

## GLOBALIZATION AND SOCIALIZATION OF ECONOMIC DEVELOPMENT: EXPERIENCE FOR UKRAINE

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### Abstract

In the article the positive and negative consequences of globalisation influence are considered in socio-economic development of the world countries and in particularly, the economy of Ukraine. Measures are offered on diminishing the negative influence of globalization.

The basis of competitiveness of economy of Ukraine in the conditions of realization euro-integration course is its ability to keep the high rates of socio-economic development during adaptation to the European criteria and requirements. At the same time integration of Ukraine in the world economy in quality of equal partner, strengthening of its role on international markets is impossible without the improvement of structures and proportions of external economic exchange for the benefit of increase of specific role of the ready products, active improvement of more effective forms of collaboration – production and scientific and technical co-operation, investment collaboration, general realization of innovative projects in the increase of competitiveness of products

*Keywords:* globalization, socialization, social standards

### Introduction

The process of globalization which determines the main tendencies of humanity in the XXI century considerably changes the socio-economic model of development of society.

Globalization and socialization of economic development is an inalienable part and perspectives of modern world transformation process. However, globalization together with support of general process of technologies and production leads simultaneously to the increase of gap of social and economic life of population of different countries. The objective of the article is to consider positive and negative consequences of globalisation influence on socio-economic standards of the countries and in particularly, for Ukraine.

The novelty of the research is that the European Union (EU) aspires to the increase of competitiveness of the economy on the basis of innovative development and reduction of cost of labour (Lisbon strategy); entering new markets of industrial products; to provide energy safety of economy. It becomes obvious, that the EU owns this competitive potential such as stocks of capital; high-tech and mechanisms of transformation of scientific and technical inventions into cost-justifiable technologies; skills and know-how in the field of management; energy saving technologies and economic mechanisms of stimulation of energy-savings; high degree of influence on forming of global economic rules of game. And this experience will be useful for other countries, particularly, for Ukraine.

For solution of the commitments delivered in the article following methods have been used: a general scientific dialectic method (for studying of positions in the published scientific works and outcomes of conducted researches), a system approach (for ordering of scientific views on quality of a social and economic condition status), historical-legal and comparative (at determining of a chronological coherence and effectiveness operating legislative both regulatory legal acts of Ukraine and EU), observations, consolidations (for an estimation of existing system of social and economic adjustment on macro- and microlevels).

#### *The effects of globalization?*

The world does not consist of the separate, isolated countries and the economy and policy in many cases are determined by transnational circumstances and international corporations. The majority of national economies unite into one world system and the global informational system and transport routes are improves. The usual thing in the production process is when a separate spare part or some production operations are made in different parts of the world. There rises specialization of regions and distribution of labour in creation of various products. Location of enterprises and investments depends on the profit, and the cost of labour and political stability play the decisive role. That gave reason for the development of stock-exchange and financial operations. The world became in the economic and production understanding multiarctic – a few strong countries, regions that produce high-quality modern products. Development of these tendencies must correspond to the development of social policy which by its character and influence on economic processes carries out the role of stabilizer of economic development.

Globalization generates inequality which works against the poorest countries for taking advantage of the global market (European Union, 2001).

To overcome these negative phenomena there is a need in new influential organizations of new status geo-economic trend. These international institutions must be instrumental in the settling of socio-economic and political problems (peacekeeping, decrease of level of poverty, observance of requirements of conditions of labour and human rights, protection of the environment etc). There appears new world economical system which unites local (local, national or regional) problems of social, political and ideological character that are indissolubly connected with natural and social processes. In the conditions of globalization of economy the process of adjusting of social policy goes beyond national limits and its managements must be carried out at the regional level – within the limits of integration groups, and at the global level – within the limits of international organizations.

That is why in the framework of these processes the European Union offers social structural design of modern society and ways of its development which presumably mostly correspond to the challenges of the XXI century (table 1).

