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DIGITAL TRANSFORMATION OF THE SPHERE OF SOCIAL PROTECTION IN CONDITIONS OF MARTIAL LAW AND POST-WAR RENEWAL OF UKRAINE

Abstract. The effectiveness of the social protection system in modern Ukraine, the modernization of which in the conditions of war consists in digitalization – the technological development of the provision of digital administrative and social services. The article aims to examine the factors of digitalization of the social protection system of the population under martial law and post-war renewal of Ukraine. Methods of research: theoretical analysis of literature in context of the subject and tasks of the research. It has been proven that the creation of an effective social protection system, the modernization of which in war conditions consists of digitalization – the technological development of the provision of digital administrative and social services, is of particular relevance for Ukraine. It is noted that the current stage of social development is determined by the development of information and communication technologies and causes the reformatting of the traditional social state or welfare state into a digital form of operation, where a developed system of social protection as the main feature of the social state is also gradually acquiring a digital format. Based on the results of the study, the following conclusions were drawn: firstly, among the leading factors for optimizing social protection are: legislative improvement, digitalization of the social sphere, granting greater powers in the provision of social services to territorial communities; secondly, among the leading factors in the development of digitalization of social protection of the population in the post-war period, the following are highlighted: an increase in funding for the digitalization process associated with the costs of restoring infrastructure, the development and implementation of the latest ICT and increasing the digital accessibility of the population on the territory of Ukraine, the introduction of mechanisms and tools for project management in the field of digitalization of social protection.

Keywords: digitalization, digital state, information and communication technologies, social protection, social services, war.

Introduction. The modern world is undergoing significant social changes in all spheres of society, which is characterized by trends that influence the formation and functioning of the social sphere of both national states and the global world as a whole. Among such transformation processes, informatization and digitalization are especially highlighted. Modern welfare states are being transformed into a digital social state, where social policy as the basis of a social state acquires a different content – a transition from the paternalistic role of the state in the field of social security and social protection to the concept of social quality both at the level of the individual and society as a whole, promoting development human capital, among which the acquisition of digital competence plays an important role. This is why digitalization has a feedback loop – on the one hand, the digital transformation of the

social sphere, and on the other, the strengthening of digital accessibility and digital literacy of the population.

The full-scale Russian armed aggression on February 24, 2022 disrupted the economic and social development of the state and has a catastrophic negative impact on the life and health of citizens. The consequences of war cause lasting physical and psychological damage to adults and children. The number of segments of the population affected by hostilities has increased significantly, among which the most affected are: internally displaced persons (IDPs), who suffered both material and psychological losses, which affected their level of psychosocial well-being; children with traumatic experiences (being in occupied territories, war zones, loss of loved ones and parents, violence from the occupiers); participants in combat operations for whom the incidence of post-

traumatic stress disorder (PTSD) is quite high, which complicates the process of adaptation and socialization to the conditions of civilian life. Therefore, the creation of an effective social protection system, the modernization of which in war conditions consists of digitalization - the technological development of the provision of digital administrative and social services, is of particular relevance for Ukraine.

Analysis of the latest research and publications.

Current issues of social protection of the population under martial law are studied by T.Burlay, S.Gergola, T.Gren, D.Dmitruk, A.Kadykalo, K.Komar-Stakhovskaya, V.Kostritsa, R.Levin, S.Mikolyuk, T.Pavlyuk, O.Stashchuk, S.Urba, I.Yunyuk, I.Yurchik. The prospects for the dissemination of e-services in Ukraine are studied by such domestic scientists as O.Bernazyuk, N.Vasilyeva, N.Didenko, M.Lyubetskaya, T.Nizhny, V.Polyarnaya, V.Ryabets, I.Tishchenkova, L.Trebik, T.Nizhny, Y.Solomko and others, whose works highlight the legal, economic, technological and sociocultural aspects of the implementation of a system for providing digital services. Among domestic researchers studying the problem of digital transformation of the social protection system, the following authors should be noted: G.Gritsenko, G.Davidenko, N.Kozko, T.Kuzhda, G.Kulina, I.Lutsikov, V.Malinovsky, I.Mikhailova, N.Nalukova, Z.Pichkurova, M.Ruzhensky, N.Salata, A.Tikha, N.Fedorko.

