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ORGANIZATIONAL AND ECONOMIC SUPPORT FOR THE DEVELOPMENT OF THE SOCIAL SERVICES MARKET IN UKRAINE

ABSTRACT

The problem of increasing the level of social security acquires special significance in the conditions of the military and post-war period, because a person in danger loses health and satisfaction with life, needs protection from dangers. Modern challenges and sudden shocks reduce the standard of living of the population in Ukraine and the world. The number of people in need of social protection is growing rapidly. A very important component of social protection is a developed market of social services. That's why the global social services market has grown very rapidly recently. The relevance of the study is determined by the objective need for a theoretical rethinking of social services in Ukraine, the objective need to create and develop a market for social services.

The aim of the article is to generalize the theoretical aspects, as well as to develop practical recommendations for the development of the social services market in Ukraine.

The scientific achievement of the authors is the developed model of the formation of the social services market, the basis of which is the scientific-theoretical and organizational-economic support. The theoretical support is based on taking into account the traditional stages of market development, its laws, rules and functions. Organizational-economic support involves the interaction of economic agents of the market, trends, constraints, problems of its development, specific properties and market-forming factors. The successive interrelated stages of the formation and development of the social services market are highlighted. The study of stages, their specific characteristics, and cycles of development of social services is the subject of future research.

The results of the research will consist of the possibility of their use for the development of strategies and programs of social development, the formation of a social service market and the support of social security in Ukraine.

Keywords: social service, social security, economic law, market formation, development

JEL Classification: A13, D47, H55

INTRODUCTION

The fundamental nature of the processes in modern economic life forces us to return to the deep problems of socio-economic science. First of all, it concerns the problem of a person as a subject of social life.

In the conditions of war and the post-war period, the problem of increasing the level of social security acquires special significance. At present, Ukraine is bearing its direct and indirect losses. Because a person in danger loses health and life satisfaction, and needs protection from dangers, from violations of rights and freedoms. The lack of security in a person's life changes his worldview, primary needs become a priority. Therefore, social security is and should remain one of the basic doctrines of the modern development of Ukrainian society, especially in the war and post-war period. The need for security is one of the constants of social development, and its provision is one of the functions of the state. The state pays great attention to the issues of stabilizing the social sphere, ensuring safe living conditions for citizens.

Modern challenges and sudden shocks reduce the standard of living of the population in Ukraine and the world. The number of people in need of social protection is growing rapidly. A very important component of social protection is a developed market of social services. That's why the global social services market has grown very rapidly recently (from \$4,813.05 billion in 2022 to \$5,144.66 billion in 2023). Russia's assault on Ukraine over the past year disrupted the chances of global economic recovery from the COVID-19 pandemic. The war has led to economic sanctions on multiple countries, a surge in commodity prices, and supply chain disruptions, affecting many markets across the globe including significant changes in the market of social services. The social services market is expected to grow from \$6,625.15 billion in 2027 at a CAGR of 6.5% (The business research company, 2023).

Problems in the social services market have been, are and will continue to be fundamental for Ukraine, which largely determines the prospects of development of the country. It is becoming increasingly clear that the model of social development that has developed in Ukraine over the decades certainly needs to be reformed, as its development is highly controversial.

In January 2019, Ukraine enacted a new Law on Social Services. The new law defines the legal basis for the development of the social services market, goals, principles, organization and financing of social services and thus lays the foundations for the development of the social services market approaches to building a promising model of its development. But it should also be noted that this was only an impetus for the formation of the market. The main directions promoting the development and improvement of social services market transformations and increasing the efficiency of the system of social services include the development of intersectoral interaction by involving non-governmental organizations in the provision of social services; creation of conditions for the legal regulation of the interaction between the state and non-governmental organizations on a competitive basis; introduction of a mechanism for concluding contracts for the provision of social services with non-state organizations; standardization of social services. But many problems related to the formation and functioning of the market, as well as the relationship between providers and recipients of social services, the formation of the price of social service, and the assessment of its quality are open for further research.

