on availability of the relationship between life quality of population and level of social and economic development of the system; it has been noted that economic, social and human potential under the influence of the relevant requirements, in fact, provide social and economic development of the system [12, p. 35].

Consistently V.H. Nykyforenko underlines in the scientific works the periodic changes of strategic importance in the components of the chain of production resources: “human resources – material resources – financial resources” [5]. V.M. Yanyshkevskyi [13] in the research observed that intellectual capital provided relevant of its improvement able to provide the innovative economic development and life quality of population. According to the scientist, stimulating of innovative development of the country is a guarantee for further increase of life quality of population.

Tightness of appointed connection is confirmed by the thesis about the possible negative changes in life quality of population with signs of imbalance between the levels of social and economic development [12, p. 338-339] – as a parameter for early diagnosis of display negative changes by scientists is proposed to consider: the level of purchasing power of population; measure of supply of durable goods; the degree of inequality of income distribution (wealth) of the population; poverty rates; share of quality market and public goods in their total number [10, p. 341].

Modern researches allow to endow the state with the obligation to create favorable conditions for prosperous life of people by providing economic growth and social stability of society. The concentration of attention of the state on the social orientation of economic policy, while ensuring adequate quality of life meets the classic concept “basic needs”, proposed by the International Labour Organization in 1970.

The provisions of the abovementioned concepts are examined in detail in a number of scientific researches, where was emphasized the priority of namely social orientation of state economic policy with further control of effectiveness by the directions of development: financial support of the population; concern about the health; the ability to obtain the desired education; employment and quality of working life; leisure time and entertainment; favorable environment; an appropriate social environment; security of justice; participation in the public life [3].

The impact of a large number of negative effects on the national economy in recent years aggravated the problem of unemployment; the consequence of this fact becomes the reduction of access the wider population to quality education and health services, reduced life expectancy, etc. It should be noted that listed features constitute the definition of poverty.

A.V. Cherkasov emphasized in the scientific researches: "... a reduction of life expectancy, lack of education, limited implementation of labor activity, lack of quality products and services, including health care, the growing isolation of many segments of the population from social life characterizes poverty according to the methodology of UNO, characterizes poverty [11, p. 44]". Thus, issues of ensuring proper quality of life should remain in the limelight of the state.

Considering differences between the interpretation of the concepts of standard of living and quality of life, it should be noted that at present state interests mainly concentrated on maintaining the namely standard of living. At the same time the quality of life is a broader concept that is characterized by breadth of coverage both economic and social aspects. For example, V.H. Nykyforenko in the monograph emphasized that "quality of life" of the population consists of a living human capabilities in all spheres of life, the level of implementation of life opportunities, standards of harmonious development [12, p. 40].

Certainly, the social orientation of state economic policy in ensuring adequate quality of life should be one of the major challenges at the macro level. Social orientation of state economic policy should consist in achieving real positive changes in the consumer, social and labor sphere; areas of health and social security, education and culture; environmental protection and so on. Enlarged areas provide directions of adjustments of social policy – increasing concern for the health and spiritual condition of the population; optimization of demographic indicators and the quality of individual living conditions. The following sequence is not random – health of the population has been one of the main indicators of quality of life that is enhanced in the current researches: "... health of the population can be seen not only as one of the most important indicators of quality of life, but also as the indicator of social development of the country, reflection of its economic state" [1].

Among the social orientations of state economic policy in ensuring the quality of life in the context of concern for the health of the nation an important role should be given to the problems of increasing the social role of physical education.

The state of legislative activity in physical education clearly illustrates the degree of interest of the state in achieving the social guidelines – currently a number of legislative and regulatory acts operate but current basic law adopted in 1998, and approved by the Cabinet of Ministers the program requires specification. The lack attention of government to the social role of physical education results in a negative change of statistical indicators (Table 1).

