

MARKETING TECHNOLOGIES FOR REFORMING STATE SOCIAL POLICY AS A MECHANISM OF TRUST IN AUTHORITIES

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Abstract

The article deals with the application of state marketing mechanisms in the context of reforming the state social policy system. It is stated that the use of state marketing mechanisms is important, first and foremost, as a means of harmonizing managerial innovations with the social context of the functioning of public authorities. It is proved that in the process of using such mechanisms the inconsistency of the directions of development of the system of social services is eliminated, the development of public administration is consistent with the directions of social modernization of society, it is constituted as a socio-political function of civil society with the establishment of systemic polyarchical ties between them. The complex of marketing technologies as a mechanism of trust in the authorities through the reform of state social policy in Ukraine is substantiated. The main directions of the use of state marketing for carrying out the reform of the state social policy in Ukraine are determined. It is determined that state marketing gives social reforms of a systemic and procedural nature - as a permanent mechanism of orientation of public administration to the needs of society and its social actors. It is stated that the use of marketing technologies as a basis for social reform allows to solve a number of problems of this process regarding the elimination of the dominance of administrative methods in public administration. Directions of influence of state marketing on formation and realization of strategic directions of social reform of public administration are determined.

Keywords: public marketing, public administration, social policy, social management, marketing technologies, social policy.

INTRODUCTION

In order to reform the system of state social policy, the use of state marketing mechanisms is important, first of all, as a means of harmonizing managerial innovations with the social context of the functioning of public authorities. This eliminates the inconsistency of the development directions of the social services system, the development of public administration is consistent with the directions of social modernization of society, it is constituted as a socio-political function of civil society with the establishment of systemic polyarchical ties between them.

PREVIOUS RELATED RESEARCH

The problems of using marketing mechanisms for reforming public administration in Ukraine are explored in the works of V. Yevdokimenko, I. Kresina, V. Tsvetkov, V. Shcherban and other scientists. In general, the necessity of using a number of marketing technologies to improve the activity of public authorities in the conditions of development of a socially oriented market society is substantiated. However, a generalized analysis of marketing mechanisms as a coherent tool for reforming state social policy as a mechanism for building trust in government remains beyond the reach of most researchers.

The purpose of the research is to substantiate the complex of marketing technologies as a mechanism of trust in the authorities through the reform of state social policy in Ukraine.

RESEARCH RESULTS AND DISCUSSION

The technological aspect of the state marketing mechanisms formation is most evident in the process of implementation of state social policy. The latter determine the nature of the administration and governance of the entire social system, which is why they are crucial for the success of the whole process of social modernization in Ukraine. With regard to public administration, social reforms are aimed at systemic changes in the principles and mechanisms of its functioning, and concern both all aspects, in particular, of the activity of the executive power, as well as its relations with other elements of state power and society in general. The reform of the government apparatus is first and foremost a political project aimed at restructuring the configuration of the legal elite, giving the state and society a new impetus for development. In its narrowly substantive terms, it is a change in the key component of the decision-making system for the society, which allows optimizing the realization of collective goals, improving the quality of managerial staff, using public resources more effectively and building trust in the authorities. [10, p. 3].

The fundamental importance of marketing mechanisms is that they serve as an effective means of providing the government with dynamics of development in a direction that is consistent with the general tendencies of modernization of the Ukrainian society. Many researchers note that in today's Ukraine the state apparatus does not keep up with the rapid changes, while the experience of successful reform indicates that public administration must be ahead of economic reforms. And the initial social cause of this situation is the inconsistency of state administration with market reforms. "In most cases, especially at the regional and local levels, direct administration is preferred from the whole arsenal of methods of influence on the subject of management" [6, p. 65]. The main directions of the use of marketing mechanisms for the reform of the State social policy are presented in Figure 1.

State Marketing promotes the formation of a new conceptual nucleus of the management paradigm, within which a priority is the understanding of public administration as the social and political function of civil State activities, and the law as a certain function of law and state and fundamentals of management activities that will contribute to the formation of confidence in the authorities [9, p. 364].

Marketization of public administration is a mechanism for establishing systemic links between the functioning of public authorities, articulation and the realization of social interests. Most researchers agree that social sector reforms are determined not by the content of the actual management activity, but by the nature of modernization processes in Ukrainian society. The object of reforming public administration, obviously, should be understood as its rationalization, which would lead to qualitative changes not only in the system of public administration, but also in the whole in the system of social life of people [7, p. 40]. Therefore, the process should be based on the study of public administration, and the main mechanism of reform should be considered not so much the activities of public administration personnel or the

development of special reform projects as the social partnership between government, business and the general public which is the key to trust [7, p. 41].

