THE ROLE OF PROJECT MANAGEMENT IN THE SOCIAL SERVICE SPHERE OF THE POPULATION

Abstract. The creation of an effective system of social protection of the population in Ukraine is one of the priority tasks of the social policy of the state, provides for the modernization of the system of social services for the population in accordance with new socio-economic challenges, the dominant needs of the population, the development of an information society, requires the introduction of innovative technologies for the provision of social services, based on dissemination and application of the project management methodology. The features of the mechanism of social order in the implementation of projects in the field of social services are identified. The purpose of the article is to identify potential opportunities for the implementation of project management in the provision of social services in Ukraine. The methodological basis of the research is formed by general scientific methods of cognition of social phenomena and processes (analysis, synthesis, generalization, classification). The article analyzes the creation of an effective system of the population social protection in Ukraine, which provides for the modernization of the social services system for the population in accordance with new socio-economic challenges, the dominant needs of the population, the development of the information society and requires the introduction of innovative technologies for the provision of social services based on the dissemination and application of the methodology project management. The presented material allows us to draw the following conclusions. Project management as a direction of management in the sphere of social policy implementation will contribute to: 1) institutionalization of program-targeted management of the population social protection in Ukraine, which provides for the modernization of the social services system for the population; 2) efficient management of the social services system according to the state program of social policy; 3) coordination and pooling of efforts and resources of all sectors of society to achieve the goals of sustainable development of the region.

Key words: social services; project; management; administration; social services.

Introduction. Project management is one of the most relevant and progressive management technologies and continues to develop rapidly. There are many directions of its application in the field of social services. Projects are used in the field of social services for the population. The need to implement social projects has led to the formation of new project-oriented innovative technologies and mechanisms for the implementation of complex goals and objectives in the system of social protection and social services.

Analysis of recent research and publications. The concept and phenomenon of project management and prospects for its use in public administration are studied by such Ukrainian and foreign scientists as O. Zotov, I. Kulchytsky, P. Martin, P. Tsigolnyk, G. Tsimintsev, and others. The introduction of project management methodology in the field of public administration was researched by O. Kilievych, T. Bezerkhynuk, T. Grechko and others. One of the poorly researched areas of the problem is the possibility of implementing the management of social projects in the field of social services.

The purpose of this article is to identify potential opportunities for the implementation of project management in the social services provision in Ukraine. The methodological basis of the research is formed by general scientific methods of cognition of social phenomena and processes (analysis, synthesis, generalization, classification).

Discussion and results. The characteristic features of modern Ukrainian society are the development of a social state, the development of a socially oriented economy and the formation of a democratic type of social management, the problem of modernizing the system of social protection and social services is extremely important both in purely theoretical and practical aspects, which is associated with the process of institutionalizing the social services provision.

The term «social protection» is used in the Constitution of Ukraine (Art. 46 and others), in national legislation and scientific literature. Of course, today there are many definitions of the «social protection» concept, which to a certain extent reflect its essence. So, for example, M. Buyanova considers from the standpoint of the law of social security of social protection (through its legal mechanisms), which narrows the socially protective function of the state to the legal aspect [1, p.22].

Another approach links social protection with the concept of social, legal and economic guarantees. This is indicated by T. Semigina, emphasizing that «social protection means a set of social and legal guarantees, the purpose of which is to ensure the state for each member of society the realization of his basic socio-economic rights, first of all the right to a standard of living necessary for normal reproduction and development of the individual» [2, p.273].

According to V. Skuratovsky and A. Paliy, social protection is «a complex of organizational, legal and economic measures aimed at protecting the welfare of each member of society in specific economic conditions» [3, p.92]. But V. Guzhko focuses not only on events, interpreting social protection as a set of measures and mechanisms for their implementation, which are used by society to ensure socially normal conditions for the material and spiritual life of the population [4, p.9].

In the domestic literature, attempts have been made to concretize the essence of social services for various categories of the population, defining it as an integral part of modern social policy, a fundamentally new direction of the population social protection [5, P.76-79]. Moreover, social services are viewed as creating conditions to meet the needs of people for their development, emphasizing the individual principle in social policy, and in addition, is viewed as an unconditional function of society, not
the state. And, as V. Kartsev rightly asserts, any need cannot be fully satisfied without the participation of the individual in the functioning of such a component of society as the human community [6, p.53].

Modern scholars view social services in a narrow and broad sense. For example, M. Buyanova, defending the juridically-legal approach, considers it as a component of the social security system, the main function of which is to provide material services in order to prevent or reduce negative social risks. In a broad sense, social services include all other types of social services, except for cash payments [1, p.16-18].

Another approach (B. Stashiv) is also relevant, in which social services are defined through the procedural aspect, that is, as the activities of social protection institutions in order to provide social services to individuals and their families who are in difficult life circumstances [5, p.77].

K. Dubich notes that social services are a form of providing social services, defining that the system of providing social services is a complex, open socio-economic system, consisting of a set of state bodies and non-governmental organizations, whose activities are aimed at providing social services to individuals, individuals social groups that are in difficult life circumstances cannot overcome on their own and need outside help [7].