The **purpose** of the study is to determine the factors of digitalization of the social protection system under martial law. **Methods of research.** theoretical analysis of literature in the context of the subject and research tasks. Data processing was carried out using the computer statistical program SPSS v.23.0. for Windows. For an empirical study of the features of the digitalization of the social protection system of Ukraine under martial law, an expert survey was conducted among scientists, university teachers, and practitioners in the field of social work who deal with the problems of modernization and reform of the social protection system.

Results and Discussion. The development of Ukrainian society in the transition period, the transformation of the social, economic and political sphere of society involves the introduction of new approaches to the management of the social protection system, which, firstly, is due to the challenges facing the social protection system with the consequences of a full-scale war, and secondly, it is connected with the gradual formation of a new model of social policy of the neoliberal type, thirdly, the decentralization of the system of public and state administration; and, fourth, with the expansion of the sphere of interaction between the state and civil society based on the principles of Good Governance, especially in the system of social protection and the provision of social services to the population. In general, in the conditions of transitivity and instability of modern Ukrainian society, the characteristic features of which 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 social protection system is extremely important both in purely theoretical and practical aspects, which is associated with the process of institutionalization of the provision of social services and the organization of social security of the

population, including through the digitalization of social and administrative services.

The digital society, which has developed rapidly throughout the world in recent decades, contributes to the formation of fairly high requirements and standards regarding the accessibility, targeting and quality of various public services. The latest information and communication technologies and their technical support have provided people with a better understanding of their own needs and the services they expect from the government as a service provider. Currently, a particularly important factor in improving the quality of life of people is the introduction of digital technologies in the social sphere. So, digital transformation covers almost all subsystems of the functioning of a sustainable and socially oriented society.

Let's look at some definitions of the concept "digital transformation". Thus, Y.Vorzhakova and A.Khlebinska define the essence of digital transformation as follows: "this is a promising direction of socio-economic development, characterized by a positive impact on all processes, efficiency, effectiveness, cost and quality of economic, social and individual activities; changes in human nature, his thinking, life activity and management caused by the use of digital technologies; is a shift to new ways of working and thinking using digital, social, mobile and emerging technologies and includes changing management thinking, encouraging innovation and new business models, increasing the use of technology to improve the experience of employees, customers, suppliers, partners and stakeholders parties; this is the process of integrating digital technologies into all spheres, requiring fundamental changes in technology and culture [1, p.110]. Thus, the authors note that digitalization represents not only a technological breakthrough in various social spheres, first of all, changes in thinking, behaviour patterns, management, and therefore in the sociocultural sphere of social development, which contributes to the deepening of globalization and the development of a network society.

I.Kozachok points out that the digital transformation of society, or digitalization, "is not just a process of gradual introduction of digital technologies into various spheres of public life, but complex activities aimed at integrating the latter into the public space in order to improve and simplify political, economic, social and other processes, as well as ensuring the innovative development of the state as a whole. An important aspect in this aspect is played by the state, which provides digitalization with a legal format and is engaged in its implementation" [8, pp. 67-68]. The author allocates a leading role to the state, normalizing the digitalization process, setting the vector of its development in various areas regulated primarily by the state and government authorities, including in the field of social protection and social security. But it should be noted that there is a risk of overestimating the positive capabilities of digitalization processes, since, according to Y.Sandul, "at present, active theoretical and scientific attention to digitalization processes cannot be excessive, because digital transformation in its modern form is a change in the approach to the state, its institutions, social communication and public life in general, which underlies and determines the renewal of social institutions and further changes in the development of mankind both within the country and on

the global plane” [5, p.311].

Theoretical studies of the impact of digital transformations on the development of the social sphere have developed the modern content of the concept of the welfare state, the key element of which is social protection programs. Their expansion through the use of IR technologies formed the idea of a digital welfare state, ensuring the well-being of citizens through the use of assistive technologies. It is difficult to find any aspect of the welfare state that has not been affected by the digital transformation of recent years, from online application forms to the algorithms that determine certain types of support for applicants [10].

So, the current stage of social development is determined by the development of information and communication technologies, which determines the reformatting of the traditional social state or general welfare state into a digital form of operation, where a developed social protection system as the main feature of the social state is also gradually acquiring a digital format. Modern digital forms of social protection involve the development and implementation of online platforms through which every citizen can receive a certain list of social services.

