

Innovative Social Technologies in the Region Management System



Petro Gudz, Viacheslav Ivanchenkov, Yaroslav Oliinyk, Georgii Korepanov, Iryna Shkurupska, Angela Boyko

Abstract: The article discusses the theoretical issues of the application of innovative social technologies in the general mechanism of managing the region as a separate territorial unit. The mechanisms of using social technologies to achieve a managerial effect are considered, and critical tools for making a given social result are identified.

From the point of view of the methodology, a comprehensive algorithm for the application of social technologies in the general strategy for managing the region is proposed. A sequence of stages of social interaction is presented, during which the management strategy is implemented and forms social reality.

Social technologies are considered from the position of a key tool of the management system, and also the effects exerted on all spheres of society are examined. The relationship between the effectiveness of applying social technology and the effectiveness of the resulting vector of managerial impact, between conditional social costs and potential incomes, is separately highlighted.

Keywords : Innovative Technologies, Management System, Region, Social Technologies.

I. INTRODUCTION

At a time when the world around us is subject to rapid social changes, innovative methods of mastering the social space are increasingly being approved in management practice. Social technologies are becoming an intellectual resource, the use of which allows not only to study and predict various social changes but also to actively influence practical life, obtaining an effective and predictable social result [1-3].

It should be understood that with the help of social technologies (global, informational, educational, implementation, human science, political, etc.) it is possible to resolve social conflicts promptly, relieve social tension, prevent disasters, block risk situations, make optimal management decisions [4-6]. The essence of social

technologies can be perceived from the point of view of an innovative system of methods for identifying and using the hidden potentials of social systems, obtaining socially useful results at the lowest cost [7, 8].

Social attributive technologies are characterized by all attributive components and qualities, which are also manifested in material-subject technologies - subjects, objects, relationships, processuality, means, results. They take a specific form due to their belonging to a different social ontology. For example, in the production method as a subsystem of social technologies, there are stable relations between subjects of economic interests; objects are certain human, material, financial and other resources (property objects).

The region itself as a territorial unit ensures the life of society in a defined territory. At the same time, the region as an economic system is an area in which there is a constantly evolving complex of connections and dependencies between its various components [9-11]. The functioning of this system is subject to such socio-economic principles and serves as an object of management, including the use of social technologies. This can be visualized in the form of a diagram Fig. 1.

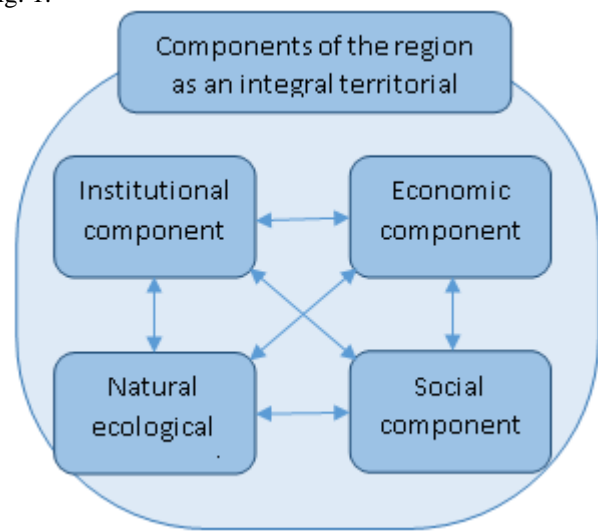


Fig. 1. The components of the region as a separate territorial unit of the economic system.

If we consider social technologies on a regional scale, first of all, they will act as a form of territorial organization of the social structure of society, social ties and relationships, social institutions and processes, social communities and groups in their development.

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The approach to the region as a society, that is, the community of people living in a localized territory, highlights the reproduction of social life - the population, labour resources, education, health, culture, environmental protection, and the development of a resettlement system.