**Table 1.** Statistic quantity of social standards of the EU

No	Name of social standards	Statistic quantity
1	Life interval	From 25 (min.) to 85 (max.)
2	Literacy of population	100%
3	Middle duration of studying	15 years
4	GDP per capita (in purchasing power to the USD)	From 200 (min.) to 40 thous. and (max.)
5	Total coefficient of birth-rate	2,14-2,15
6	Coefficient of senescence of population (there is a part of population older than 65 years in population total)	7,0%
7	Correlation of the 10% richest the to the 10% poorest	10:1
8	Part of population which lives beyond the limits of poverty	10%
9	Correlation of minimum and average salary	1:3
10	Minimum level of by-the-hour salary	3 USD
11	Unemployment rate (taking into account hidden)	8-10%
12	An amount of law violations on 100 thousand of population	to 5 thousands
13	Level of depopulation (an amount of born to the amount of dead)	50:50

According to the estimates of experts of Organization of Economic Co-operation and Development (OECD), in the middle of XX century the rates of the economic growing are conditioned by the progress of technology on 38%, and at the end of the same century – on 65%. It is known that this factor predetermines about 75% increase of the labour productivity, over 50% increase of national income and cuts production cost substantially. Today the most developed countries of Western Europe have increase in GDP of 15-25% due to the growth of hi-tech products.

In the same time, the direction, character and depth of all the spheres of co-operation are determined by the state which is responsible for effective realization of pre-conditions and creation of favourable environment for innovative development. Modern views on crucial challenges and acceptance of adequate measures allow governments of the EU to carry out profound modernization of economy, to compete with the USA and other important participants of the world market, to execute the task set by the European Council: to create «most competitive and dynamic, economy which is able to provide constant growth based on science intensive technologies, creating new workplaces, and developed social integration» during next 10 years. This approach within the framework high-quality new social integration allows to become a leader in the post-industrial economy and to solve the challenges of processes of globalization.

The European centre for the development of professional studies published first forecast concerning the knowledge and skills which Europeans will most need in 2015 year. In accordance with the results of this research, the EU will have an increase in the sector of services and accordingly the value of knowledge and skills related to this sphere. During the nearest seven years about 15 million new workplaces will be created there. In particular 9 million in business, 3.5 million in transport, distribution and tourism. By 2015 the number of employed in raw material industries will decrease to 10 million people (there were 15 million 1996) and in production – to 3.4 millions from 38 in 1996 (The Economist, 2002).

Demand will continue to grow on highly skilled labour force. Presently 80 from the 120 million European workers have work which requires high qualification. During the nearest seven years the EU will create about 12.5 million additional jobs with the highest level of qualification and 9.5 million – with the general level. At the same time the capacity of jobs for partly skilled workers will go down on 8.5 million.

Rates of growth of production in hi-tech industries for the period of 1995-2005 made in the EU (it is calculated for the EU-25) 31%. Studying the experience of the EU, it is possible to make a conclusion that for the entry to the innovative way of development such trends in science as applied mathematics and methodology of programming, new energy, automation, scientific and technological basics of instrument-making, theory of building of society based on knowledge, biology and gene engineering, computer industry must become priority in the XXI century.

The basis of competitiveness of economy of Ukraine in the conditions of realization euro-integration course is its ability to keep the high rates of socio-economic development during adaptation to the European criteria and requirements. At the same time integration of Ukraine in the world economy in quality of equal partner, strengthening of its role on international markets is impossible without the improvement of structures and proportions of external economic exchange for the benefit of increase of specific role of the ready products, active improvement of more effective forms of collaboration – production and scientific and technical co-operation, investment collaboration, general realization of innovative projects in the increase of competitiveness of products.

In the last years in Ukraine the share of innovatively active enterprises in the general amount of industrial enterprises went down from 14.3 in 2001 to 10% in 2006, and in GDP it is less than 1%.

The dynamics of innovative activity of industrial enterprises is presented in table 2.

**Table 2.** Dynamics of innovative activity of industrial enterprises

	2004	2005	2006
Specific weight of enterprises which inculcated innovations,%	10,0	8,2	10,0
Adjusted to innovative types of products, name (names)	3978	3152	2408
From them new types of technique	769	657	786
Launched new technological processes	1727	1808	1145
Including: low-waste, resource saving	645	690	424

From the above-stated information it is evident that the enterprises were not able to reach the level of 1991, when their quantity was 7903. It shows that activity of domestic industrial enterprises is too low. Ukraine gradually loses the competitive edges foremost for the reasons of the use of worn equipment (to 76 %) and old technologies. Technological lag increased due to foreign competitors and as a result, import of commodities grows. Balance of the external trading in commodities in Ukraine got negative value although in 2006 export in compared with 2005 grew by 25 % and made 38,37 billion US Dollars, import – by 25% (45,03 billion USD) exceeds and more than 40% makes metal. The dynamics of hi-tech products, supply of which to the world market makes only 1.5% of the Ukrainian export is closely connected with it. Such state of affairs confirms that Ukraine has industries of the third technological mode (Horovenko, 2007) is presented in table 3.

