SOCIAL ORIENTATION OF PUBLIC-PRIVATE PARTNERSHIP ON A SOCIETY SCALE – A CONDITION FOR SUCCESS OF HYPER-INDUSTRIALIZATION

Conscious using of a wide range of post-global opportunities for reflexive modernization of society and the state requires focusing on the quality of their interaction. The inevitable emphasis on hyper-industrialization creates additional characteristics of productive models of interaction between private and public interests. Focusing on moving towards an economy of high technology and high social standards (in particular, wages and pensions) means relying on domestic sources of investment and domestic markets. The formed transition to a system and cycles of environmentally friendly, low-toxic reproduction involves the realization of large-scale manoeuvre by state capabilities, its consolidation in the regulatory course and public-private partnership. Success in the strategic plan and realizing of hyper-industrialization is largely predetermined by the level of civic consciousness, formed, in particular, by the practice of public-private partnership [1-5]. The objective basis of a person’s interests in society includes the state and dynamics of the labour process and its organization, or, from a different point of view, the nature of property. In other words, the cornerstone and system-forming relations of labour, property and management for society form a complex of interests. Creative activity is a confirmation of civic position. The consolidation and implementation of a civic position is hampered by the totality of both: the manipulative environment and martial law, as well as the corruption and unprofessionalism cultivated by the plutocracy. At the same time, a person’s natural perception of the world and himself reacts not only to the deep socio-economic content of processes, but also to their forms, some of which are standardized by legal acts. At the same time, the presence of interests does not at all mean their awareness, understanding of their subordination, or their cause-and-effect relationships [6-17]. The difference between a civil worldview and a servile one is the willingness to personally bear responsibility for the Motherland, and not just for one’s own pocket, one’s family: “not one of those who fix their eyes on their own trough”. Of course, this is not so much about spreading blame as it is about a “common cause”, co-participation in the historical fate of the people and the distribution of responsibility. The civic position is fixed, first of all, in the correlation of various needs, interests, goals, motives, intentions, actions, which is brought together by value-sense complexes that are basic for the cultural-civilizational world [18-21].

Thus, a serious contradiction of the time is between the formed need for the quality of work and the attitude towards life. On the one hand, the dramatic increase in the complexity of human activity and the emphasis on unique creativity makes a highly responsible, interested attitude almost mandatory, removing the employee’s capabilities from effective external control and requiring reasonable initiative and search, often around the clock. On the other hand, the comprehensive propaganda of the consumer pursuit of pleasure has broken the working spirit of society. The development of post-industrial transformations significantly influenced the place of labour relations in the system of national wealth. At the same time, the professionalization of the
activities of government and management bodies (including the representative branch), their merger with business tycoons and families who have concentrated economic power in their hands strengthens the separation of the “top” from the main masses of workers. The transformation of owner-managers into a closed caste threatens not only to contrast the selfish interests of power groups with the indigenous interests of the people, undermines the foundation and incentives for development, but also turns representatives of power into puppets of larger external capital. High-quality provision of information: both to key figures and at the social level is the most important factor in both success in the present and management of the future. Post-industrial transformations only shift the emphasis in the organizational-managerial substructure, and hyper-industrialization as a transition to mass creativity radically changes the requirements for the essence of activity and for the nature of organizational and managerial activity, and for the degree of socialization / individualization, according to the complex of cultural-civilizational features peace.

Accordingly, the vector of dynamics of public-private partnerships may be different. It is socially necessary to consciously support its social orientation. Of course, it is extremely important to maintain a balance between different levels of interests, primarily national, collective and personal. The formed transition to a system and cycles of high-tech, environmentally friendly, low-toxic reproduction requires a large-scale manoeuvre by state capabilities and requires its consolidation in the regulatory course and public-private partnership. That is, the conditions of global change inevitably require further improvement of the mechanisms of social interaction and their regulation. Stimulation is a natural result of protecting deep-seated interests, which is manifested in industrial policy (in general) and in the priority focus of investments (in particular). During the inter-paradigm transition, the role of the state is difficult to exaggerate: it is not only a matter of carrying out a large-scale political and economic manoeuvre, but also organizing targeted influences that have the potential to have a decisive impact [22-41]. Accordingly, regulatory support for the harmony of mechanisms and forms of maintaining interest is required, including through the development of public-private partnerships [42-50]. Multi-level mechanisms for implementing the principles of public-private cooperation in public-private partnerships are designed to resolve current problems of fundamental contradiction. On the one hand, under the influence of new socio-economic trends (primarily those that meet the requirements of the knowledge economy), the interdependence of production units, the discipline of interaction between contractors, cooperation and cooperation of partners are actively increasing. Fundamental changes on a global scale cover the most important areas of life that support the world order. The processes of socialization of production, distribution, exchange and consumption of the post-modern level, on the one hand, in order to maintain its competitiveness, involve the widespread use of marketing tools, which means production is by no means for an unknown market, where only the social price of an item or service is established, the volume of need for them is revealed. On the other hand, market segmentation continues and production to suit the consumer preferences of specific groups is intensifying. That is, socialization / acculturation manifest itself not only in standardization, but also in the individualization of reproductive processes. The organization of public-private partnership mechanisms precisely ensures the long-term formation of a productive development environment for the country, opening up opportunities for joint interested participation in the creation and realizing of socially significant projects, a combination of material and intangible resource bases for this purpose and risk sharing between society (the public sector and non-governmental organizations) and the private sector. At the same time, government, private and non-governmental (non-profit) organizations use the capabilities of everyone, which reduces the cost of high-quality social services.