LITERATURE REVIEW

Social services refer to services that provide benefits and facilities relating to food supplies, education, health care, disaster relief activities and housing services and are offered by private or government establishments to improve the living conditions and social well-being of underprivileged children, disabled, elderly and the poor in a community.

The works of scientists from different countries of the world are devoted to the problems of development of theoretical, methodical and practical aspects of the market of social services.

An extremely valuable contribution was conducted by A. Lindh (2015), where the researcher paid special attention to substantiating the potential role of the market in the provision of social services. The relationship between welfare institutions, socio-economic class and attitudes is explored by comparing attitudes across 17 countries of the OECD, using multilevel modelling and data from the International Social Research Program 2009. The results show that public support for the market distribution of services is relatively weak in most countries, indicating that public opinion is unlikely to be a driving force in current social security marketing processes. In our opinion, the results of the study indicate public fears about the deterioration of the quality of social services; the lack of a customer-oriented approach to the recipient of social services, instead of focusing on profit maximization; corruption; difficulty of technical and territorial accessibility to certain social services etc.

H. Bukanov, A. Kolesnyk, O. Tashkinova, V. Kotlubai, and V. Koval (2019) substantiated that social marketing is an effective mechanism of public administration of public organizations in Ukraine, and the leading technologies are public relations and social advertising, which also indicates the need to develop the market for social services. This fact, in our opinion, also emphasizes the importance and necessity of developing market relations in the social sphere and the need to inform the public about the benefits of this type of relationship.

M. Powell and S. Osborne (2020) studied the ability of enterprises to participate in social policy as providers of public services. The researchers examined enterprises' marketing activity within North East England. Researchers have found that such enterprises use a product-oriented approach rather than a service or customer relationship. We agree with scholars that this approach undermines the ability to build sustainable relationships with all key stakeholders, which is key to effective service management and fatally weakens their potential as sustainable public social service providers.

The subject of the research of a group of Ukrainian scientists (A. Barzylovych, O. Malinina, G. Gnyloskurenko, I. Borysiuk, & R. Yuriy, 2021) was the improvement of state management of the market of medical and social services with the use of

information technologies to increase the efficiency of social activity in modern conditions. Thus, according to the results of the study, scientists provided recommendations for improving public administration of the market of medical and social services, which provides for the implementation of a set of measures aimed at intellectualizing the entire system of public data management areas.

Kuznetsova, A. Y., Voznyak, H. V., & Zherybylo, I. V. (2018) in the context of considering the formation of a mechanism for the development of the social services market, note that the modern stage of the Ukrainian regions' economic development, on the one hand, shifts the accents towards administrative and financial decentralization with simultaneous transfer of resources, authorities and responsibilities to the local level, and on the other hand – stipulates efficient use of territories' internal capacity and orientation at «smart specialization», optimization of the system of authorities and prevention of regional asymmetries.

Among Ukrainian scientists, a significant contribution to the formation and development of theoretical, methodological and practical aspects of social protection and security was made by: V. Geets, Y. Goremykina, M. Dolishniy, K. Dubych, A. Kolot, A. Kuznyetsova, V. Novikov, O. Novikova, L. Semiv, B. Stashkiv and others.

It should be noted that the achievements of scientists concern only certain aspects of the development of the market of social services, in addition, there are a number of issues, both theoretical and practical, related to the development of the market. In particular, the interpretation of the essence of social services, its specific features and characteristics remain debatable, and the effective functioning of the social services market and its organizational and economic support remain insufficiently studied. These and other open questions for further study are reflected in the purpose and objectives of the study of this article.

AIMS AND OBJECTIVES

The aim of the article is to generalize the theoretical aspects, as well as to develop practical recommendations for the development of the social services market in Ukraine. The main objectives of the research are:

- systematization of approaches to the definition of the concept of social service, deepening its content;
- justification of the features of social services and their characteristics;
- generalization of restrictions on the functioning and development of the social services market in Ukraine;
- development of organizational and economic support for the formation and development of the social services market in Ukraine.