It should be noted the main features of social technologies:

- 1) This is a guaranteed way to achieve social goals.
- 2) The content of this method consists in the operational implementation of activities.
- 3) Operations are developed in advance, consciously and systematically.
- 4) This development is based on and using scientific knowledge.
- 5) When developing operations, the specifics of the area in which the activity is carried out are taken into account.
- 6) Social technology comes in two forms: as a project containing procedures and operations, and as the activity itself, built following this project.
- 7) Social technology is an element of human culture.

The object of social technology are: people, with their social qualities, motives of behavior, social roles, goals and values; small and large social groups of the organization; the social essence of the organization (acting as an informal structure of interaction between participants in society in the context of its most common goals and objectives); social reality (as a "snapshot" constructed by the participants of society itself in the framework of its essence through interaction in accordance with and taking into account mutual expectations).

In the democratic system of the territorial organization of society, the regions act as an equal subject of socio-economic relations and are endowed with property, property and rights to realize the socio-economic interests of the regions' population - creating the necessary conditions for its social reproduction.

At the same time, the "centre" is delegated to perform common social functions that are important for each region - ensuring the rights and freedoms of citizens, national integrity and security of the state, and general rules of economic life. Partnership and mutual responsibility are established between the centre and the regions. At the same time, the regions to carry out their reproductive functions transferred part of the national resources, property, income.

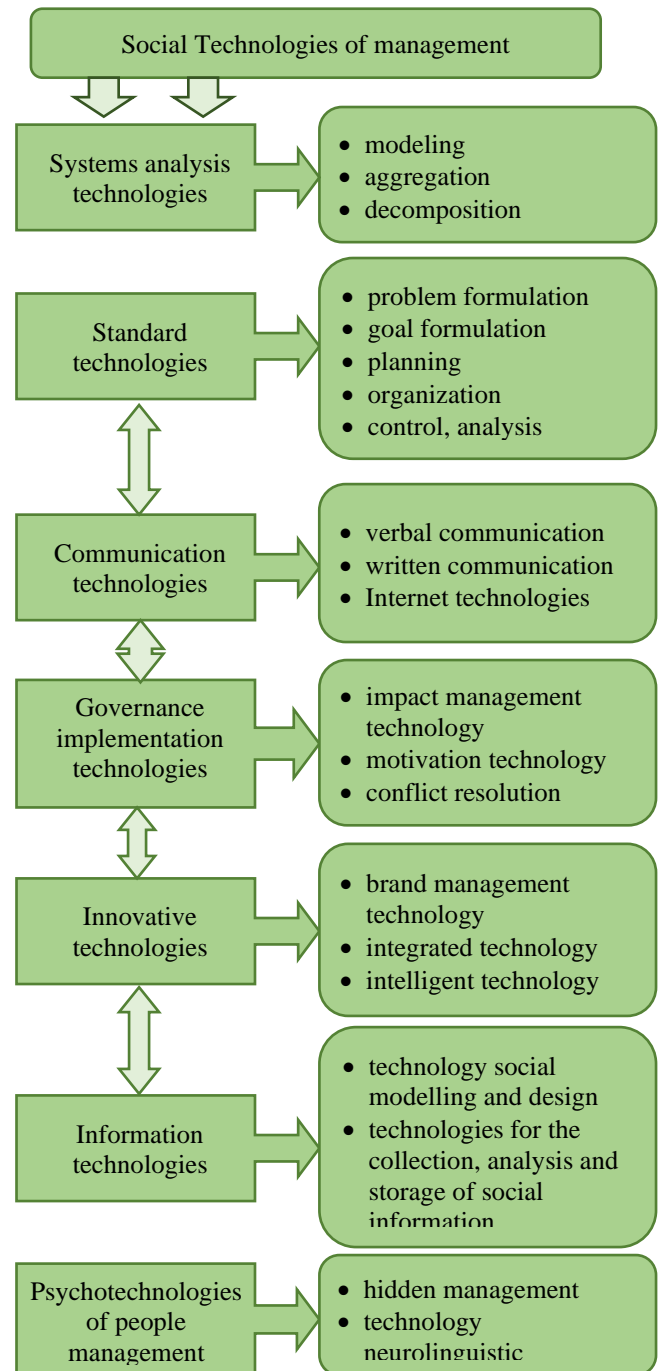
New requirements are presented for the development of the subject of government - the state, which is forced to delegate many functions of economic regulation to its citizens, territories, unions and associations, small and medium enterprises. This, in turn, strengthens the material, financial and legal bases of local self-government bodies, which are increasingly actively influencing the proper use of territorial resources (social, spiritual, cultural, managerial, etc.), and not just natural ones. It also requires the activation of efforts to innovatively support the development of social technologies.

