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ENSURING PERSONAL SOCIAL SECURITY AS A FACTOR OF SUSTAINABLE ECONOMIC DEVELOPMENT OF THE STATE

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This study explores the essential characteristics of personal social security, identifies the standards for its adherence, and outlines ways to ensure it. The relevance of ensuring personal social security in the context of military aggression and the deepening of related socio-economic problems is examined. The concept of human social security is justified as a multifaceted process with an objectively subjective nature. It is determined that personal social security is a result of the state's social policy. Special attention is paid to social standards, the observance of which contributes to ensuring personal social security, as well as to threats that are particularly acute during the current turbulence in the Ukrainian state. The results of an expert survey on the issues of social security, specifically its manifestations for individuals, are revealed. It is determined that ensuring the basic needs of people in Ukraine is primarily influenced by the external situation in the state and society. In conclusion, it is summarized that a person, being at the nano-level of the complex structure of social security, loses their most important life resources when in danger, which negatively affects the socio-economic potential of the state. Therefore, ensuring and guaranteeing their protection is a leading factor in building a competitive economy.

ЗАБЕЗПЕЧЕННЯ СОЦІАЛЬНОЇ БЕЗПЕКИ ОСОБИСТОСТІ ЯК ФАКТОР СТАЛОГО ЕКОНОМІЧНОГО РОЗВИТКУ ДЕРЖАВИ

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Ключові слова:

соціальна безпека особистості, соціальна безпека, забезпечення соціальної безпеки.

Досліджено сутнісні характеристики соціальної безпеки особистості, визначено стандарти її дотримання та шляхи її забезпечення. Розглянуто актуальність забезпечення соціальної безпеки особистості в умовах військової агресії та поглиблення спричинених через це соціально-економічних проблем. Обґрунтовано поняття соціальної безпеки людини як багатоплановий процес, який має об'єктивно-суб'єктивний характер. Визначено, що соціальна захищеність особи є результатом соціальної політики держави. Особливу увагу в статті приділено соціальним стандартам, дотримання яких сприяє забезпеченню соціальної безпеки особистості, а також приділено увагу її загрозам, що особливо відчутні в часи сучасної турбулентності української держави. Розкрито результати експертного опитування з проблем соціальної безпеки, а саме її проявів для особистості та визначено, що забезпечення базових потреб людини в Україні визначається передусім зовнішньою ситуацією в державі та суспільстві. Як висновок підсумовано, що людина будучи нанорівнем складної структури соціальної безпеки в небезпеці втрачає свої найважливіші життєві ресурси, що негативно впливає на соціально-економічний потенціал держави, тому забезпечення та гарантування її захисту є випереджальним фактором розбудови конкурентоспроможної економіки.

Problem statement and its connection to important scientific or practical tasks

The timely issue of supporting personal security in a stressogenic context, driven by the objective dangers of military actions on the territory of Ukraine, is examined. In these conditions, the contemporary individual increasingly requires support from social security institutions. Moreover, ensuring the social security of individual citizens is a necessary measure for normalizing the socio-economic situation in the country as a whole. This is primarily related to maintaining the health of the population as a socio-economic unit, but it also contributes to capital concentration to ensure effective response to future crises and to increase GDP in connection with longer life expectancy and higher living standards.

Thus, the primary stage of economic recovery in the post-war period is the process of ensuring personal social security as a guarantee and prerequisite for sustainable recovery and economic development of the state. This includes encouraging citizens to return to Ukraine and preventing population emigration and subsequent assimilation in other countries. The population of the country is the most valuable resource for the economic development of the state and the reconstruction of its economy in the post-war period. The state's task is to actively support the provision of personal social security as the connecting link between the two subsystems of state governance—economic and social. In the context of military conflict and the accompanying economic decline, the urgent task is the transformation and prioritization of directions for ensuring social security.

Analysis of recent research and publications

A significant number of scientific sources are dedicated to the study of personal social security and the forms of its provision, which emphasizes the multi-component nature of the subject under investigation. Theoretical and applied aspects of social security at various levels have been studied by economists such as I.I. Bilous [1], N.M. Buniak [2], M.A. Kalnytska [3], O.H. Klipkova [4], O.F. Novikova [5], I.O. Samborskyi [6], O.H. Sydoruk [7], P. Saunders [8] and R. Walker [9]. Social security from the perspective of economic security has been explored by Z.S. Varnalii [10] and O.I. Hrynyk [11]. However, despite the diverse research on social security, the question of the variability of methods for ensuring social security and their impact on the state economy requires further scientific investigation.

Alla Cherep, Oleksandr Cherep, Iryna Dashko, Oleksandra Rozhenko, Oksana Kornukh, and Petro Matkovskyi studied the relationship between investing in the development of enterprise personnel to ensure their social security and strengthen the economic security of the enterprise and the state [12].