METHODS

In order to determine the goal, the following research methods were used: method of structural-logical analysis – to build a logic and a structure of the research; abstract-logical method - interaction of economic entities in the market of social services; methods of secondary data analysis – to study the current condition and development trends of the market for social services; graphical method – to represent the basic theoretical and practical results.

The information base of the study was legislative and regulatory acts in the field of social security, social policy and human development; official materials and publications of international organizations, official data of the Ministry of Social Policy of Ukraine, Ministry for Communities and Territories Development of Ukraine, reference and information publications, research institutions and think tanks, scientific publications of foreign and Ukrainian scientists (including publications indexed by international scientometric databases Web of Science, Scopus, Google Scholar, Index Copernicus, etc.), materials of scientific conferences, periodicals, information resources of the Internet.

RESULTS

The existence of a number of definitions of foreign and Ukrainian scientists of *social service* is explained by differences of opinion in the understanding of this term. The interpretation of the concept is constantly refined and supplemented by many researchers and experts, which indicates the dynamics of development of this area (Table 1).

After conducting a conceptual analysis of the essence of social services, formulated by representatives of economics, law, management, and sociology, we have identified the following general characteristics: intangible nature of services; they cannot be owned; directly or indirectly meet the needs of the population.

Table 1. Definitions of social service. (Source: summarized by the authors)

№	Author/source	Semantic characteristics of the concept
1	Stashkiv B. I. (1997)	Activities of social services aimed at meeting the needs of the individual and adaptation to the existing environment, for rehabilitation and the opportunity to live a full life
2	Belevtsova, J. S. (2008)	Actions aimed at meeting the basic social needs of man, prevention and overcoming of difficult life circumstances, which he is not able to overcome on their own, in order to improve or reproduce his life, promote social adaptation, return to independent living
3	Dubych K. (2013).	A set of measures of public authorities, individuals and non-governmental organizations aimed at mitigating or overcoming difficult life circumstances, social status of individuals, groups
4	Lytvynenko, V. M. (2014)	The activities of authorized entities are aimed at restoring the normal life of a person who has been negatively affected by difficult life circumstances, by eliminating such impact or reducing it as much as possible.
5	The Law of Ukraine On Social Services (2019)	Actions aimed at preventing difficult life circumstances, overcoming such circumstances or minimizing their negative consequences for individuals/families
6	EC-European Commission (2010), Eurostat (2011)	In a broad sense, social services cover not only the great variety of services provided to support the well-being and social integration of people. The narrow definition includes only services for the care, protection and involvement of children and minors, the elderly, people with mental or physical disabilities, drug addicts and other vulnerable groups (minorities, immigrants, etc.).
7	T. Sirovátka, and B. Greve (2014)	Activities of authorized entities aimed at ensuring effective social protection, social justice, social inclusion and cohesion. Social services include health care, services for the elderly, childcare, employment and lifelong learning, and more.
8	IGNOU (2017)	Organized charity events aimed at improving the well-being of an individual or community through personal efforts or collective action
9	European social services	A range of public services designed to provide support and assistance to individuals and/or groups in difficult life circumstances

The results of the conceptual analysis showed that foreign scholars consider social services in a broad and narrow sense, but in both cases, there is a problem of borders, because in many cases there are similarities between different services (for example, education in child care or medical services in case of care for the elderly) (Figure 1). But we tend to take a narrow definition of social services and focus especially on the social component.