As N.Fedirko notes, the formation of a digital social state and digital social protection of the population as its key component is stimulated by the multiplicative positive economic effects of digitalization both in the private sphere and in the provision of public services. In addition, the collective readiness and ability of society to introduce information technologies into the practice of consuming public goods created by the state are becoming powerful incentives for the digitalization of the social sphere. Moreover, today digital technologies are an integral tool for public communication in social networks and collective decision-making through e-democracy, which allows for transparency and publicity of management decisions and the use of budget funds. However, this process is influenced by a number of factors that create the prerequisites and opportunities for the progress of the digital welfare state [7, p.4].

According to recent studies by foreign scientists on the transformation of public services (in particular Larson and Teigland [9]), the following conclusions were made: firstly, there is a problem of large-scale dissemination of the digital format for the provision of social services through the constant development of digital technologies; secondly, the most effective form of digitalization in the social sphere is the development of individual projects for the provision of social services; thirdly, digitalization turns out to be the most effective in optimizing social payments and benefits, which involve building an information system for managing the financial costs of the state; fourthly, digitalization has significant achievements in the practice of social and social services to vulnerable segments of the population based on remote interaction with an individual approach.

However, the factors and prerequisites for the digital transformation of the social protection system in Ukraine are both global and local national factors. Among the global factors, the most significant are the rapid development of information and communication technologies, globalization processes, global financial

crises, quarantine restrictions due to the Covid-19 pandemic. Among the local ones are socio-economic problems in Ukraine and, as a consequence, poverty, emigration, budget deficit; European integration and what is especially significant is the introduction of martial law in Ukraine.

Ukraine, as a candidate for accession to the EU, requires the implementation of best practices for digitalization of the social protection system by unified standards supported by the EU members. Thus, the experience of transforming social protection and social security systems, along with the development of new technologies for the provision of social services, will improve the efficiency of social protection instruments protection. politics in general. Among such conditions, domestic experts note the informatization of the activities of social service institutions and social work, for example, I.Petrovich argues that “informatization of the activities of social security institutions involves the collection and dissemination of information through various communication channels in order to bring it to the end user – the consumer of social services, thereby ensuring increased efficiency and effectiveness of social protection and services to citizens” [6, p.225-226].

In 2020, the government approved the Strategy for the Digital Transformation of the Social Sphere. The goal of digital transformation is to ensure European standards for the functioning of social protection institutions, the provision of social services, the financial sustainability of the social sphere, increasing its transparency and optimizing its administrative costs [4].

One of the key tools for implementing the Strategy was the information system – the Unified Information System of the Social Sphere (UISSS). This is a joint project of the Ministry of Social Policy and the Ministry of Digital Development as an expansion and continuation of the updated E-SOCIAL Project, created taking into account the latest information and management technologies, uniform modern standards of quality of service to citizens, with the ability to make effective organizational and structural decisions. The UISSS is being created on the technological basis of existing information systems and registers in the social sphere, in particular, the Register of Insured Persons of the Pension Fund with full integration with the Unified State Web Portal of electronic services “Action Portal” [3, p.29]. G.Gritsenko [2, p.45] notes that “The Unified Information System of the Social Sphere (UISSS) meets the requirements of decentralization, while maintaining the principle of extraterritoriality in the provision of services, which is very important in conditions of martial law, when the population of communities migrates.”

Thanks to the capabilities of the digital services of the Action portal (<https://diia.gov.ua/services/>), the electronic services portal of the Pension Fund of Ukraine (<https://portal.pfu.gov.ua/>), the State Employment Service (<https://www.dcz.gov.ua>), the e-Veteran portal (<https://eveteran.gov.ua/services/>), the electronic platform of e-services of the Ministry of Social Policy of Ukraine (<https://e-services.msp.gov.ua/>), the E-Help platform (<https://edopomoga.gov.ua/>), specially created in the context of russian military aggression against Ukraine, social security users have the opportunity to receive

individual payments and services using digital means, in particular, pensions, subsidies, benefits for the birth of a child, unemployment, persons with disabilities, victims of russian aggression, for children for individual entrepreneurs, as well as electronic social services, such as job search for the unemployed, career guidance and advanced training from the State Employment Service, services Pension Fund of Ukraine for pensioners, insured persons and policyholders; registration of damaged property for victims of hostilities.