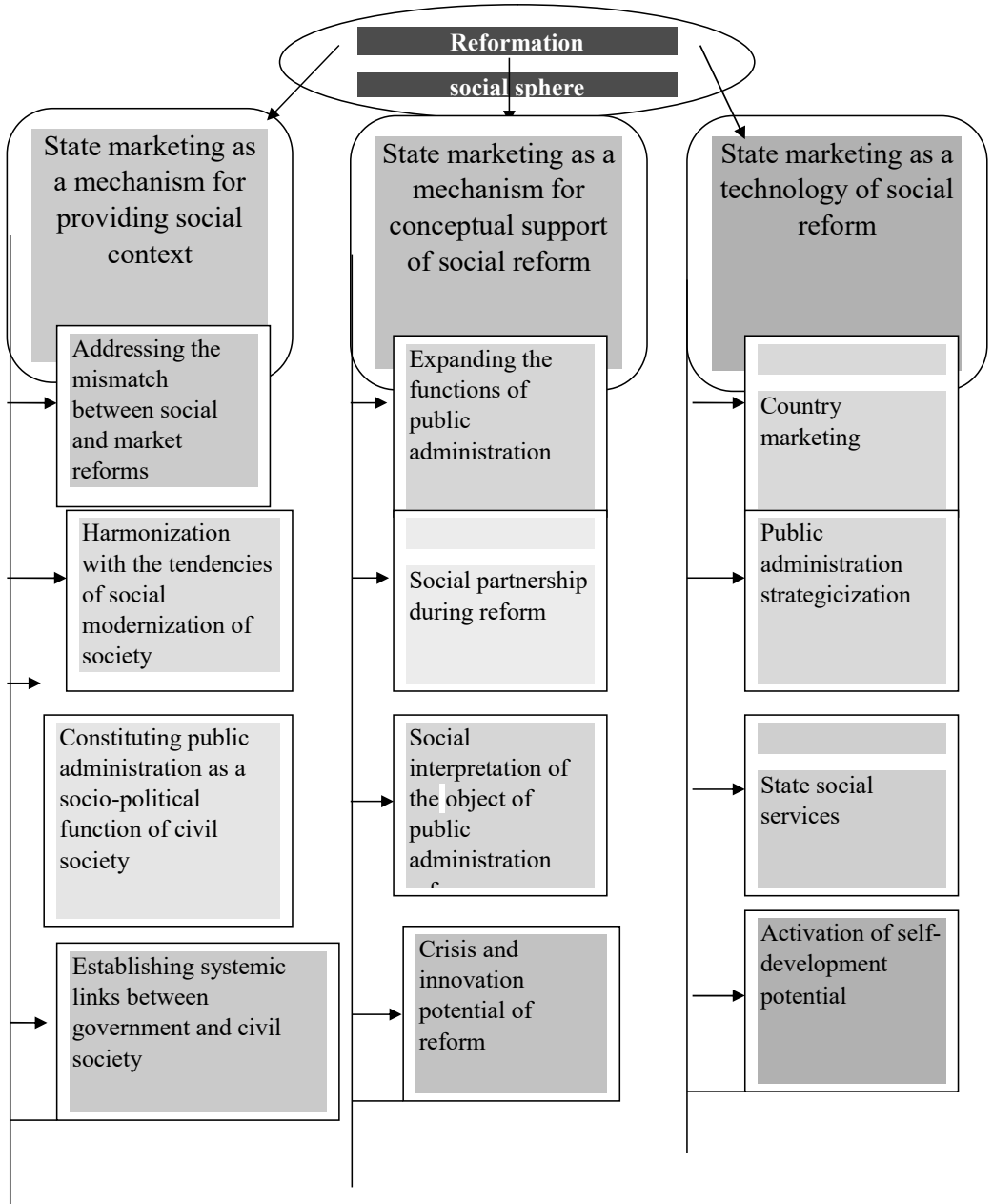


Figure 1. State Marketing as a mechanism for reforming the social sphere

Without reconciling social reforms with the processes of shaping a market society in Ukraine, they remain conceptually ambiguous. Their purpose is social and is beyond the sphere of public administration, since the Concept of social reform

indicates its purpose for the formation of modern society [4, p. 7]. Changes in organizational structure, implementation of the civil service, transformation of territorial structure and local self-government, envisaged by the Concept, have value not in themselves, but as tools for the formation of a socially oriented market society [1].