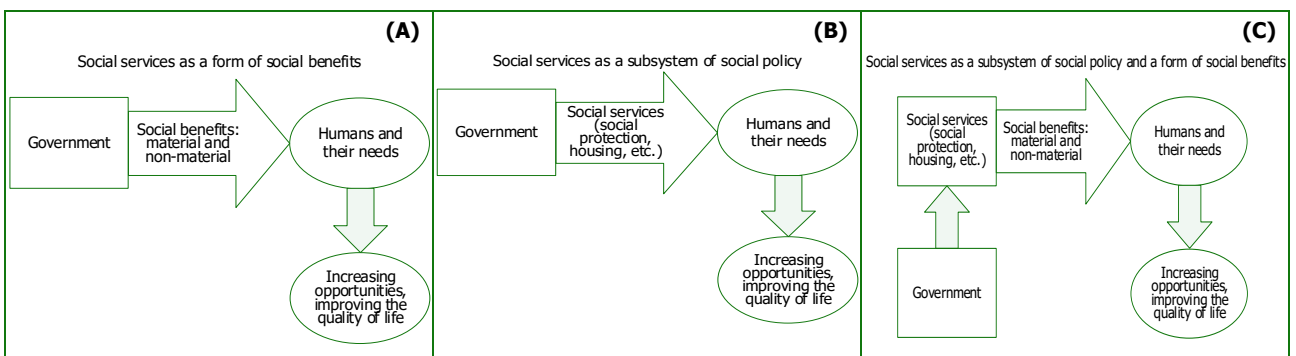


Figure 1. Schematic representation of foreign approaches to understanding social services. Notes: (A) – social services as a form of social benefits; (B) – Social services as a subsystem of social policy; (C) – Social services as a subsystem of social policy and a form of social benefits. (Source: Szarfenberg, 2010)

Thus, social services are interpreted differently in different countries. This is limited to providing assistance only in European countries, while in the United Kingdom and some post-socialist countries it is of wider significance and includes health care, education, housing, and so on. human well-being, including education, health activities, social security measures, social insurance, social assistance, child protection, mental health, recreation, labour protection, etc.

The complexity of the concept of *social service* is due to the fact that it belongs to a broader category of services. But social services must have common features with other services, and at the same time have specific properties that will distinguish them from services that are not considered social. It should be noted that the results of the analysis did not

make it possible to clearly identify the essential features of social services other than to determine what services are not - they are intangible and are not used for the production of material goods. The list of features of social services and their essence are given below:

1. *Non-materiality* (a potential recipient cannot evaluate services through the senses; services cannot be displayed and saved).
2. *Inhomogeneity* (uneven services and at the same time dependence of their acceptability on the place of provision and place of residence of potential recipients).
3. *The simultaneity of the maintenance process and consumption* (Limiting the increase in the scope of services; the effectiveness of the staff affects the results of the process of services provision).
4. *Inequality* (impossibility of standardization of some social services due to the fact that the final characteristics of the service are formed by the staff of the institution or organization providing services and the recipient; difficulties in calculating the cost of providing certain services, and therefore - difficulties in conducting a sound pricing policy).
5. *Restrictions* (consumption is limited by the actual amount of human and material potential involved in providing the service etc.).
6. *Absence of ownership* (social services cannot be the subject of secondary trade).
7. *Difficulty in assessing the quality of provided social services* (impact on the quality of a number of unpredictable and difficult-to-measure factors).

The peculiarity of social services lies in their complexity. At the same time, to assess the quality of each service, appropriate criteria and indicators (qualitative and quantitative) are needed. The quantitative characteristics of the service include service waiting time; the time of its provision; characteristics of equipment, materials; completeness of the service. The qualitative characteristics of the service include the reputation of the organization, information on recipient needs, competence and skill of the service provider; the effectiveness of communication between the provider and the consumer, the comfort of service conditions, safety, reliability, etc. Ensuring the quality and effectiveness of social services is a multifactorial and complex problem, the solution of which is possible only if there is an existing system of service quality management that ensures control of all components of the provision of services within the framework of the system of social services for the population.

The starting points for the functioning and development of the social services market are given below. The object of market relations is social services.