An empirical study of the factors of digitalization of the social protection system of Ukraine in conditions of martial law and post-war reconstruction was carried out using the method of expert survey among scientists, university teachers, practitioners in the field of social work dealing with the problems of modernization and reform of

the social protection system (May-August 2024). The sample of respondents was 50 experts. The objectives of the expert survey: 1) determine the factors contributing to the optimization of the system of social protection of the population of Ukraine in war conditions; 2) highlight the factors for the development of digitalization of social protection of the population during the post-war reconstruction of Ukraine.

To determine the factors that contribute to optimizing the system of social protection of the population of Ukraine in conditions of war, experts were asked to answer the question: “What factors, in your opinion, contribute to optimizing the social protection of the population in conditions of martial law?” and choose the 5 most significant (Fig.1).

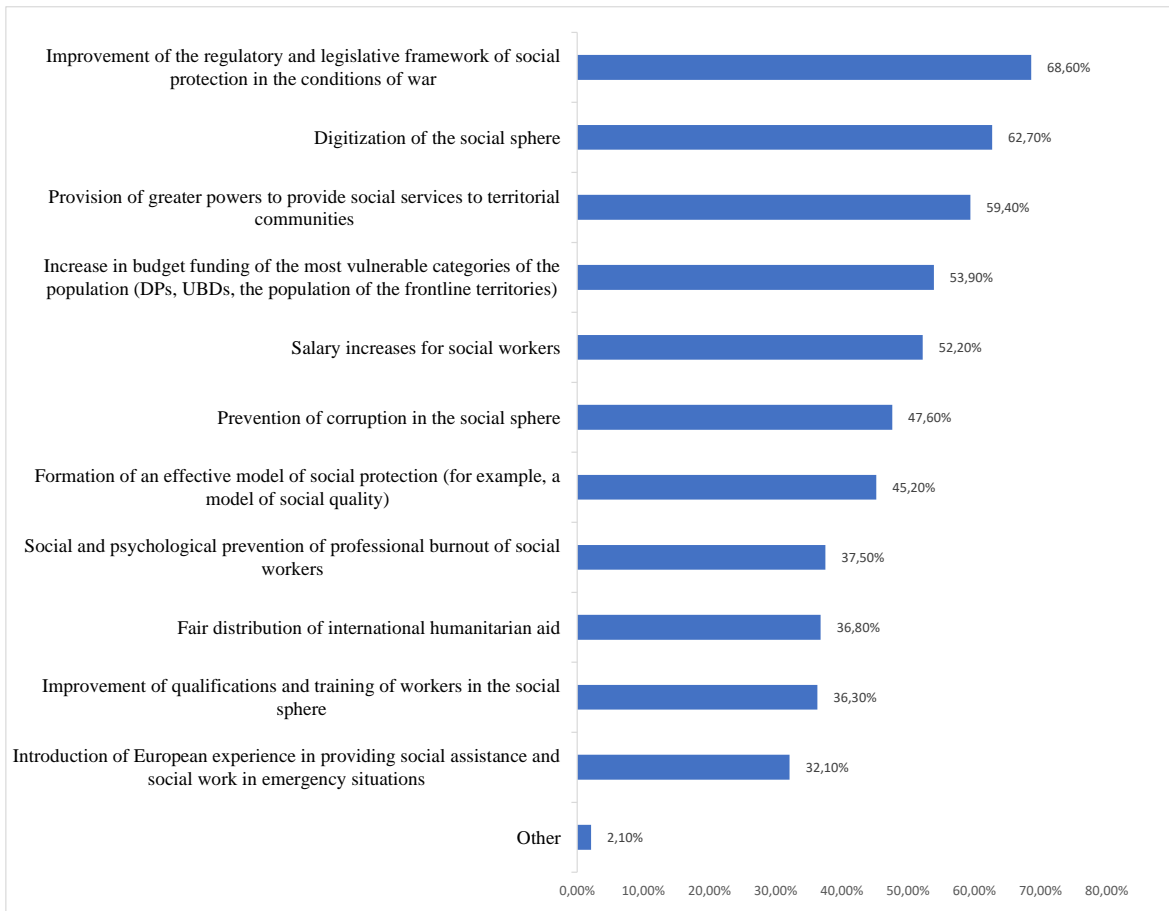


Figure 1. Factors for optimizing the system of social protection of the population of Ukraine in war conditions (several options could be selected)

