

DOI: 10.36719/AEM/2007-2020/53/174-177

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PRACTICE FOR APPLYING SOCIAL INNOVATIONS IN SOCIAL FIELD ABROAD

Key words: *social policy, social innovation, social technologies, social development, the effectiveness of social innovation, social management and social concepts*

Açar sözlər: *sosial siyasət, sosial innovasiyalar, sosial texnologiyalar, sosial inkişaf, sosial innovasiyanın effektivliyi, sosial idarəetmə və sosial konsepsiyalar*

Ключевые слова: *социальная политика, социальные инновации, социальные технологии, социальное развитие, эффективности социальной инновации, социальное управление и социальные концепции*

Introduction

As it is known to everyone, innovative social technologies are a set of techniques and methods aimed at studying, updating and optimizing innovative activities, where, as a consequence, innovations are created and materialized, causing qualitative changes in various spheres of life, focused on the rational use of material, economic and social resources.

Innovative practice has always been complex and ambiguous. The solution of a number of problems revealed in the modern conditions of its development requires the use of social and humanitarian knowledge as a means of optimizing innovative processes and building innovative activities at all levels. This envisages the establishment of a flexible, sound system of scientific support for innovations, considering the specifics and characteristics of perception, assessment, adaptation of elements of the social system to new conditions of life.

The technology for ensuring innovations should be based on such an approach to their study, within the framework of which it is possible to simultaneously consider various aspects of the interaction of the social environment and innovations, identify those aspects of this interaction that are more likely to affect the success of innovation processes, as well as the recognition and prediction of possible problems in innovative practices.

Social policy is the sum of specific activities that try to regulate social relations between various subjects. This approach considers social policy as the activity for regulating relations of equality or inequality in society as the main lever for applying social innovations. [1]

Social policy enables to look for inequalities in the positions of individuals in relation to property, labor and working conditions, income distribution and consumption, social security and health care and seek for the sources of these inequalities.

The term “social work policy” refers to a system of diverse practices that, in order to be effective, must use integrated knowledge of the fundamental sciences regarding the human and social groups, and about the society as a whole.

Social work is acknowledged in global practice as an important profession, which has been transferring to a widespread interdisciplinary profession of the 21st century. Its development is determined by the connection and interaction of several processes and technologies - its institutionalization against the background of European integration and globalization. [2]

An understanding of social technologies combines several moments in the developed countries of the globe: integrated activity with independent science and practice, a “form of social intervention” aimed at an individual, family, group and community, for education and re-education, socialization and re-socialization, integration and reintegration, adaptation and re-adaptation. [3]

Social technologies are considered as a holistic integrative system, where the main objective is to overcome or solve social problems and risks for the personality.

Today, social work is turning into an important sociological lever and permeates into the professional area for introducing social technologies. This is expressed in the statement of the priorities of the profession in regulatory documents, as well as its inclusion in the register of specialties of developed countries, the introduction of educational qualifications for social workers, academic representation, the definition of its qualification characteristics and competencies, the definition of requirements for the professional activities of social workers, etc.

The main feature of the development of social technologies is its passage through the study of the experience of modern market economies, adaptation and introduction of successful practices.

The society has faced serious social challenges in recent years. For some of those challenges, social-political regulation mechanisms and the relevant procedure form have been discovered. [4]

As a type of societal activity and as governmental functionality, the main problems of social work are the following:

- ✓ Timely and inadequate help or services to the people in need, families and social groups;
- ✓ Inadequate compliance with standards and criteria when implementing social work, considering the national traditions and practice;
- ✓ Lack of coordination and consistency for social work;
- ✓ Lack of interaction between social worker and the client with regard to humanism, democracy and respecting ethics;
- ✓ Lack of professional qualifications for social workers.

The modern state undertakes social functions, through which it seeks for regulation of imbalance, to protect the weak social positions and prevent the collapse of social system. It regulates processes in society, while harmonizing interests and opposing marginalization. [5]

Every modern government, where market economy and democratic political system is established and pursued, develops a number of social activities that reflect the specific sides of certain society and corresponds to its economic, political and cultural status. They are the outputs of political decisions that seek to guide and regulate the process of adaptation of a national society to transformations of the market environment.

Social policy for developing social technologies stands at the core of governance for each developing country. It determines physical and mental status of population, as well as interaction and relationships between the people, regardless of factors and problems.

Social technologies allow to globally study and solve important social issues of the society. The perspectives for developing a society are elaborated based on programs and actions of public organizations. On this end, social policy should be considered as an activity on the regulation of relations of equality or inequality between different social groups of society. [6]

The value of introducing social technologies is determined by the ability to establish on the basis of an integrated approach:

- ✓ Identify economic position of various social groups, while determining the differences between them with regard to income, demands, labor conditions, health care etc.;
- ✓ Uncover the reasons of inequality;
- ✓ Look for specific measures to overcome social differences.

The policy of introducing social technologies can be perceived as a set of regulatory influences in order to ensure equality and justice within the framework of economic opportunities and to meet the vital needs of various social groups of society.