Quality standards are mandatory in the provision of social services. Social service quality standards are established in the interests of recipients and should include characteristics of the process, form, content and result of the provision of a particular service. in accordance with Ukrainian legislation. Since the introduction of market mechanisms in the system of social services for the population is aimed at improving the quality of services provided, the concept of "quality" should be defined. The quality of the service is understood as the degree to which the useful properties of the service correspond to the needs and preferences of consumers and includes such parameters as the completeness of the provision in accordance with the requirements (standards); availability; timeliness; efficiency and effectiveness of service delivery. The effectiveness of a service can be defined as the degree of success of the activity in achieving the goal with the greatest cost savings, i.e. to what extent the service contributed to the timely and objective solution of problems facing customers with the least expenditure of resources. The priority direction in the formation of the social services market is the approach to pricing. The most effective approach for the delivery of social services is to achieve leadership in terms of "price-quality". In the organization's marketing program, pricing policy, quality policy, a set of social services provided and incentive methods should be agreed upon. Changing the parameters of any of the elements of the market complex will require a revision of the pricing policy. Therefore, pricing must take into account the entire marketing mix. In accordance with Ukrainian legislation, the main method of setting prices for social service is cost-based pricing. That is, cost-based pricing is based on the service and the associated total costs (Figure 2).



Figure 2. Scheme of the process of pricing a social service based on the cost price.

Pricing based on perceived value involves pricing based on the perceived value of the recipient of the social service, rather than the costs of the provider (Figure 3). It begins with an analysis of the needs and perceived value of the planned service.



Figure 3. Scheme of the process of pricing a social service based on value for a recipient.

The right approach in choosing a strategy and pricing methods can bring a positive result if an organization using a marketing approach to management conducts systematic research and analysis of the external and internal environment.

The market of social services is a complex system of relations between the subjects (participants) of the market: providers of social services and recipients of social services, which is regulated by both market mechanisms and subjects of state regulation.

The mechanism of functioning and development of the market of social services consists of coordination (needs) of demand for social services of the persons/families who are in difficult life circumstances, with the supply.

It should be emphasized that the market of social services, which develops within the general laws of a market economy, is integral and inseparable from the social sphere and has a number of specific features, which leads to a special approach to entrepreneurship. Thus, the main features are:

- organization of production (provision of social services) - sellers of services are often small and medium enterprises of various activities, which are flexible to changes in market conditions;
- provision of social services. This specificity is due to personal contact between the provider and consumer of social services, which creates conditions for the development of communication and increases the requirements for professional qualities, ethics and culture of the service provider;
- dynamics of market processes, which is associated with the rhythmic nature of demand for social services;
- territorial segmentation – forms of social services, demand and operating conditions of social service providers depend on the characteristics of the territories covered by a particular market;
- the main conflict between the client and the social service provider may arise over the guaranteed price and guaranteed service. Guarantees can be even more important to meet a need than the quality of social services.

The basis for the formation and development of the market of social services should be a combination of theoretical, methodological and organizational and economic components, the relationship of the main elements of which are presented in Figure 4.

The essence of the theoretical and methodological component is to take into account economic laws and rules, functions, successive stages, models of formation and development of the social services market. The organizational-economic support involves the interaction of economic agents in the social services market, development trends, specific properties, Ukrainian conditions and market-forming factors. The combination of theoretical, methodological and organizational components is a basis for the improvement of the state and regional strategies for the development of the market of social services.

The starting point for the formation of the market of social services is the satisfaction of social needs. Unlike other markets for services, the market for social services is specific, because the demand for social services is formed due to the occurrence of unpredictable and negative factors, rather than their own desire to meet the need. Thus, the demand and receipt of social services are constrained and limited by the number of complex life circumstances determined by the state, which means limited consumer access to the market. Therefore, in the market of social services, the state is not only a regulator but also a producer.

The functioning of the social services market is based on socio-economic laws and rules: the law of supply and demand, the law of value, the law of competition, the law of surplus value, Okun's law, Engel's law, the laws of the population (the law of natural population movement, the law spatial movement of the population and the law of social movement of the population), the law of development, the law of information orderliness, etc.

The development of the market of social services in the structure of the economy is possible with the obligatory consideration of the main groups of market-forming factors: institutional, organizational and economic; socio-economic and socio-demographic.