Source: author's development

As we have proven, the sphere of social protection of the population in war conditions requires significant efforts on the part of the state, as well as business and civil society. Before the start of a full-scale war, the process of modernization of the social protection system in Ukraine was gradually taking place, but, despite the state of war, the process of building a new model of social security and social policy acquired new turns associated with such processes as the decentralization of the powers of territorial communities in the provision of social services, digitalization administrative and social services, improvement of the regulatory framework for the

functioning of the social protection system in war conditions. This is confirmed by the results of an expert survey, where among the leading factors for optimizing social protection, experts noted legislative improvement (68.6%), digitalization of the social sphere (62.7%), and the provision of greater powers to provide social services to territorial communities (59.4%). Problematic issues remain the financing of social assistance (53.9%) and wages of social workers (52.2%) and the prevention and fight against corrupt practices in the social sphere (47.6%). A special place is occupied by the factor “formation of an effective model of social protection” (45.2%), indicating

the need not only to modernize the existing more paternalistic system of social protection, but rather to reform it in accordance with the global and local challenges of the present (development of the information and network society, development of a new paradigm for the social state, European integration of Ukraine, full-scale russian-Ukrainian war, etc.

Thus, digitalization of the social sphere is one of the leading factors in optimizing the system of social

protection of the population of Ukraine in war conditions.

It is obvious that after the end of the war, the social protection system of the population of Ukraine will require modernization and reform, where digitalization will occupy one of the leading directions. Therefore, experts were asked to determine the factors for the development of digitalization of social protection of the population during the post-war renewal of Ukraine? (Fig.2).