**Table 3.** Description of technological composition of economy of Ukraine, %

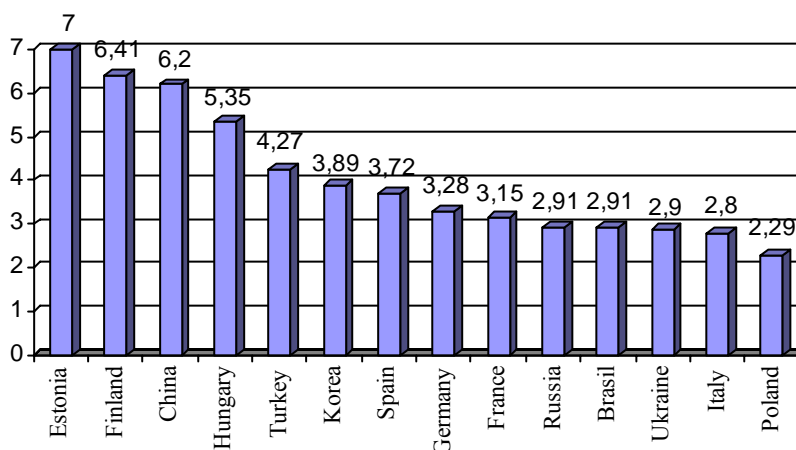
	Technological modes			
	1	2	3	4
Volume of production of goods	57,9	38	4,0	0,1
Financing of scientific developments	6,0	69,7	23,0	0,3
Innovation costs	30,0	60,0	8,6	0,4
Volume of investments	75	20,0	4,5	0,5
Capital investment for technical modernisation and renewal	83	10,0	6,1	0,9

Thus for development of innovative policy and decline of negative influence of this factor and adaptation of domestic economic system to the structurally technological changes of global environment it is necessary to develop and use the innovative competitive edges of industries of engineering. Efficiency of public policy in the sphere of management of innovative processes determines the competitiveness of economy of a country. In addition, it is worthwhile remembering the importance of small enterprises. They create an interlink between fundamental science and production. In the developed countries most innovations are carried out by small enterprises. They provide about half of all innovations and speed of their introduction is very high.

For example, in the USA small innovative firms create 24 times more innovations, than large firms, and 70% of small innovative enterprises are profitable. In our country small business as a result of some political and economic factors develops slowly. One of the reasons is insufficient support from the side of the state. In 2006 the part of small business in GDP of Ukraine went down from 17.7 to 16.7%. At the same time although the amount of small enterprises increased by 2,9%, employment went down by 3.9%. For the same period 34.5% of small enterprises in the country were unprofitable.

It is necessary to mark principal reasons of slow innovative development of Ukraine – absence of real understanding of market and market relations, and the experience in market environment. Attempts of scientific authorities administratively solve the problem of introduction of results of scientific developments does not give the expected results. Market and only market must dictate the requirements in scientific and technical product. And it means that in competitive activity wins not the person that has been appointed by the authority, but the person who will choose market strategy and tactics correctly. Today influence of legislative and regulator policy on the competitiveness of enterprises has a substantial value. According to the international index of IMD WCY 2007 Ukraine occupies 51 place of 55 (figure 1) (IMD, 2008).

Demonopolisation of relations must spread on the branches of power with the purpose of creation of competition relations between different branches of power in the process of introduction of measures to increase competitiveness. The insufficient understanding of market strategy results in falling of demand on scientific developments from the side of industry. There are other reasons: insufficient state financing of projects, superfluous control from the side of financial organizations (it is impossible to plan a business trip, purchase equipment and materials), long consideration of projects, absence of the proper laws to support scientific and technical developments.



**Figure 1.** Influence of legislative and regulatory policy on the competitiveness of enterprises

These and many other reasons generated an unfavourable climate for introduction and use of Ukrainian inventions. For example, in America of 10 dissertations 9 initiate the creation of small scientific enterprises, which take the results of the dissertation to the market. In Europe this index is 1:10. And in Ukraine? Statistical information is not relevant, but experts estimate the correlation of about 1:100. And it is not because there is no need to inculcate. In Ukraine a scientist practically can not create a small enterprise for the future economic result and financial success. He must beforehand pay taxes for the profit he has not yet received. No, not direct taxes, but there are indirect. And there must be only direct taxes: earned money – paid taxes. Absence of mutual trust between the authorities and inventors results this situation. The state must take care of creation of such trust with the help of correct financial and tax policy.

