

## PROBLEMS OF THE SOCIETY SOCIAL POLARIZATION IN UKRAINE

In recent decades, changes in the external environment of enterprises, institutions and organizations have been taking place at a very rapid pace. To quickly adapt to the changing conditions of the competitive environment and today's readiness for tomorrow's changes, enterprises should monitor not only the level of compliance of tangible assets with the requirements of the NTP, but also the condition and change of intangible assets. Modern organizations that operate in a complex socio-economic environment must constantly create and implement various kinds of innovations that ensure their effective operation in the modern economy. In turn, innovation is often preceded by the generation of new ideas and the search for new solutions.

This problem is extremely relevant for Ukraine, which confirms the relevance of the chosen research topic, because today many experts believe that the economy of all countries in its development goes through six stages (epochs), which are determined by the main industries, resources and goods that characterize economic growth.

The low level and quality of innovation of domestic enterprises, leads to the leveling of key reserves of their competitiveness in the domestic and world markets. Innovative development is a crucial prerequisite for ensuring the economic growth of enterprises, which will help to bridge the gap with the world leaders. First of all, it is about activating innovative processes of entrepreneurs on the basis of creativity. Thus, the search for new drivers of accelerating the economic dynamics of innovative enterprises, adequate to the challenges of today, has become a permanent task, which determines, first of all, the formation and development of creative management, based on the use of modern management technologies, models and mechanisms. That is why a manager must form the conditions for creativity at the enterprise by organizing creative teams and involving them in the decision-making process.

For successful management of the company, managers need to know the methods of psychological activation of human thinking, methods of systematic search for ideas and methods of purposeful solution of creative problems. With every passing year, the ability to take an irrational approach to solving problems becomes increasingly in demand.

The society social polarization claims more attention of scientists every year as one of the urgent problems of our days. The mass development of polarization around the world began in the USA and Great Britain upon the Second World War, and some other countries subsequently experienced this problem.

In Ukraine, the society mass stratification process began upon changing the economic system, notably upon transiting to the capitalist market system. This transformation had some positive consequences, such as free entrepreneurial activity, knowledge of international standards of living, but also entailed the society rapid polarization.

Such foreign scientists as P. Drucker, A. Toynbee, D. Bell, Y. Yakovets, J. Stiglitz and others thoroughly considered the essence, problems as well as the social and economic inequality intensification in the world.

Such Ukrainian scientists as L. Cherenko, O. Markarova, V. Heyets, P. Sabluk, L. Shepotko, H. Kupalova, S. Hudzinsky and O. Tsvetkova considered the polarization problem. Their works are devoted to the research and justification of some causes of poverty, the comparison of incomes of Ukrainians and residents of some other countries as well as the formation of some strategies and directions of investments within the country [1].

The object of the Article is to evaluate polarization in Ukraine in accordance with some international criteria, to highlight some problems related to the research, to formulate and implement some strategies that will contribute to the development of social policy as well as diminish this negative phenomenon.

The social polarization is a process when a society is divided into some classes and groups and which entails some conflicts due to different financial situations, views, values and interests.

The stratification, a phenomenon caused by the emergence of institutions and the division of labour, constitutes the basis of the social polarization. Our modern society is represented by a complex differentiated mechanism as well as by a system of significant influence of status on the society division. It is due to the fact that certain statuses are perceived as desirable and prestigious while some other ones – as humiliating [2]. The social stratification has many reflections and forms. The inequality constitutes the main fact and is divided into [1]:

The economic one – income inequality, restricts access to resources, certain benefits and the exercise of fundamental rights. The inability of children from poor families to obtain a higher education, which subsequently reduces their chances of finding a good job and ultimately leads to poverty in their adult life, serves as an example;

The social one – one of the types of differentiation when individuals or social groups are on different steps of the social hierarchy as well as have unequal opportunities to meet their needs;

The political one – limitation of influence on political situations due to certain factors and conditions;

The ethnocultural one – a set of ideological views basing on the inequality of human races and cultures. Racism serves as a relevant example thereto.

Although some Western scientists are convinced that the emergence of the social polarization is due to some differences in people’s talents, education and commitment to work.

Max Weber distinguished three criteria of inequality: wealth, prestige and power [2].

B. Barber supplemented his classification with the following three important inequality criteria:

Firstly – the level of education which further influences the difference in income between individuals with and without a higher education;

Secondly – the degree of religiosity, the difference in respect and attitude;

Thirdly – the ranking of related and ethnic groups.

Having analyzed the state of modern Ukrainian society, one may observe the disintegration process intensification in the social space. This term shall mean the components separation process, notably the society disintegration into some individual communities. This phenomenon captures the economic side as well. In this regard, some factors contributing to the society social disintegration and reflecting the ranking system are distinguished in the table 1 [3].

Table 1

Modern Society Division Factors Hierarchy

| Division factor | % of influence | Rank |
|-----------------|----------------|------|
| Income          | 24             | 1    |
| Education       | 23             | 2    |
| Property        | 16             | 3    |
| Power           | 13             | 4    |
| Profession      | 10             | 5    |
| Talent          | 19             | 6    |
| Origin          | 3              | 7    |
| Religion        | 2              | 8    |

For this table, the factors that cover the main three factors of polarization, namely economic, political and professional, have been selected.

At the same time, income and education are almost at the same level, it can be concluded that the amount of income depends on the level of education, and therefore the subsequent life of a person and its expression in society.

Therefore, the economic component is the main cause of delamination in society, and this again emphasizes the relevance of this problem.

Control over changes in the dynamics of economic stratification makes it possible to assess the extent and intensity of transformation of the structure of society, and to determine the social direction of these processes.

Attention should be paid to the inequality in the allocation of resources. Under conditions of growth of imperfect distribution mechanisms in societies there is an excessive concentration of resources and capabilities in the hands of certain people or groups of people [6].

In turn, population inequality leads to a deterioration of the socio-psychological state, namely, the limitation of perspectives and the hopeless social situation. Thus, it affects the physical and moral health of society, their education and culture.

In order to combine practical [4] and scientific [5] concepts that define the principles of division into classes, class differences and ways of controlling economic resources, it is necessary to formulate the concept of economic polarization in a broader and narrower dimension [6].

Economic polarization in the broadest sense is a process of hierarchy over potential volumes of consumption. Economic polarization in a narrow sense is the process of dividing up by projected profit.

One of the conditions for solving the evident dilemma in Ukrainian society can be a complete understanding of the causes and peculiarities of social inequality. It is the quantitative and qualitative components that can serve as a guide for national policy making.

The main tasks of social policy in order to reduce the polarization of society should be: implementing policies to help homeless and poor families; assistance in case of job loss; protecting and maintaining living standards through the creation of offsets in the face of sharp price increases; development of education, health care, as well as conservation and improvement of the environment at the expense of the state; social policy on qualifications; social security measures and a minimum wage for all employees.

Finally, it can be noted that the socio-economic situation in Ukraine after the transition to the economic system, namely the transition to the capitalist market system, has caused some problems of studying the state of polarization of society, the main ones being the lack of completeness and reliability of the data obtained during the analysis and incorrect assessment and processing source data. This encourages scientists to study this problem more closely and in detail. Further research in this area should include concrete ways, forms and strategies for minimizing the stratification of society.

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