Institutional market-forming factors include a transparent regulatory framework, the development of economic institutions, a high level of civil society development, balanced state intervention.

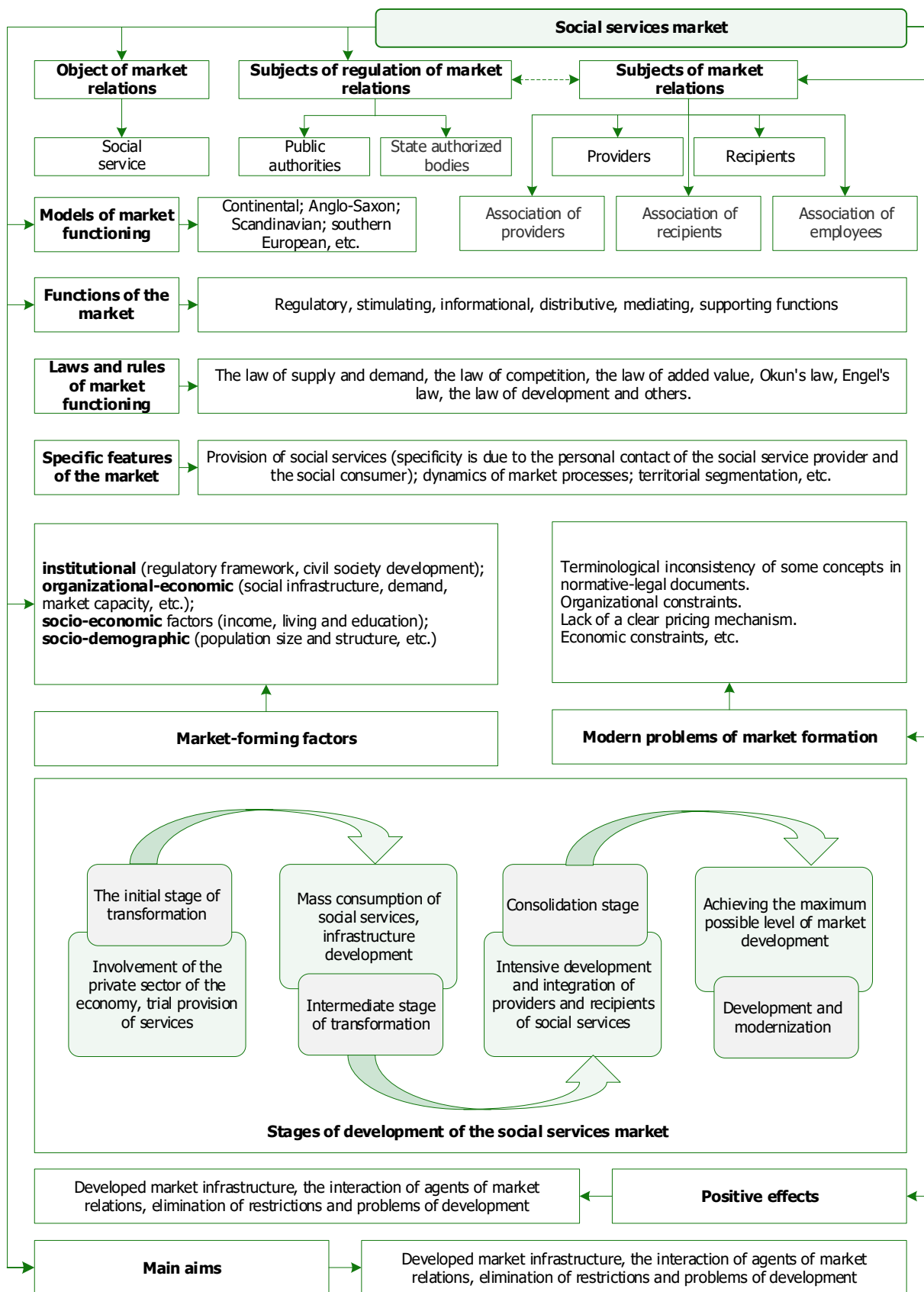


Figure 4. Organizational and economic support for the formation and development of the social services market.