Thus, social technology, as a rule, is created, tested and adapted to solve a specific type of practical problems of an organization or region, due to the state of its essential elements - goals, structure, management system, personnel features and material and technical support. Like any technology, it is a standardized means of human behaviour and activity for solving problems within the framework of its

transformative action, focused on obtaining a given result.

II. METHODOLOGY

Social technologies relate to all aspects of social phenomena, and their application to implement the management function, which is the primary task of modern management. The variety of social life and social objects, constantly emerging social problems and the possibilities for solving them form the conditions under which the emergence and existence of various social technologies become



possible, Fig.2.

Fig. 2. Classification of social technologies for managing the region.

In managing the region, social technologies are used primarily to develop ongoing programs for socio-economic development, master plans for the development of economic sectors, and the development of new bills.

The variety of social life and social objects, constantly emerging social problems and the possibilities for solving them form the conditions in which the development and implementation of innovative social technologies are necessary. In fact, this is a complex process that resembles the development of typical innovative technologies, while it also has several features. In general, the process itself is presented in Fig. 3.

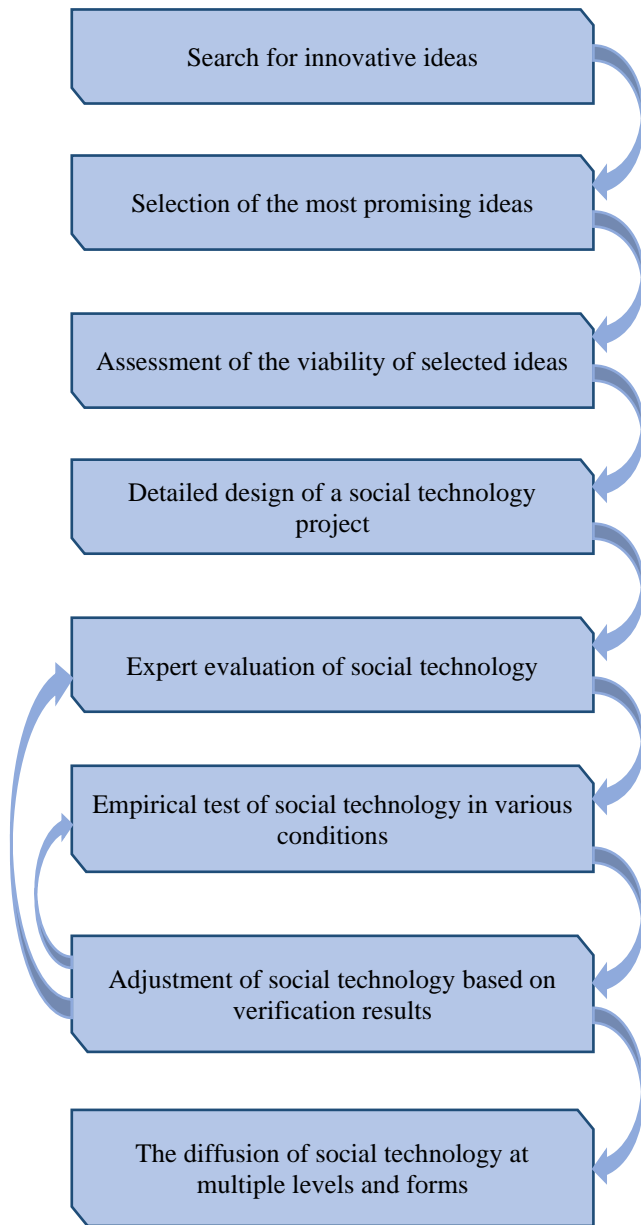


Fig. 3. The stages of creation and implementation of innovative social technology.

