

FOREIGN EXPERIENCE IN DEVELOPING THE SOCIAL SPHERE OF ENTERPRISES

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Abstract

This article provides foreign experience in the development of the social sphere of enterprises, the main directions for the development of the concept of social partnership between the state and business in foreign countries. A number of conclusions are also given based on analyzes of foreign experience in the development of the social sphere of enterprises.

Keywords: social sphere, financing, social infrastructure, service sectors, corporate finance.

The social component in market relations is a rather complex phenomenon. For example, even in the most successful industrialized countries, part of the population lives below the poverty level. Thus, the share of people living below the poverty line in the United States is estimated at 14% (or about 40 million people), while in Germany it is 11%, and in Denmark it is 6%.

The concept of the “welfare” state has undergone radical reform in industrialized countries in recent decades.

A significant problem is unemployment, the level of which is high in countries with developed markets, not only due to structural transformations carried out in the economy, due to the processes of increasing the export of capital to countries with low labor costs, but due to global processes of population migration from countries with lower living standards to countries where living standards are high. The state alone cannot cope with this.

As a result, in the world, one of the most popular concepts is the concept of social partnership between the state and business, which means that social issues should be resolved on the basis of their compromise in solving social problems of society. Businesses must take an active part in ensuring its stable functioning.

One of the directions for developing the concept of social partnership between the state and business is the formation of the concept of social responsibility of business to society, which, in our opinion, more clearly sets the task of active participation in social programs for business. At the same time, the interpretation of the content of the social responsibility of an enterprise to society is also not unambiguous. For example, it notes that “there are two different points of view on how enterprises should behave in relation to their social environment in order to be considered socially responsible.

According to one of them, an enterprise is socially responsible when it maximizes profits without violating laws and government regulations. From this perspective, an enterprise should pursue only economic goals. Another view is that an enterprise, in addition to its economic responsibilities, has a responsibility to take into account the human and social consequences of its work: for employees, consumers and the local communities in which it operates, and to make some positive contribution to solving social problems in general.”

Obviously, for the state the second position is more preferable, since it allows it to share with business the financing of the social sphere, as well as responsibility for social stability in society.

Some researchers identify a fairly extensive range of models for the development of the social sphere, among them: liberal, Anglo-Saxon, Eurocontinental, Scandinavian, Japanese, Chinese, etc. However, if we analyze practical approaches to solving the problem of developing the social sphere of an enterprise in a modern market economy, it seems possible distinguish three models: American, French and Japanese, each of which is characterized by its own features and generally reflects the national and historical characteristics of solving social problems.

No less interesting for us is the experience of developing social responsibility processes in the CIS countries, as the closest economically of the Belarusian state, as well as a country that has a significant influence on the situation in Belarus. The Japanese model of organizing and financing the social sphere reflects the peculiarities of state policy in the field of division of responsibilities between the state, enterprise and individual. The specificity of the Japanese system is that all social payments and benefits to employees are provided not by the state, but by the enterprise.

The main features of this system are:

1. The collective nature of meeting the social needs of employees of Japanese enterprises, which is due to the organization of the production process on the principles of collective responsibility and collective control;
2. The predominance of moral incentives over material ones: attitude to work as a self-sufficient value, perception of the enterprise as a part of the fatherland, identification of the successes of the enterprise and the country with one's own successes;
3. Satisfying the social needs of workers at the expense of the enterprise, and not at the expense of the state, which is largely due to the traditional system of lifelong employment. As a result, professional training and advanced training of the employee is the responsibility of the enterprise.

The opposite system has developed in France, where the main burden of social spending lies with the state. However, the state's organization of work in social sphere sectors is not the subject of our study. The model of organizing the social sphere of an enterprise in the United States is generally characterized by the following features. Firstly, the United States is characterized by growing attention from the state to problems in the social sphere.

The existing system of state regulation of the social sphere includes:

1. Economic and legal regulation (federal laws and regulations, executive orders of the president of the country, intradepartmental regulation, court decisions, business practice);
2. Hierarchy (list) of social security programs and subprograms;
3. Forms and directions of social security (social insurance and material assistance);
4. Sources of financing social security programs (federal budget, state and local government budgets, private and mixed sector resources, contributions from employees and employers);
5. Administrative and economic mechanism for managing social security programs (federal department, state and local authorities, enterprise structures).

If we talk about the experience of the country's enterprises in creating their own social sphere, we can say that for many representatives of national business it becomes obvious that the development of an enterprise, combining economic and social factors, leads to a reduction in business risks, strengthens competitiveness, increases personnel efficiency and loyalty of product consumers, improves the

reputation of the enterprise, creates a positive contribution of the business community to the economic and social development of the territory of its presence. This creates favorable conditions for the implementation of long-term business development strategies based on maintaining a balance of interests of stakeholders.

Most enterprises interested in running a socially responsible business have an extensive educational system through which employees can receive and improve professional training and make a career based on their ambitions and capabilities. The costs of enterprises for employee training remove the financial burden from citizens and the state, which is a significant contribution of enterprises to solving national problems of developing labor potential. Internal programs are supported by financing of external programs to support the development of vocational, secondary and higher education, as well as university science and scientific developments.

In general, the analysis of foreign experience in the development of the social sphere of enterprises allows us to draw the following conclusions:

- in a market economy, there is a tendency for the state to actively involve private business in financing the social sphere;
- enterprises, in order to reduce staff turnover, reduce losses due to absenteeism, and increase labor productivity, are increasingly expanding the number of social services and programs implemented for their employees and financed from their own funds;
- the state has a positive attitude towards this process by stimulating forms and methods of social responsibility of business;
- The state contributes to the activation of this process by increasing tax benefits for enterprises that finance social programs and social services.

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