Problems related, first of all, to the use of public-private partnership mechanisms to ensure the operation of the principles of multi-levels cooperation and social responsibility of business, affect social, environmental, economic, and management issues – and have a pronounced sectorial
and regional aspect. This mutual influence is most noticeable both through organizations and institutions of civil society that have a noticeable political dimension (business associations, trade unions), and in the directions of diffusion of the corporate culture of society itself. Corporate external and internal social responsibility today characterizes the variety of forms, methods and directions for the implementation of mutual obligations that are voluntarily assumed by the corporation to achieve common benefit both directly within the business community and beyond its boundaries at different levels (from municipal and regional to national and international) levels of its activities. As a complex of public relations, social responsibility includes business actions in the field of charity, preserving morality, supporting environmental safety, ensuring product quality, social protection of workers, creating jobs and supporting a decent level of wages, interaction with the local community and government, etc. This interaction can create an innovative-synergistic effect and the emergence of qualitatively new mutually beneficial cooperation between the parties in solving significant socio-economic problems. The financial and resource basis for the realization of public-private partnerships consists of both state budget funds and private investments. In addition, within the framework of public-private partnership tools, the state transfers part of the costs to business, abandons ineffective levers and elements (for example, in municipalities), and mitigates the severity of socio-economic problems. At the same time, the business: receives long-term ownership of state assets, sometimes on preferential terms, and, if the partnership is strategic, the possibility of guaranteed sales. Our life, our soul remains in the results of everyone’s activity. Who gets production, creation; who is able only biological reproduction. The era transforms the labour form of the individual’s creative activity from random and predetermined by conditions into a universal, socially necessary one.

Thus, improving industrial relations, in particular, on the basis of post-Fordism models of interaction between participants in industrial relations, is the path not only to filling advanced legal forms with concrete content (primarily from the Charter of Social Rights, the International Labour Organization, the Labour Code of Ukraine), but also a condition for ensuring a productive socio-political structure of the country, a transition in civic activity from the dominance of protest forms to creative ones. The regulatory importance of public-private partnerships is increasing to support the social orientation of transformations. The quality of the present and future is determined not so much by the declarations of leaders, but by the everyday life of people. Organizational and managerial forms corresponding to new transformations of social relations require not only changes in the tactics of transformation, but also lead to the improvement of the strategic design of society.

Going beyond the boundaries of the former “corridor of freedom” can result not only in a breakthrough to the potential of post-industrial prospects, but also in a rollback to social cannibalism and savagery, a movement in the socio-economic structure back from the “might of law” to the “law / right of might”. The idea of personal enrichment “at any cost” and “at any cost” cannot be the only support of a strong state as a mechanism for the dominance of common goals over private interests. On the contrary, peoples who have a strong instinct for the state will receive an additional bonus during transformation processes. At the same time, a socially responsible business is one that, while effectively solving its commercial problems, combines economic success with movement towards social well-being and environmental safety. To transform the diversity of socio-economic conditions into a productive factor of mutual interest and development, an effective system of industrial democracy, social partnership and mutual responsibility of the state, business and the sector of non-governmental non-profit organizations is necessary. It involves careful consideration and multi-level realization of the balance of multi-vector interests in society without their unification, as well as the widespread use of progressive forms of basic domestic value-sense complexes, enshrined in the social heritage and historical memory of the people. Moreover, now, due to the wider range of consequences, the use of ideas and principles of social partnership, industrial democracy, enrichment of activities, group
organization of labour, flexible working hours, corporate culture, project-matrix management and the creation of management compositions based on them can give a societal effect, ensuring qualitative change in the sociocultural space.

Obviously, it was not information saturation that became the determining factor for change. And it is not employment in information technology that characterizes the array of labour potential and the consumption of services. At the same time, it is not agriculture, not mediation, not tourism and the like that do not ensure both socio-economic growth and the quality of demand for the population in the national economy. Consequently, they do not provide a solid basis for sovereignty and development. But the creation of a social system that is beneficial to everyone’s creativity forms a structure for strengthening security and growth. Creativity combines the characteristic features of “labour” and “non-labour,” raising labour activity and motivating the involvement of labour potential in creative projects. At the same time, providing conditions for the massive identification, stimulation and creative realization of the population’s abilities has a healing effect not only in the economic sphere, but also creates the effect of consolidating efforts precisely in the rush of development (and not, for example, maintaining comfortable idleness or aggressive expansion). Identification of the productive potential of sociocultural capital and the capabilities of scientific, educational and production associations will transform not only the proto(clusters) themselves, but also the entire social way of life. That is, the prerequisites for a comprehensive social pedagogy of the people are being created.

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