Social technologies are present in almost all aspects of social dynamics: individual interaction, group and intergroup cooperation. Relatively speaking, social technologies, although they have their theoretical foundations, serve as a bridge between real practice and high theory.

The essence of social technologies can be revealed only through the identification and use of the potential of the

social system, human resource in accordance with the goals and meaning of human existence and through a combination of methods, procedures, operations, techniques of special impact, using the possibilities of creative activity of both management entities and social organizations generally.

Social technology is a system of algorithmic actions created and used to achieve a predetermined result in a particular area of life, including the implementation of managerial functions.

Social technologies should be defined as ways of achieving the goals set by individuals, their groups and institutions, determined by the state of knowledge and social efficiency. They are complex, non-linear. Unlike conventional technologies, they only outline the field of possible results. The basis for the implementation of social technology is the subjects themselves.

The process of using social technologies to solve specific problems can be visually displayed in the form of an algorithmic diagram Fig. 4.

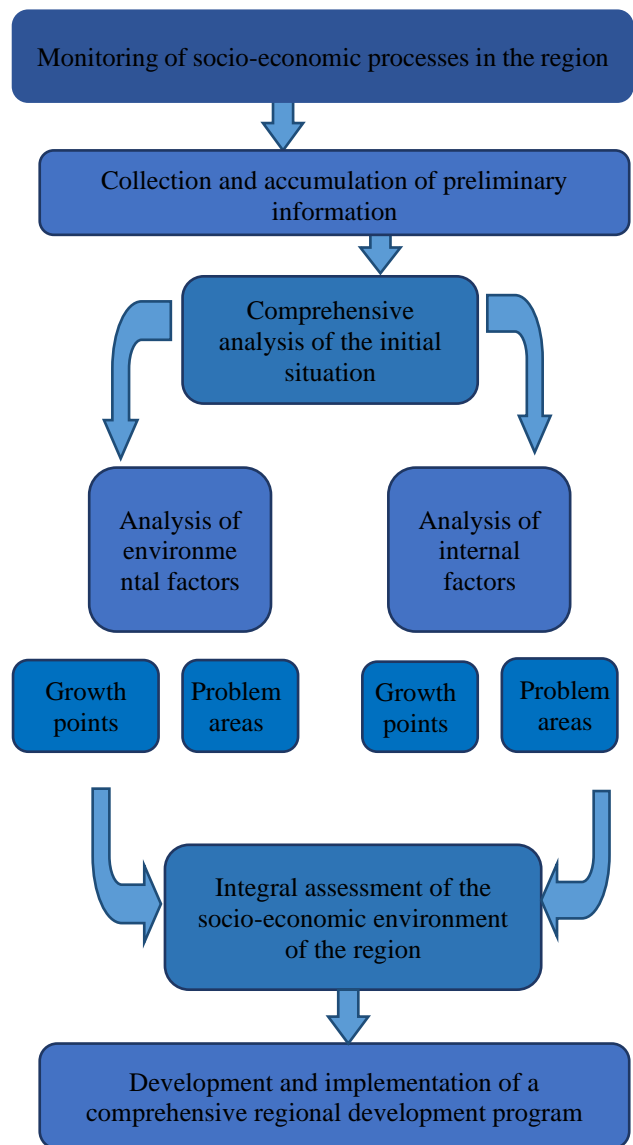


Fig. 4. The stages of creation and implementation of innovative social technology.

Innovative Social Technologies in the Region Management System

The functioning of social technologies is always associated with the requirement to increase the effectiveness of social management, to quickly and efficiently replicate social methods, procedures, operations.