Events of the last years and the level of development of relations of Ukraine with the European Union, induce us to undertake a decisive step in the ways of search for more effective forms of co-operation and collaboration, effective mechanisms in development of socio-economic process.

Any national economy and its subjects pass through the stages of the internationalized cycles and being their constituent evolve within the framework of global chain, renewal process. Ukraine became part of this process, opened and combined itself with the world economy and became a part of the unique world market. And if we want to be part of this market we must adhere to these principles which are directed above all things on growth of development of economy and increase of standards of quality of life of population.

The existing in Ukraine and in the EU systems of values (political and cultural) have considerably more likeness, than differences, and the greater part of Ukrainians perceives itself as Europeans, and Ukraine – as a European country. Protection of human rights, principles of democracy and economic right are already stopped up in the basis of the political system of Ukraine. Their importance is acknowledged by the majority of political elite, in any event at the level of rhetoric, and the existent failings are failings of the practical realization. The actions of the EU, directed on the support of democratic tendencies in Ukraine, in itself must not cause a negative reaction. We should take into account that Ukraine is the member of some international organizations and acknowledged that the question of observance of human rights was priority in construction of the democratic state. Each of participants of co-operation has strategic aims in the field of economic policy. For Ukraine it is diversification of economy and export; transition from resource-oriented to innovative development; reduction of resource weight of GDP; to become one of the key players in participating of forming the rules of the world economic system.

In order to ground necessary measures which must be instrumental in alteration for Ukrainian innovative model of economic development, it is important to define the system of difficulties and barriers on this way. In Ukraine the policy of providing competitiveness of national economy so far did not get the proper scientific grounding and does not have a due of the methodical and institutional support. Absence of monitoring (estimates of influence of economic, financial and political decisions on development of competitiveness of national economy) and institutionally fastened principles of its realization, bodies of power, which must take care of these problems, results in spontaneity of providing of this important for a national economy factor. Consequently, national producers and other subjects of this policy are deprived system state support in relation to creation and realization of competitive edges.

The European Union is one of the developed and rich parts of the world. At the same time in territorial expansion of the EU there is some sharpening of competition among producers and enterprises of new and old members of the EU at the market European Union. It creates stimuli to transfer separate more simple productions on the territory of «newcomers» to the EU. Expansion of the European Union takes it on the first place in quality of the market of sale of commodities of Central East Europe and on the second in quality of the source of import. Thus, the dynamics of economic processes in the EU influences economic position of new members of the EU. Taking into account the specific competitiveness of the Ukrainian products, the Ukrainian exporters widely utilise price competition in the sphere of ready-to-cook foods, products with the low level of value added price and level of manufacturability.

Problems which the states have after entering the European Union are too difficult. But, in the opinion of many experts, expansion of the EU positively influences the economy of new members in medium-term and long-term prospects, in spite of foregoing difficulties of the initial state of integration. Let us pay attention on the fact that 375 million population of modern EU added 16 million from new country-members (that growth is 28%), but as for the combined internal gross product of countries of the European Union, to 8,9 trillion Euro of GDP only 467 milliards Euro were added (that only approximately 5%). A problem is that countries which joined the EU are not only little but also according to the European standards, poor: middle size of their GDP per capita is 9 690 USD made less than the half of analogical index of the countries which to that moment were members of the European Union (21 242 USD).

The task of social policy of the EU includes the diminishing of lag of countries which are in less favourable terms, alteration of structure of economy of regions of industrial or agricultural industry, creation of new workplaces. Today more than third of general budget of the Union is outlaid on the implementation of this policy, thus all of the states-members use sponsorship of the «United Fund». This fund is created in accordance with Maastricht agreement and oriented on development of countries with the lowest indexes of GDP per capita. In 2000-2006 the Union spent near third of the budget. Total sum of financing within the framework of strategic directions, and also through the Fund of Unity is estimated more than 235 milliards Euro (figure 2) (Marks, Hoohe, 2004).