Formulation of the article's goals (task setting)

The purpose of this article is to reveal the essence of the concept of personal social security and the ways of its provision as a basis for sustainable economic growth of the state.

Presentation of the main research material with full justification of the obtained scientific results

In the conditions of military aggression and globalization threats, solving social problems becomes even more important and relevant. The war in Ukraine poses a particular threat, significantly affecting the state of the Ukrainian economy. Its negative consequences have both direct and indirect effects, representing real social and economic threats [10].

Despite the relevance and importance of the issue of social security, the only official definition of the term «social security» is found in the Methodological Recommendations on the Calculation of the Level of Economic Security of Ukraine, where social security is defined as a state of development in which the state can ensure a decent and quality standard of living for the population, regardless of age, gender, or income level, and promote the development of human capital as the most important component of the country's economic potential [1].

Social security in Ukraine is enshrined at the constitutional level. According to the Constitution, Ukraine «is a sovereign and independent, democratic, social, and legal state» (Art. 1); «the person, their life and health, honor and dignity, inviolability, and security are recognized in Ukraine as the highest social value» (Art. 3). The establishment and protection of human rights and freedoms are the main duties of the state (Art. 3). Therefore, a person, along with their rights, freedoms, interests, and needs, is the direct object of the state's social security [13].

The systematization of domestic scholars' definitions of the essential features of the «social security» category indicates that experts generally do not study the problems of human social security separately from the categories of state and societal social security. In scientific works, these concepts are organically combined and studied in relation to and interdependence with each other. The definition of the «social security of an individual» category is found in the scientific works of many researchers [7].

Social security of an individual is the ability and readiness of the state, society, and the individual to protect themselves from dangers and threats to life, health, and the basic social values—human rights and freedoms. The instruments and mechanisms for ensuring the social security of an individual include:

- laws that protect the rights and freedoms of citizens;
- a partnership type of relationships;
- the cultivation by the state and society of respect for the dignity of another person, their life, and freedom;
- the establishment of fair and effective justice;
- safe and responsible behavior of citizens that does not cause risks to themselves or others;
- the development of peaceful means for resolving conflicts and the ability to compromise [5].

British scholar Robert Walker distinguishes between public and private provision of social security. This approach involves distributing responsibility between state and private institutions, which allows for the creation of a more flexible and resilient social support system. Modern challenges, such as population aging, changes in

employment structures, and globalization, require constant updating, flexibility, and innovation in the development of effective social security models and programs [9].

Social security of an individual should be considered as a state of guaranteed protection of a person from internal and external threats that make it impossible or difficult to realize the interests, rights, and freedoms of the individual, ensuring their full-fledged life activities and the creation of conditions for their development and self-realization [2]. At the same time, the concept of social security of an individual is multifaceted and has an objectively-subjective nature: on the one hand, it is the absence of threats to the social interests (life and health) of a person; on the other hand, it is the individual's awareness of their security [4].

The multi-system nature of the social security concept indicates the balance of human existence in the political, economic, psychological, cultural, informational, demographic, environmental, and other spheres of social life. Social security has a complex multi-level system from the perspective of the economic level, namely: nano-, micro-, meso-, macro-, and mega-levels: social security of an individual (nano-level); social security of a business entity (micro-level); social security of a region (meso-level); social security of the state (macro-level); global social security (mega-level) [10].

Today, the relevance of ensuring the social security of the individual, the state, and society is a priority task for Ukraine in the face of escalating external and internal threats to national security. This is manifested in supporting economically vulnerable segments of the population; protecting the population from various social risks through pension provision for old age, disability, unemployment, etc.; maintaining and supporting the living standards of the population; and modernizing education and healthcare. State-guaranteed social protection provides individuals with the opportunity to live, work, and serve society fully, which significantly contributes to the socio-economic growth of the state [11].

The object of an individual's social security, in general terms, includes their vital rights, freedoms, and guarantees in the social sphere: the right to life, to work and its fair remuneration; the right to free medical care; the right to free education; the right to rest; and state-guaranteed social protection. Considering this, an individual's social security is primarily related to the observance of social standards at the state level, the most important of which are:

- educational standards, ensuring real accessibility of quality preschool, primary, secondary, and higher education for all segments of the population;
- employment and quality of working life standards, wage payment, social protection, rest;
- standards of physical and economic access to basic food products and their actual consumption;
- standards for the protection of legal rights and freedoms of individuals and citizens;
- standards for protection from physical violence and threats;
- standards for the quality of the natural and social environments;

- healthcare service standards, ensuring a high level of public health and preventing the spread of socially dangerous diseases.