Of particular importance for social technologies as a practical, organizational activity is the presence of conditions for their implementation: knowledge of the structure of the social process, structural features and development trends; the ability to formalize real phenomena and present them in the form of indicators, operations, procedures. The nature of social technologies, their features are determined by the internal nature of the object of technologicalization and installation on its development and implementation.

In the economic sphere, the efforts of social technologies are focused on solving the social problems of labour, on turning it into a sufficient criterion for assessing the efficiency and creativity of each person. Based on this, attempts are made to technologize the impact on the conditions of work, the content of labour and the directions of its intellectual development. No less important is the solution of organizational problems for the implementation of property rights. And finally, increasing the efficiency of social and personal labour is impossible without the enthusiastic participation of a person in improving production.

In solving actual social (in the narrow sense of the word) problems, the issue of specialized care is the creation of guarantees for social justice, the coordination of labour measures and remuneration measures. Relevant in this regard is the social role of forms of ownership, methods of organizing labour not only in industry and agriculture but also in everyday life, in trade and public services. The management of social processes involves the development of apparent efforts to regulate such essential aspects of people's lives as their health, recreation, social protection.

The demographic policy, which provides for the regulation of the appropriate behaviour of the population, family and domestic relations, the creation of legislatively fixed conditions for social groups such as youth, women, children and the elderly, is becoming increasingly important for management.

Management in the field of socio-political relations involves specific technological techniques and methods. It is about creating a mechanism for the rational control of the development and functioning of power, skillfully and organically combining centralization with self-government.

The development, construction and implementation of the requirements of social technology involve several stages. Theoretical - is associated with the definition of the goal, the object of technologicalization, the operationalization of social progress on the components and the identification of relations between them. The methodological stage is the selection of methods, means of obtaining information, its processing, analysis, principles of transformation into specific conclusions and recommendations. The procedural step is associated with the organization of practical activities to implement the requirements of social technologies.

Social technology does not include resource constraints, and at the same time, the possibility of applying this or that technology in specific management conditions is determined

primarily by resource constraints. It should be noted that new innovative social technologies are created, taking into account new situational goals of the activity and naturally take into account resource constraints.

It is also important to note that social technologies are bi-directional in the system of vertical social communications; that is, they can be used both for influencing managers on the managed and vice versa.

A key feature of social technologies is rationality, which takes as a basis the accumulated experience.

To create innovative social technology, existing elements are used - actions (operations), which is a new order and/or in a new combination are combined into a technological chain, which is presented in the diagram Fig.5.