Modern social policy is based on regulatory, economic, psychological and other mechanisms of influence, in order to reduce social inequality and overcome social conflicts. This mechanism is considered as a means of protecting people in unfavorable situations in life. [7]

Certain conditions were established for the beneficial economic integration of CIS countries by the beginning of XXI century. The growth of industrial production. Development and cooperation of non-governmental entities were the prerequisites for sustainable social-economic development. However, along with those advantages, new social problems have also emerged, since the dangers of processes for economic globalization were not prevented. [8]

Demographic situation in the countries of the Commonwealth of Independent States can be assessed as crisis: social stress increases, the living standards of a significant part of the population drops, the sense of security is lost, the number of criminal offenses grows, signs of the collapse of the usual social and economic structures that have shaped life for several decades are visible. [9]

Number of population of the countries within Commonwealth was about 280 million by 2001. Countries with high population growth rates has demonstrated the decline in population growth. The birth rate in CIS decreased from 4.5 to 3.0 million births per year in the second half of the 90s, leading to a significant aging of the population.

A number of factors caused the crisis situation: instable social-economic circumstances, ethnic and military conflicts that led to the emergence of refugees and internally displaced persons, change in the views of young people on marriage and the institution of the family, etc.

The increase in the number of deaths is explained by the deterioration in the health status of the population, as evidenced by the increase in the incidence of chronic, infectious and socially caused diseases, as well as an increase in the number of people recognized as disabled. In almost all countries, the availability of and access to medical facilities is getting down.

Migration has had a significant impact on the change in numbers and structure of population from countries of the Commonwealth for a decade. For countries hosting migrants, these processes offset the natural decline in the population. In countries with an outflow of the employable population, the gender and age structure is deteriorating, fertility indicators are changing, and the number of skilled personnel become reduced. [10]

The critical situation of social sphere in those countries is characterized by:

- ✓ depopulation of the people in the form of a decrease in average life expectancy, increased mortality, rejuvenation of a number of diseases, the spread of drunkenness, alcoholism, drug addiction;
- ✓ change in the consumption structure of genetically-habitual products, calorie content decline;
- ✓ drop in availability of social infrastructure services with limited budget financing;
- ✓ extreme stratification of the society by income level, while the most securely provided segments of population receive incomes that are more than 15 times higher than the ones with least well-being level;
- ✓ increase in poverty and impoverishment;
- ✓ expansion of the critical zone of the labor market, covering those who earn income below the subsistence level, as well as those who do not work, but who do not have unemployment status;
- ✓ low effectiveness and inadequate results of targeted social assistance.

Today, the legislative systems of the CIS countries, including countries participating in the Eurasian Economic Community, do not stimulate the establishment of a common labor market and strict compliance with labor and social laws, etc. In this situation, one of the important strategic tasks is the development of the concept and mechanism of social protection of the population as an element of the social security system of society. [11]

Social security is the ability of the economic system to provide socially normal living conditions for the country's population, a convergent standard of living for the individual, family, territorial community, social peace and tranquility.

Elaboration of the concept [12] of social protection of the population, considering the social price of market transformations, involves the following steps:

- ✓ identify general and particular trends, contradictions and differences in the living standards of CIS population;
- ✓ develop system of normative standards defining socially necessary parameters of the life of the population;
- ✓ evaluate the resource potential needed to carry out transformations and relieve possible social tensions;
- ✓ conduct budget and balance sheet calculations to adjust the price of transformations;
- ✓ forecast the standard of living of the population;
- ✓ form a social protection mechanism considering the peculiarities of the territorial structure, the specifics of the governance structure, the characteristics of the value orientation, the interests and needs of the population.

Intensive growth in production and introduction of innovative technological processes contributed to reduce the time of innovation cycles, also acceleration is observed for the tempo of updates, developed technologies and manufactured products. [13]

The system of priorities regarding the provision of budget funds to enterprises and organizations engaged in innovative activities is currently not effective.

Social service sector development is facilitated by the process of establishing the infrastructure of social service offices that provide social services to families, women and children. These include centers for social assistance to families and children, centers for infants, social hospices for children and teenagers, rehabilitation centers for children and teenagers with disabilities, centers for psychological and pedagogical assistance to the population, crisis centers for women, etc. [14]

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Sosial innovasiyaların xaricdə sosial işdə tətbiqi təcrübəsi

Xülasə

Məqalə özündə sosial iş institutlarının sosial innovasiyaların gündəlik ictimai həyatda tətbiqinə və İKT prosesinin tətbiq olunmasına təsirinin müxtəlif aspektlərini əks etdirir.

Biz xüsusən xaricdə sosial işçilərin fəaliyyət sahəsini fərqləndirmək və sosial təşkilatların innovativ inkişaf modellərini nəzərdən keçirmək niyyətindəyik. Bu innovasiyaların spektri geniş olduğu üçün, biz sosial həyatın fərqli tərəflərini nəzərdən keçiririk. Sosial innovasiyaları təsnifatlaşdırarkən müxtəlif əsaslandırma- lardan istifadə olunmuşdur.

Практика применения социальных инноваций в социальной работе за рубежом

Резюме

Статья представляет собой различные ракурсы влияния институтов социальной работы по отношению применения социальных инноваций в повседневной общественной жизни и внедрения процесса ИКТ.

Особо хотели выделить область деятельности социальных работников за рубежом и рассматривать инновационные модели развития социальных организаций. Так как спектр этих инноваций велик, мы рассматриваем разные стороны социальной жизни. При классификации социальных инноваций использовали различные основания.

Rəyçi: prof. İ.Rüstəmov

Göndərib: 13.03.2020

Qəbul edilib: 07.04.2020