Organizational-economic factors include social infrastructure, the volume of demand and its dynamics, the volume of resources, market capacity, competition, tax and credit policy.

Socio-economic factors include the level of income, life and education of the population, skilled workers and so on.

Socio-demographic factors include population size and structure, birth rate and mortality, age and gender structure of the population, the level of material security of the population, the number of persons/families in difficult life circumstances, etc.

In addition to the aforementioned factors hindering the formation of the social services market, there are a number of unresolved and specific threats, risks and restrictions. But continuous monitoring and preventive measures to avoid threats determine the constancy and stability of the development of the social services market. The author proposes to divide such threats and restrictions on the development of the market into 7 groups (Table 2).

Table 2. Generalization of restrictions on the functioning and development of the social services market in Ukraine.

№	Restriction group	Detailing and description of restrictions
1	Terminological inconsistency of some concepts in legal documents	Uncertainty and inconsistency of the main terms of the conceptual apparatus of social services that regulate activities in the field of their provision: <ul style="list-style-type: none"> ▪ in the current version of the Law of Ukraine <i>On Social Services</i> there is no clear explanation of the essence of <i>social service</i>; ▪ lack of coherence between the updated regulations and those approved for reform in this area; ▪ uncertainty of connections between the concepts of <i>social service</i> and <i>social support</i>
2	Organizational restrictions	Inconsistency between the activities of institutions (representatives of social services). Each social service provider is trying to maintain state funding for its own institutions and lobbying for changes in legislation that are intended to protect the interests of providers, not recipients of social services.
3	Lack of a clear and transparent pricing mechanism	The Law of Ukraine <i>On Social Services</i> determines that the state standard of social service is <i>certain [...] content and volume, norms and standards, conditions and procedure for the provision of social service, indicators of its quality</i> . But norms and standards are not provided for in the structure of standards, which makes it impossible to calculate the cost of social service.
4	Economic restrictions	Lack of competition: the social services market is characterized by a combination of monopoly and oligopolistic competition
5	Information restrictions	Information asymmetry due to the insensitivity and inconsistency of the quality of social services
6	Infrastructural restrictions	Incomplete formation of innovative, intermediary, informational market infrastructure
7	Resource restrictions	Human resources - not realizable significant scientific and innovative potential of universities. In addition, weak integration with the labour market; limitation of financial resources

Thus, one of the most important restrictions that hinder the effective functioning of the social services market is the lack of clear agreement between certain provisions between the *new* legal acts and those approved for reforming this sphere. Thus, the Order of the Ministry of Social Policy of September 03, 2012 No. 5 approved a list of 15 types of social services provided to persons in difficult life circumstances, but it is not clear how these social services correlate with the list in the Law of Ukraine On Social Services.

DISCUSSION

The conducted research allows us to talk about there is uncertainty about the relationship between the concepts of social service and social support. We agree with [3] that the Procedure of social accompaniment by social service centres for families, children and youth, families and individuals in difficult Circumstances (Order of the Ministry of Ukraine for Family, Youth and Sport, 25 April 2008 under number 1795) defines social support as a form of social support and provides for the provision of a complex of social services to a specific person or family, but we think this definition of social support contradicts the Order of the Ministry of Social Policy, which approved a list of 15 social services, in which social support is defined as a social service.

As the authors [8, 13] rightly point out organizational restrictions on the social services market, first of all, relate to an extensive network of institutions (providers of social services). Each of these institutions seeks to maintain public funding and lobby for legislative changes to serve their interests, but not the interests of the recipients of such services. At the same time, we state that these problems occur when determining the needs of social services at the local level. Other unresolved issues related to state financing of social services include the close dependence of social support and social

services on the subsistence level. It should be noted that in Ukraine the living wage does not function as a basic state social standard. It is too low, and its size does not correspond to the actual standard of living.