The full-scale military aggression of the Russian Federation against Ukraine, the complex socio-economic situation, and the intensification of globalization processes negatively impact the state and dynamics of human potential, as well as create additional challenges in the social sphere. In the current realities, the main threats to an individual's social security in Ukraine are:

- increasing poverty (reduction or loss of labor income due to hostilities);
- insecurity of citizens' rights and freedoms;
- loss of housing by part of the population due to enemy shelling;
- rising unemployment due to the cessation of activities of most enterprises in the combat zone;
- intensification of social conflicts against the backdrop of military aggression and the destruction of the social value system;
- increased criminalization of society, the development of terrorism in temporarily occupied territories, as well as looting;
- decreased accessibility of quality medical care, especially in regions where hostilities are taking place, leading to deteriorating public health and the spread of social diseases;
- attempts to manipulate the consciousness of citizens through the dissemination of unreliable and biased information in the media and social networks. The decline in the level of an individual's social security not only has serious negative consequences for their health, well-being, and social well-being but also reduces the effectiveness of the country's economic system, negatively affecting all spheres of society's life [2].

The vision of individual social security in Ukrainian society is revealed in the results of an expert survey on the problems of social security. The experts' responses to the questionnaire question: «In your opinion, what manifests individual social security?» are presented in Figure 1.

Experts believe that individual social security is primarily manifested in favorable and safe living conditions (63.8%), a decent standard and quality of life (56.2%), social and psychological stability, and confidence in the future (39%), and the protection of citizens' rights and freedoms (33.3%). It is noteworthy that employment, access to quality medical and educational services, and ensuring a healthy lifestyle are not considered primary manifestations of individual social security. This indicates that the provision of basic human needs in Ukraine is primarily determined by the external situation in the state and society, even though the value of human health for a full life is paramount. After all, «health is the life energy, inspiration, and satisfaction from a life filled with events; the ability to set and achieve goals, to fully realize one's potential; freedom from pain, destructive passions, egoism, and spiritual decline» [7].

According to the Constitution of the World Health Organization (WHO), «health is a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity. The health of all peoples is



Figure 1 – Expert assessment of the manifestations of individual social security (responses to the questionnaire question: «In your opinion, what manifests individual social security?»), % of respondents

fundamental to the attainment of peace and security and is dependent upon the fullest cooperation of individuals and states. The achievements of any State in the promotion and protection of health are of value to all» [14].

A person in danger loses the most important life resources—their health, physical, social, and spiritual well-being—losing the ability to live a full life oriented toward development. They may cause harm to themselves while trying to escape danger. The dangers in a person's life change their worldview, primary needs become priorities, and everything related to development is postponed for a certain period or not realized at all.

Considering individual social security as the nano-level of the overall multi-level system of social security, one can speak of its significant and primary role in building the economic development of the state, given the priority of the individual at all levels of state and international activities. Ensuring individual social security is a guarantee and an important factor in the stable and sustainable economic development of the state through the impact and involvement of the individual in all sectors of the economy [3]. In particular, it can be argued that the following aspects contribute to economic growth:

- reducing poverty and inequality: when people's basic needs are met, they can invest more in economic activities;

- increasing employment levels: retraining programs, job benefits, and other measures facilitate job search, increasing overall employment and productivity;

- long-term investments: social security is an investment in human capital. Education, healthcare, and other forms of social assistance contribute to the development of skills and public health, which in the long run increases productivity and the competitiveness of the economy [8].

The socio-economic instability and increasing social tension in Ukrainian society indicate a low level of social security in society at all levels. This requires strengthening state regulation of both the economic and social spheres, optimizing the state administrative apparatus, and developing a scientifically grounded strategy for socio-economic development. It is the solution to social problems at all levels of social security—from the macro level to the nano-level—that determines the level of social stability in society, the quality of life of the population, and the creation of real prerequisites for further economic development [3].

Conclusions and prospects for further research in this area

Thus, social security is a multi-level structure based on the security of the individual, which, in turn, is guaranteed and protected by the state. Social standards have been

identified, adherence to which is a guarantee of ensuring social security, and the threats and problems of social security in Ukraine under current conditions, including during military aggression, have been formulated.

It can be concluded that a low level of social security in the state leads to such negative consequences as economic decline, associated with a drop in labor morale and motivation; deepening economic crises; increased likelihood of environmental disasters due to society's neglect of a safe

living environment; and undermining the country's future prospects due to the disregard for the system of value orientations in society and a negative attitude toward education and science.

Further research should focus on actively identifying and utilizing factors that will contribute to strengthening the sectors of the socio-economic complex, both in guaranteeing social security and in increasing Ukraine's competitiveness.

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