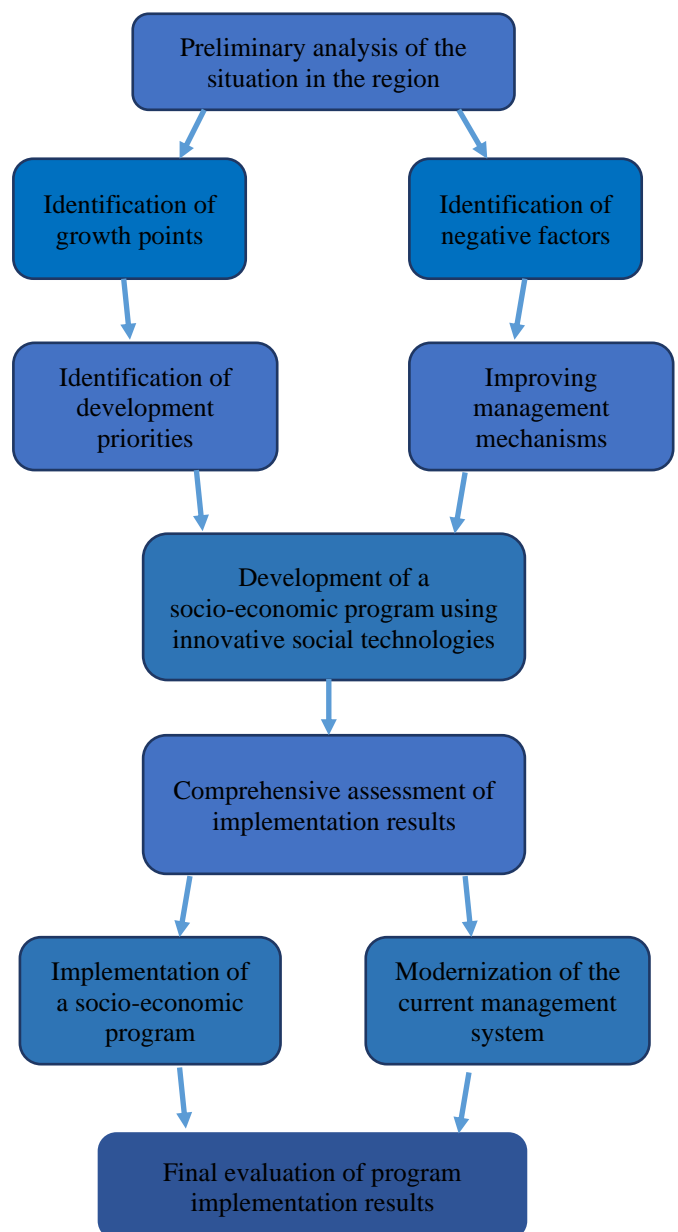


Fig. 5. Algorithm for the use of innovative social technologies in the regional management system.

Significantly, the use of social technologies optimizes the social system, contributing to the replication of social innovations (ideas, programs, techniques). Consequently, social technology provides a system of reproduction of social processes in specific parameters (quality, properties, the integrity of activity).

Technologization not only pursues the task of fully mastering the existing natural and social processes but also contributes to their transformation under the goals of society. The solution to this problem lies in the field of information production, which is also crucial for the development of society. The impact of social technology on society is carried out as a targeted informational impact on the structure of a given social system. From these positions, we can talk about management. In the case of turning to the interaction of social technology and social elements, we should talk about the development trend.

Thus, development is a sequence of autonomous repetitive acts of structuring; management is carried out using weak influences. The qualitative growth of social technology determines the amount of information that the social system can accept. It seems that management using social techniques, as well as the application of other management approaches, is carried out through essential functions - planning, organization, motivation, control.

Their implementation in time can be considered as a complete management cycle, which, thanks to the control function (in the form of feedback), acquires the character of a partially closed loop. The subjects of management and managerial decisions do not always coincide, which is associated with their positions in the managerial hierarchy.

The development of social technologies is associated with the need for quick and large-scale "replication" of new activities. The construction of social technology is carried out in the course of dividing activities into separate operations, procedures, subject to a deep understanding of the nature and specifics of the field in which the practice is developed. In general, social technology can be understood as an innovative system of methods for identifying and using the hidden potentials of a social system, for obtaining the optimal result at the lowest administrative costs.

The effectiveness of the application of social technologies is the most important characteristic of the social activities of the region's management system, aimed at the timely achievement of the goal, the optimal use of the complex of resources and the achievement of the maximum social result due to increased social well-being.

In turn, the effectiveness of managing the region with the social technologies involved is an essential, integral characteristic that demonstrates the achieved relationship between planned and practically achieved indicators.

Efficiency indicates effectiveness, that is, the degree of achievement of the goal as the main, but not the only indicator of effectiveness. For a comprehensive assessment of performance, not only performance is important, but also the social cost of the performance achieved.

III. EXPERIMENT

As an experimental example of the introduction of such innovative social technology as the "brand of the region", integrating management and marketing tools.

The process of using this technology under consideration was carried out in the period from 2016 to 2017. It should be noted that more than 3 million people live in the region, more than 80 nationalities and nationalities, it includes 60 administrative districts and 12 cities.

From an expert point of view, the technology for creating a "brand of a region" was an activity to develop a system of measures aimed at creating a positive image of the region, in addition, the project provided for the assessment of socio-economic processes in the region in order to level out possible negative data that could harm the positive image of the region.