We support the opinion of the authors [2, 13] that the market of social services in the process of formation and development goes through 4 stages: the initial stage, the accumulation stage, the stage of consolidation and the stage of development and modernization. The formation of the market of social services at each stage is based on the cumulative interaction of national and market mechanisms of influence on key areas of development. This is objectively necessary because the implementation of such interaction is beyond the competence of some economic agents of the market. At the same time, we emphasize that the duration of each stage is individual and depends on the type of market, the presence and quality of market-forming factors, the intensity of interaction of market participants, constant monitoring and early consideration of potential specific threats and elimination of restrictions. The specific properties of the social services market determine the peculiarities of its development, the need to involve a number of specific and related to social protection industries in the creation of social services, the need to create a complex infrastructure of tightly connected market elements.

CONCLUSIONS

Particular attention should be paid to the issue of ensuring the quality of services since the development and functioning of modern organizations (both state and non-state) are inextricably linked to the solution to this problem. Based on the analysis of scientific positions, generalization of modern terminology of the theory of social security, foreign and Ukrainian approaches to defining the essence of the definition of social service, we formed our own understanding of this concept. The social services market is proposed to be considered an integrated system of transformation of resources in the process of economic relations between market entities regarding the production and consumption of social services in a changing environment and the multidimensional influence of factors and threats.

The scientific achievement of the authors is the developed model of the formation of the social services market, the basis of which is the scientific-theoretical and organizational-economic support. The theoretical support is based on taking into account the traditional stages of market development, its laws, rules and functions. Organizational-economic support involves the interaction of economic agents of the market, trends, constraints, problems of its development, specific properties and market-forming factors. The successive interrelated stages of the formation and development of the social services market are highlighted. The study of stages, their specific characteristics, and cycles of development of social services is the subject of future research.

The socioeconomic effect of social services system transformations consists in increasing employment, availability and quality of social services, maximising the satisfaction of demand for social services for consumers, as well as the ability to simultaneously solve several social problems, maximum effect with minimal resource investments.

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ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНЕ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ РИНКУ СОЦІАЛЬНИХ ПОСЛУГ В УКРАЇНІ

Проблема підвищення рівня соціальної захищеності набуває особливого значення в умовах воєнного та післявоєнного періоду, адже людина, яка опинилася в небезпеці, утрачає здоров'я й задоволення життям, потребує захисту. Сучасні виклики й потрясіння знижують рівень життя населення України та світу. Стрімко зростає кількість людей, які потребують соціального захисту. Дуже важливою складовою соціального захисту й забезпечення є розвинутий ринок соціальних послуг. Тому останнім часом світовий ринок соціальних послуг стрімко розвивається. Актуальність дослідження зумовлена об'єктивною необхідністю теоретичного переосмислення соціального забезпечення в Україні, створення й розвитку ринку соціальних послуг. Метою статті є узагальнення теоретичних аспектів, а також розроблення практичних рекомендацій щодо розвитку ринку соціальних послуг в Україні.

Науковим результатом дослідження є поглиблення змісту поняття «соціальна послуга», а також розроблена модель формування й розвитку ринку соціальних послуг, основою якої є науково-теоретичне й організаційно-економічне забезпечення. Науково-теоретичне забезпечення базується на врахуванні традиційних етапів розвитку ринку, його законів, правил і функцій. Організаційно-економічне забезпечення передбачає взаємодію економічних агентів ринку, тенденцій, обмежень, проблем його розвитку, специфічних властивостей і ринкоутворюючих факторів. Обґрунтовані послідовні взаємопов'язані етапи становлення та розвитку ринку соціальних послуг. Вивчення етапів, їхньої

специфіки та циклів розвитку соціальних послуг є предметом майбутніх досліджень. Результати дослідження полягатимуть у можливості їх використання для розробки стратегій і програм соціального розвитку, функціонування ринку соціальних послуг і підтримки соціального захисту в Україні.

Ключові слова: соціальні послуги, соціальна безпека, економічні закони, формування ринку

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