Table 1

The indicators characterizing physical education in Ukraine

Indicators by research parameters, persons	The values at research period *				
	2008	2009	2010	2011	2012
The number of people that involved in sport	1317750	1186727	1218362	1276917	1271593
The number of persons that engaged in all kinds of sports and health improvement activities	5223118	4920428	4918331	4951946	4876904
The number of children's sport club by the place of residence	1109	1028	1036	924	891
The number of pupils and students classified for health reasons to the special medical group	402293	439876	515765	569426	571827

* - composed according to official statistical sources [9]

Thus, according to the official statistical sources, during 2008-2012 is observed the reduction in the number of both potential sportsmen (people who engage in sports), and individuals engaged in all kinds of sports and recreation activities. Constructed according to the official statistical sources the table additionally indicates about the reduction in the number of sport clubs of residence for children. Stable growth is observed only in the number of pupils and students classified to the special medical group for health reasons – during 5 years of observation the multiplicity of school children who can not withstand the standard physical exertion increased almost in half times.

State participation in resolving issues related to physical education, primarily based on the legislative support for the development of targeted programs of investigated problems. Analysis of current legislation base allows us to assert about acceptance by the state the thesis of the importance of ensuring human

health, as emphasized in the law of Ukraine "On Physical Culture and Sports" [8] and the Concept of the National Target Social Development Program of Physical Culture and Sport for 2012-2016 [7].

In particular, the Concept of the National Target Social Development Program of Physical Culture and Sport for 2012-2016 establishes both the orientations of the social component of life quality of population: providing of substantial leisure population; the introduction of measures to enhance the moving activity of young people; increasing the saturation of state territory with sports facilities; creating conditions for social adaptation of persons with limited physical possibilities, etc. [7].

Choosing of issues for health care as the main social orientations of state economic policy is conditioned by indisputable priority of this sphere in the socially-oriented economy, as emphasized in the current researches [4]. The additional factor of priority including issues of health care to social orientations of state economic policy is, in fact, the health of the population based on the results of modern research only by three quarters can be considered healthy [1].

In resolving issues of health care deserve the attention the issues of increasing life expectancy, reducing in mortality, the introduction of measures that are aimed at prevention of diseases.

The connection of programs of improving the quality of life and health programs are the direct because minimizing of the impact of negative factors on the population health (political, economic and social tensions, state of the environment, spiritual vacuum and lack of physical activity) will help to contribute the final growth of the quality of life.

Conclusions and further research. Economic and social needs of the population are manifested in the formation of the appropriate level and quality of life. The concentration of attention of the state on stabilization of economic component quality of life leaves ignored a number of issues related to consumer, social and labor issues; health and social security, education and culture; environmental protection. Necessity of approving the social orientation of state economic policy in ensuring adequate quality of life is determined by the need of adjustment of social policy – increasing concern about the health and spiritual condition of the population; optimization of the demographic indicators and the quality of individual living conditions.

The basic direction in the formation of social orientation of state economic policy serves the nation's health care, complexity of appointed direction of social policy must be provided and increased attention to the issues of physical education.

Prospects for researches in this area are to substantiate the conditions and criteria of ensuring the proper life quality of population in the social aspect with simultaneous positive impact on the economic component.

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Hlukhova O.O. SOCIAL ORIENTATIONS OF STATE ECONOMIC POLICY FOR ENSURING PROPER QUALITY LIFE OF THE POPULATION

Purpose. The aim of the article is to substantiate the social orientation of state economic policy to ensure of proper life quality of population, the formation of the appropriate directions of leveling the social tension.

Methodology of research. The research methodology is based on the dialectical method of cognition reality (to establish the essential meaning of the categories "living standard of population", "quality of life population"); a systems approach (to summarize the results of research on the problems of formation of the level and quality of life), economic and mathematical methods of grouping (for the analysis of indicators characterizing physical education in Ukraine).

Findings. It has been proved that the state is obliged to create favorable conditions for the welfare people's lives, ensuring economic growth and social stability of society. It has been detected that today the state's interests mainly focused on maintaining the living standard of population instead of quality. It has been determined that the social landmarks of state economic policy should be to achieve real positive changes in consumer and social and labor issues, the fields of health and social protection, education, culture and environment.

Originality. Theoretical argumentation of emergence and strengthening the relationship between social and economic aspects of the state policy for ensuring the adequate level and quality of life population, that allow to extend the understanding of the nature of government regulation of the most important processes in society were further developed.

Practical value. The research results can be used by the subjects of state regulation in the decision of managerial decisions to ensure a balanced of social and economic aspects of development.

Key words: quality of life, living standard, relationships, social protection, health protection, physical education.