It is important to note that social technologies of regional management, as a rule, are determined by certain social problems, in this case, increasing investment attractiveness to increase the flow of financial resources and develop an industrial and social base.

Focusing on the innovative aspect of social technologies, it should be noted that innovation here represents innovations specifically in human culture and human relations, in other words, in the commercialization of knowledge and its materialization in economic, production, social technologies focused on the efficient use of social resources.

The preliminary stage included the collection of information to correctly determine the boundaries of sustainable, balanced development of regional economic substances and to determine the relationship between the quality of life of the population and industrial and economic activities of the region. Determining the quality of life serves as a prerequisite for the search for the main problems of the socio-economic development of the region, and its dynamic scanning allows you to monitor the consequences of decisions made quickly, and therefore respond to them promptly.

Analysis of the bottlenecks and growth points of the economy allowed us to formalize the basic measures that contribute to the sustainable, balanced development of the region and, as a result, strengthen the image of the region and its brand. The action plan is presented in Table 1.

Table- I: The program of sustainable, balanced development and branding of the region

Event	Implementation mechanism	Expected Result
Development of a program of socio-economic development of the region	Calculation of critical indicators and setting priority areas	Improving living standards Regional economic growth

Development of a regional development strategy	Analysis of the current strategy and identification of strategic alternatives	Raising the region's rating in the macroeconomic space
Modernization of socio-economic policy in the region	Assessment of the socio-economic potential of the Altai Territory and the creation of a modern management system	Securing financial resources for the region's economy

It was also taken into account that the formation of a strong and successful brand will be facilitated by a comprehensive consideration of its interdisciplinary nature, manifested in the close interconnection of marketing technologies, management and psychology, as well as an understanding of the specificity and contribution of each of these elements to the general concept of human consciousness management. Thus, this technology acts as a kind of self-knowledge of society (understanding of social roles, status, processes of self-organization, optimization of social processes, etc.).

At the same time, the role and importance of introducing social technology into the regional management system, which are entering into an effective strategic direction of increasing the competitiveness and quality characteristics of the life of the region's population, will constantly increase.

The consequence of comprehensive measures to create and implement this technology, as well as the general balanced policy of the region, allowed to increase the inflow of investment capital in 2017-2018. The overall increase in economic indicators is presented in Table 2.

Table- II: The overall growth of economic indicators in the region

Indicator	2015	2016	2017
Gross regional product, mln. USD	113539	132734	158264
Percentage of the previous year in comparable prices	107,2	101,6	112,1
Gross regional product per capita, USD	41534	51042	65807
The share of investment capital in the total flow of financial resources	15%	17%	23%

IV. RESULT AND DISCUSSION

The result of the implementation of the comprehensive, innovative social project "Positive Brand" is demonstrated by the table of the region's summary economic indicators. At the same time, we will focus on the social component of the project as part of implementing innovative social technology. The effect of the implementation of this initiative in the general economic channel gave a particularly strong effect, as shown by the figures for an increase in the share of investment capital by 8% in the total flow of financial resources of the region. This was due not only to the economic effect of the implementation but also to social changes. The effect was achieved both through the consolidation of the efforts of individual individuals in promoting the brand of the region, as well as entire organizations that began to associate the result of this technology with their brand. Everything in the complex made it possible to carry out some complex positive changes in the social and economic spheres of the region, which also contributed to an additional stimulus to the overall economic development.

V. CONCLUSION

The use of social technologies makes it possible to increase the effectiveness in the process of implementing the social policy of the region, as well as to provide the governing bodies with effective tools for implementing managerial influences.

Social technologies are not universal, and they should be applied in a specific place and for solving specific problems, at the same time it is impossible to avoid their application, since the very essence of the system of managing the region, as a part of the general society, involves their use.

The main task of the regional government is to ensure the effective functioning and development of the social sphere. That will solve not only social but also economic problems within the entire territorial unit.

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