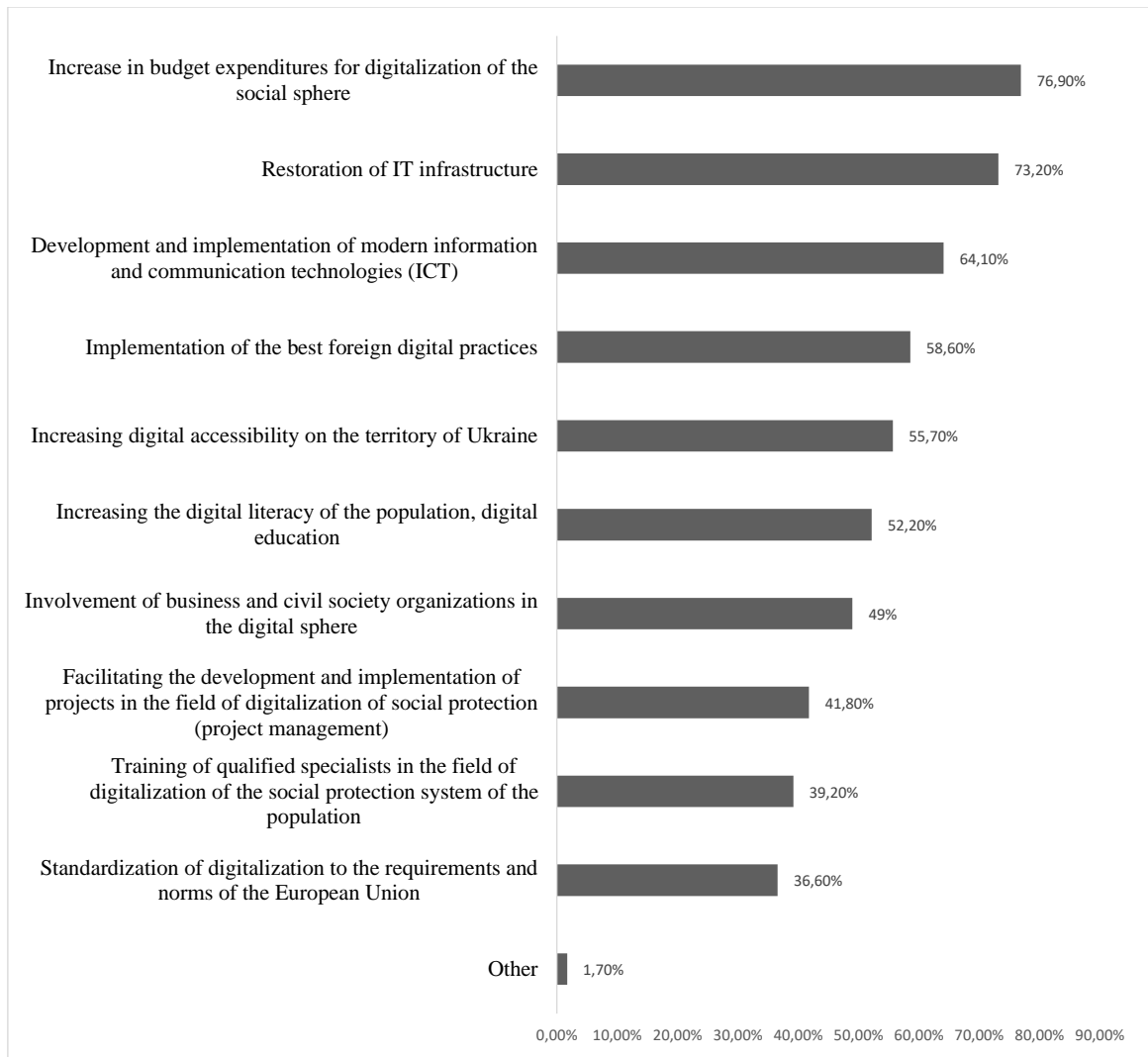


Figure 2. Factors in the development of digitalization of social protection of the population during the post-war reconstruction of Ukraine (several options could be selected)

Source: author's development

Among the leading factors in the development of digitalization of social protection of the population in the post-war period, experts identified: firstly, an increase in funding for the digitalization process (76.9%), associated with the costs of restoring infrastructure (73.2%), development and implementation of the latest ICT (64.1%); increasing digital accessibility of the population in Ukraine (55.7%); secondly, the development of digital education in order to increase digital literacy of the population, especially among the older generation (52.2%); thirdly, the introduction of mechanisms and tools for project management in the field of digitalization of social protection - the introduction of the best foreign digital practices (58.6%), development and

implementation of projects (41.8%), cross-sector interaction in the digitalization of the social sphere (49%).

Consequently, the state of digitalization of the social protection system of the population of Ukraine in war conditions has significant potential and is a priority direction for reforming the social protection system during the post-war reconstruction of Ukraine.

Conclusions. Among the leading factors for optimizing social protection, experts noted legislative improvements, digitalization of the social sphere, the provision of greater powers in the provision of social services to territorial communities, and problematic issues remain the financing of social assistance and wages of social workers and the prevention and fight against social.

The majority of experts positively assess the state of digitalization of the social protection system in Ukraine during a full-scale war. Among the leading factors in the development of digitalization of social protection of the population in the post-war period, experts identified: an increase in funding for the digitalization process associated with the costs of restoring infrastructure, the development and implementation of the latest ICT and increasing the

digital accessibility of the population in Ukraine, the introduction of mechanisms and tools for project management in the field of digitalization of social protection. Further research prospects: identification of mechanisms for public management of the process of digitalization of social protection of the population in Ukraine.

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**ЦИФРОВА ТРАНСФОРМАЦІЯ СФЕРИ СОЦІАЛЬНОГО ЗАХИСТУ В УМОВАХ ВОЄННОГО СТАНУ
І ПОВОЄННОГО ВІДНОВЛЕННЯ УКРАЇНИ**

Анотація. Досліджено чинники цифровізації системи соціального захисту населення в умовах воєнного стану і повоєнного відновлення України. Методи дослідження: теоретичний аналіз літератури в контексті предмета і завдань дослідження. Особливої актуальності для України набуває створення ефективної системи соціального захисту, модернізація якої в умовах війни полягає в цифровізації – технологічному розвитку надання цифрових адміністративних і соціальних послуг. Сучасний етап суспільного розвитку обумовлений розвитком інформаційно-комунікаційних технологій і зумовлює переформатування традиційної соціальної держави або держави загального добробуту у цифрову форму функціонування, де розвинута система соціального захисту як основна риса соціальної держави також поступово набуває цифрового формату. Серед провідних чинників оптимізації соціального захисту відзначено: законодавче удосконалення, цифровізацію соціальної сфери, надання більших повноважень у наданні соціальних послуг територіальним громадам. Серед провідних факторів розвитку цифровізації соціального захисту населення у повоєнний період виділено: збільшення фінансування процесу цифровізації, пов'язане із видатками на відновлення інфраструктури, розвиток і впровадження новітніх ІКТ і підвищення цифрової доступності населення на території України, впровадження механізмів та інструментів проєктного менеджменту в сфері цифровізації соціального захисту.

Ключові слова: війна, інформаційно-комунікаційні технології, соціальний захист, соціальні послуги, цифрова держава, цифровізація.