Besides direct financial help to every country, there are programmes, intended for the groups of countries. They have for the object realization of multilateral projects in eleven spheres. They are regional collaboration, infrastructure, justice and internal affairs, internal market and trade, market economy, support of civil society, education, young people and research. Financing of such programs foresees 402,7 milliards Euro. Co-ordination of activity of governments at the supranational level is instrumental in the increase of responsibility both in the observance of financing and after implementation the programs which are financed. Thus the reason of high social achievements of the EU is not so much in the volume of financial possibilities of governments and supranational budgets, but in efficiency of social policy and complexity of social

measures and other economic programs.

In December European Parliament asserted the budget of EU for 2008 (table 4) (Eurobulletin, 2008) . For the first its most part of 45% was directed on economic growth of the Union, acceleration and more active rapprochement among its 27 members.

Before most facilities were directed on the support of agriculture, however in the budget of 2008 it lost leading position. Now the part is 40%. However it is fully sufficient for constant support of farmers.

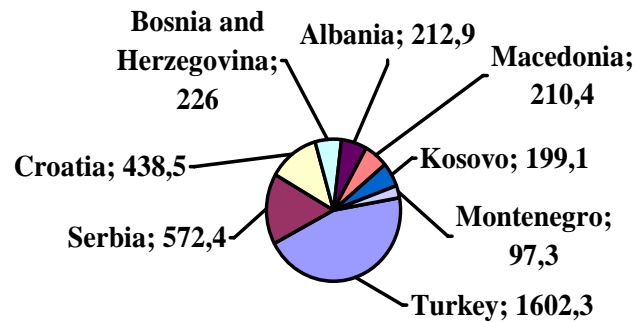


Figure 2. EU's Assistance (million Euro)

Table 4. Budget of EU-2008: where the money will go to

Articles of expenses in the spheres of activity of EU	Sum (milliard Euro)	Changes compared with budget-2007, %
<b>Sustainable development</b>	58,0	5,7
<b>Competition of EU, including</b>	11,1	18,4
Education and trainings	1,0	9,3
Research	6,1	11,0
Competition and innovations	0,4	6,8
Energy and transport	1,9	92,5
Social policy	0,2	8,0
<b>Solidarity of EU, including</b>	46,9	3,1
Rapprochement	37,0	5,2
Regional competition and employment	8,6	-5,1
Territorial collaboration	1,2	2,6
<b>Natural resources, including</b>	55,0	-1,5
Environment	0,3	12
Agricultural costs and direct help	40,9	-3,4
Development of rural territories	0,9	4,5
Fishing	0,7	2,2
<b>Freedom, safety and justice, including defence of fundamental rights and question of migration</b>	0,6	16,7
<b>Citizenship, including culture, media, health protection and defence of rights of customers</b>	0,6	14,7
<b>European union as a global player, including</b>	7,3	7,3
Pre-entering help	1,4	14
European policy of neighbourhood	1,6	10,2
Collaboration in development	2,3	3,3
Humanitarian help	0,8	3,1
Democracy and human rights	0,1	4,7
General foreign and safety policy	0,3	79,2
Instrument of stability	0,2	28,7
<b>Administration, including</b>	7,3	4,4
European commission	3,4	2,9
Other institutions	2,7	3,8
<b>Indemnification to new country-members</b>	0,2	-53,5
<b>Total</b>	129,1	2,2

Social component is practically in all directions of integration activity. Rate on the economy growing, investments in human potential, structural transformations to industry, development of agriculture etc give positive social effect. Therefore, the main factor here is not so much volume of social costs, as the production volume of computer-integrated economy, evenness of development of countries and regions, balance of profits.

Desire of regions to take part in forming of the European regional policy, and also in distributing financing of structural funds are crucial factors in strengthening of regional level of power in the European countries. For the last 20 years regional policy grew into the resource of countries of Europe and generator European integration, bringing in a serious contribution to development of favourable political climate for completion of creation of common market and currency. Moreover, such policy became the high-quality instrument of expansion of scopes of integration.

The collaboration of Ukraine with the EU will allow promoting the standard of living which is the powerful factor of revival of competitiveness of economy, as with the increase of demand, intellectual and physical state of labour resources there is the economy growth. Therefore there must be feasible measures on the revision of modern position of labour resources in Ukraine, level of taxation of wage-fund and its sizes to the norms and standards of the European charter. It will enable to introduce legislative changes to the order and criteria in determination of both minimum wage and other social standards (table 5) (Eurostat, Ukrstat, 2007).