As you can see, scientists define social services as the process of providing social services. Thus, V. Goncharov in his dissertation research «Social services as an organizational and legal form of social security» considers social services in two aspects: first, these are services aimed at meeting the various social needs of individuals or groups of the population; secondly, it is a set of measures and actions aimed at certain social groups or individual individuals who are in difficult life situations and need social adaptation, resocialization and rehabilitation. That is, in a broad sense, the scientist considers services as a form of social service, although he defends a juridically and legal approach to the definition of social service as a form of social security.

In modern Ukraine, the processes of including civil society institutions in the field of legal socio-economic and political partnership of influential and interested forces of society are becoming more active. This contributes to their transformation into equal subjects of interaction and the solution of socio-economic, household, psychological and other problems of society. Institutionally, in this plane there is a set of public organizations, which must develop to the state of an effective subsystem of civil society. However, the mechanisms of attracting public organizations of Ukraine to perform socially necessary functions (with the transfer of appropriate powers and resources to them) are still underdeveloped. In the conditions of severe limited state material resources, assumed by the state of excessive social obligations, its attempts to raise social standards and guarantees, the objective requirement of the time is the introduction of social order mechanisms, taking into account the best domestic and foreign experience. Practice shows that the social order is based on the gradual delegation of powers and resources from the state authorities to the institutions of civil society and the business sector.

A social order is understood as a contractual relationship between the Customer (state authorities, local authorities) and the Contractor for the implementation of the Customer's order for the provision of social services to the population through funding (full or partial) from the state or local budgets. This technology is based on the
T. Kozachenko defines the project «as a systemic set of and based on the key principles of project management, mechanism for achieving the goals of the organization resources [12, p.232]. Considering projects as a unique product or service with limited resources [11]. According to G. Kerzner, the project also means a time, and the like. Investigating the process and regulation of change, implemented according to predefined rules within the budget and time constraints, is the essence of project management or project management.

The modern approach to managing the development of the social sphere (both in the traditional management model and in the management model for sustainable (balanced) development) is a project-oriented approach, which is based on such concepts as «project administration», «project management», «project cycle management».

Thus, by a project in the provision of social services (or a project in the field of social services) we mean a complex system of interrelated structured tasks and measures for social protection and social services, which are of a stage-procedural nature and providing a certain volume of services, as well as on the market of clients.

As K. Dubich notes, the main advantages of social order in the field of social services are: increased targeting, accessibility of social services and their coverage of recipients; competitive selection of subjects for the provision of social services, competition in the market is a powerful incentive to constantly improve the quality and efficiency of services; optimization of budgetary social expenditures, savings and involvement of additional resources in the social sphere; ensuring the openness of the procedures for the development and transparency of the implementation of targeted social programs; counteracting manifestations of corruption and protectionism; increasing the level of initiative, activity and control by the public in the social sphere; increasing social security of the population, promoting social harmony; development of civil society through its participation in the process of social order and taking on social responsibility [8].

The presented material allows us to draw the following conclusions. In the context of regions' social development, project management as a direction of management in the field of social policy implementation will contribute to: 1) institutionalization of program-targeted management of regional social policy; 2) the formation of a unified regional information base on the social problems of the region and organizations (institutions, enterprises, associations, etc.) that have the resources (material and financial, technical, scientific and intellectual, human) to identify and solve the social problems of the region; 3) coordination and integration of efforts and resources of all sectors of society (state, private-commercial, public) to achieve the goals of sustainable (balanced) development of the region.

Promising areas of research: project management as a management tool in the provision of social services - benchmarking, in the context of the technology of applying the best experience in the implementation of social projects, the tools of which can be used to: collect and analyze information on the best foreign and domestic practices of regional management in the provision of social services.
Список використаної літератури

8. Дубич К.В. Сучасна система надання соціальних послуг України. Державне управління. 2015. № 3. URL: http://www.dy.nayka.com.ua/?op=1&amp;z=821. (дата звернення: 26.03.2021 р.)

References

(аналіз, синтез, узагальнення, класифікація). У статті аналізується створення ефективної системи соціального захисту населення в Україні, яка передбачає модернізацію системи соціального обслуговування населення відповідно до нових соціально-економічними викликами, домінуючими потребами населення, розвитком інформаційного суспільства та вимагає впровадження інноваційних технологій для надання соціальних послуг на основі поширення і застосування методології управління проектами. Роль проектного управління в сфері соціального розвитку розглядається як спосіб втручання органів влади або місцевого самоврядування в формування та реалізацію регіональної екологічної політики для досягнення цілей сталого розвитку регіону і держави в цілому. Представлений матеріал дозволяє зробити наступні висновки. Проектний менеджмент як напрямок управління в сфері реалізації соціальної політики сприятиме: 1) інституціоналізації програмно-цільового управління регіональної соціальної політики; 2) формування єдиної регіональної інформаційної бази з соціальних проблем регіону та організацій; 3) координація та об'єднання зусиль і ресурсів усіх верств суспільства для досягнення цілей сталого розвитку регіону.

Ключові слова: соціальні послуги; проект; управління; адміністрація; соціальні служби.