State marketing is an effective mechanism for reconciling socio-economic reforms in Ukrainian society, facilitating the establishment of a dialogue between government and society and building confidence. Without this, any positive changes in the sphere of public administration are impossible at all; since in the process of transition to a new model of state regulation, it is necessary, first of all, to take into account the conditions and peculiarities of the country's existence, to be guided by the elaborated program of social development [2]. The restructuring of public administration, first and foremost, concerns the economic system. The basis of motivation factors of a market economy on the mechanisms of self-regulation, emergence of a system of exchange, domination of private property, free competition, etc., market interaction of sub economic conditions under the conditions of adaptability, flexibility, departure from tradition contribute to the reform of the management system of society. Management modernization should, in our view, be adequate to the process of market formation and its types" [3, p. 16]. Thus, the technological role of state marketing in the process of social reform is to ensure the priority of social, not corporate. Without the introduction of the state marketing system in social reform, the priority will be given to the process of state formation, that is, the development of the state and the formation of its institutions, not the development of society. The social sphere authorizes the authorities, suppresses civil society and is distrustful. The state should reform not for its own sake, but as a tool for public management of people's life processes, not only through a bottom-up tool, but also through election mechanisms.

The reform of the social sphere, which adapts the state administration to the needs of the state, in the conditions of the market formation, is simply impossible. It should also be borne in mind that state marketing gives social reforms of a systemic and procedural character – as a permanent mechanism of orientation of public administration to the needs of society and its social actors. In developed countries, “there is an ongoing process of social reform at all levels of government, and this process is increasingly gravitating toward the formation of civil society through the democratization of government” [7, p. 38]. The bureaucratic corporate understanding of social reforms interprets them as a one-off action to improve existing mechanisms of public administration, which is contrary to the nature of modernization processes in Ukraine. It should be borne in mind that the orientation of state marketing to the subordination of management activities to the needs of society does not really mean narrowing of the state-administrative functions. On the contrary, the reorientation of public administration to the needs of citizens requires a significant expansion of the powers of the executive, including in the sphere of aligning their actions with the will of civil society. Following the implementation of political reform, “it seems appropriate to resume the practice of granting the government the right, under certain conditions and within certain limits, to issue acts having the force of law (acts of

delegated legislation)” [8, p. 14]. Foreign experience testifies the effectiveness of such an innovation. It will also solve the problem of regulatory norm-creativity, as well as the problem of compliance with the decisions of the state administration of law (by-laws). Thus, it is not a question of narrowing the functions of public administration, but of giving it a different social dimension in the context of establishing social market factors of managerial activity.

The use of marketing technologies as a basis for social reform allows the solving the main problems of this process in eliminating the dominance of administrative methods in public administration, namely:

- to link state development programs with the overall context of market reforms in Ukraine. At the technological level, this means that when developing socio-economic development programs, their separate components will reflect a holistic picture of the real needs and trends of the country or region;

- to provide scientific basis and reliable forecast of activity of state bodies on management of market processes in Ukrainian society on the basis of proven in the market conditions of marketing technologies;

- to substantiate and formulate clear mechanisms of interaction between public social services and entities of all forms of ownership (especially the private sector) regarding the formation of partnerships in the process of influence of public authorities on market processes;

- to ensure transparency, clarity, accessibility and coherence with social actors and their policy frameworks. At the technological level, this means overcoming administrative bureaucracy primarily due to the maximum specification and stage planning of the activities of public administration, which in the conditions of applying marketing technologies is impossible without their inclusion in the system of subject-object relations of market type [11]. Marketing mechanisms set out such an important feature of social reform as reorienting public administration to the needs of the consumer (citizen). Researchers point out that marketing technologies in management make it possible not only to orient it to an individual, but also to segment the needs of a management object to an individual, and across the spectrum of its socio-cultural characteristics. In this sense, it is advisable to talk about the need to introduce through the administrative reforms the principles of public administration of the information society within the new theory of management and the marketing paradigm.

General features of the new paradigm include understanding the nature of managerial decisions, defining the new essence of the strategy of government bodies in the context of state marketing, creating information systems of communication between government and society.

CONCLUSION

Adapting marketing technologies to the needs of forming a social reform of public administration strategy, it is advisable to determine the following directions of influence of public marketing on determining the strategic directions of this process:

1. Orientation of activity of public authorities to the needs of consumers – recipients of social services.

2. Collaboration with consumers – recipients of social services to create mechanisms of public administration and establish relationships of the subject-object type.

3. Individual-object adaptation of management decisions and the means of their implementation and subject-object interaction with respect to each consumer – recipient of social services of the results of the activity of public administration.

4. Ongoing dialogue of public administration bodies with consumers of their services with interactive individualization of the means of delivery of messages (messages) through social mechanisms of the information society in order to build trust in public authorities.

5. Extension of the object of public administration beyond the immediate consumers in the direction, when not only consumers but also all participants of management relations become its object.

It is in this context that further reform of state social policy should be undertaken, using state marketing to build trust in public authorities.

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