**Table 5.** Comparative description of minimum wage is in the countries of EU and Ukraine

Country	2002	2003	2004	2005	2006
1. Luxemburg	1322	1369	1403	1467	1503
2. Netherlands	1232	1249	1265	1265	1273
3. Belgium	1163	1163	1186	1210	12334
4. France	1126	1154	1173	1197	1218
5. Great Britain	1076	1106	1083	1197	1269
6. Ireland	1009	1073	1073	1183	1293
7. Greece	582	605	605	668	668
8. Spain	516	526	537	599	631
9. Malta	538	534	542	557	580
10. Slovenia	450	451	471	490	512
11. Portugal	406	416	426	437	437
12. Hungary	206	212	189	232	247
13. Czech Republic	188	199	207	235	261
14. Poland	197	201	177	205	234
15. Lithuania	120	125	125	145	159
16. Estonia	118	138	159	172	192
17. Latvia	103	116	121	116	129
18. Bulgaria	51	56	61	77	82
19. Romania	54	73	69	72	90
20. Ukraine	24	30	35	48	59

Giving the minimum pay for labour its real role of the regulator of salary in the state, when it will be 60,0-70,0 % of nominal salary, as it takes place in most countries of EU will positively influence other socio-economic processes in society and economy. It will also influence the system of social security and welfare, as in the last because of the low level of state guarantees, from the salary calculated low levels of pensions and help, and also the high rates of deductions are set to the insurance wage-funds, which induce employers to discover the variants of minimization of these payments.

There is a need in the change of order of increase of state guarantees in payment of labour to the new standards of state guarantees which would accelerate approaching of Ukraine to the standards of living of EU. In this case we are speaking not only about the guarantee volumes but about the forms of their realization. The state with a multilevel market economy the guarantees can not be further saved in the forms adequate before-market model of economy.

It is necessary to say that determination of these priority aims for development of Ukraine has not become the topic of structural collective search. Persistent desire of the state power to produce independently the system of values and to offer it does not become ideologically consolidating factor and a socially

mobilizing task.

Sure, for stabilizing of social sphere, implementation of democratic reforms and building of the legal state the experience of EU and theoretical works are very useful for Ukraine. But undoubtedly any single undertaking and any successful activity is impossible without taking into account the views of citizens. A social base is needed by any state, as well as any intergovernmental association. Providing such policy is a key to success and efficiency because social measuring is directly related to power and its possibilities.

Social policy is not only social security and life-support of population, care of health of nation; help for socially unsecured layers of society. It also care of the future of economy, improvement of the system of education, use of new technologies, prevention of social conflicts, strengthening of social partnership, achievement of the mutual understanding in society. And in this connection it is impossible to over-estimate the importance of the right choice of strategy of social policy and basic strategic priorities.

Thus, socio-economic policy is an important element of attractiveness of the Union, positive image and high authority of the EU both in the eyes of citizens of the state-members and in the world.

Challenges and threats which post-soviet Ukraine runs into are well-known. It is scientific and technical lag from the leading countries, depopulation, too large break in the levels of sufficiency between rich minority and swingeing majority, which generate poverty and poverty, eating away national resources, corruption on all stages of power, inconsistency of foreign policy, organized criminality. Will Ukraine be able to resist such threats, if our society is not joined, if we continue to have narrow views, only by our personal interests? Sure not. Without consolidation round basic national general values and priorities of strategic development it will be impossible. First of all it is necessary to define the aims of these priorities, namely: consolidation of people, joint of efforts of state power, civil society and all population of the country; interruption of interference of the state in those spheres of economy, wherever it must not be, and vice versa, to stimulate its interest to be present in those spheres where it is necessary; protection of personal initiatives in all forms of ownership. To remember, that a man is the main source of development of country. Today we have built only the framework of „social” society. Initiative in this question must go from power. It must study how to talk and co-operate with citizens. To understand that to be with public in a constant and responsible dialog is politically expedient and economically advantageous.

Steady social and economic development of society in a long-term plan is impossible without democracy and observance of human rights. Society which can not deprive child's labour, has weak system of trade education, unemployment and poverty, and has no future.

It should be noted that social and economic policy closely connected. There is interdependence between the economic and social aspects of development – any economic policy has social consequences, and social policy has influence on tempo and character of the economy growth.

Today in these not simple terms of global competition, in order to occupy leading positions we must develop faster, to attain the level of front-rank countries. For such break we need innovative economy – the economy of knowledge and technologies, and responsible engine of such policy should be public authorities on all levels.

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