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Economic aspects of social development at the present stage of transformations in Russia

In the article the interrelationship and interdependence of economic and social development in the period of transformations in the national economy is discussed. The efficiency of the market change considered in the aspect of both the economic and social outcomes and costs is discussed. The role of social factors and principles of their influence on economic transformation is shown.

Экономические аспекты социального развития на этапе преобразований в современной России

В статье рассматриваются взаимосвязь и взаимозависимость экономического и социального развития в период трансформаций, происходящих в национальной экономике. В условиях социального кризиса, сложной международной обстановки и в целом негативных процессов в экономике на современном этапе развития одной из важных задач страны является обеспечение воспроизводства человеческого капитала. Это обусловлено значимостью социальных факторов в развитии экономики. Эффективность рыночных изменений рассматривается в аспекте одновременно и экономических, и социальных результатов и затрат. Раскрывается роль социальных факторов и принципы их влияния на экономические преобразования.

Keywords: *interdependence of economic and social development, efficiency of economic transformation, social factors, sources of economic change, process of expanded social reproduction, social needs of the population, transaction costs.*

Ключевые слова: *взаимозависимость экономического и социального развития, эффективность экономических преобразований, социальные факторы, источники экономических преобразований, процесс расширенного общественного воспроизводства, социальные потребности населения, транзакционные издержки.*

The possibility of solving the social problems is closely connected with the situation in the national economy in general and directly depends on the nature of economic processes in the country in the present and the future.

The situation in the Russian economy is extremely complex. The ongoing crisis has a negative impact on economic development and social phenomena that had previously caused great alarm. The decline in industrial production in 2015 at 3.7%, Industrial production for 2016 rose 1.1%.

The drop in the standard of living of citizens increased. In December 2016 real wages in comparison with December of 2015 decreased by nearly 12%. In the structure of the population has been a significant reduction of the residents.

According to Rosstat evaluation, the incomes below the subsistence level ("poverty") in December, there were 30 million Russians, or 21% of the total population. In December 2015 below the "poverty" lived 22.2 million, or 15.5% of the population [9].

The growth of trade gave way to its fall of the dramatically worsened the budget crisis. The arrears of salary costs, the content of activities of budgetary organizations increased. As a result of defaults and the drop in the production of tax revenue declined to the levels that do not cover the minimum necessary expenses of the state.

Called facts, and the other negative trends of recent time is extremely aggravate the general economic situation prevailing in the country during the period of socio-economic transformation (table).

**The main economic and social indicators of Russia's development
in 2010-2015 (%)**

Indicators	2010	2011	2012	2013	2014	2015
Gross domestic product	104,5	104,3	103,4	101,3	100,6	96,1
The industrial production index	108,2	104,7	102,6	100,3	101,7	96,6
Agricultural products	88,7	122,1	95,3	106,2	103,7	103,0
Construction	105,0	105,1	102,4	101,4	95,5	93,0
The freight turnover	106,9	103,4	101,7	100,5	99,9	100,2
Retail trade turnover	106,3	107,2	105,9	103,9	102,5	90,2
Foreign trade turnover, including:	131,9	131,9	102,7	100,2	94,9	66
Export	132,9	131,8	102,1	98,8	96,9	68
Import	130,3	132,0	103,7	102,3	91,7	62
Investments in fixed capital	106,0	108,2	106,7	99,7	97,3	91,6

The consumer price index	106,9	108,4	105,1	106,8	107,8	115,5
Price index of industrial producers	114,9	117,3	106,8	103,4	106,1	112,4
Real disposable income	105,1	100,8	104,2	103,3	99,0	96,0
The total number of unemployed	88,9	89,1	85,3	100,2	94,0	107,4

Source: Rosstat [Electronic resource]. – Mode of access: <http://www.gks.ru/>

The ongoing crisis has intensified the mood in society, aimed at the revision of the economic policy pursued until then and dramatically reduced the initial welcome vision the basic ideas associated with the concept of "economic transformation". However, the society remains understood that the transformation process should continue. They need to develop, to improve, not go backwards. However, we must be guided by sufficiently clear criteria of progress in reforming the economy and society.

Discrepancies and disagreements in this issue largely stem from the underestimation in terms of scientific and methodological support and practical experience, the themes of efficiency of transformation processes in the economy. It is because in Russia we have ignored this topic in the beginning of the reform at the level of science the methodology was made so many mistakes and miscalculations in practice.

The effectiveness of market changes can be seen in many of its sections [2]. It is known that the conventional notion of efficiency is the comparison of the result of concrete actions of the project with its original design or otherwise, the comparison of the result with the requisite cost. Moreover, efficiency should be considered in the aspect of both an economic and social outcomes and costs.

The most significant reason for the growth of negative relations to the transformations is in the underestimation of social factors.

Social factors can be considered in various aspects [1, p. 125]:

- the social price of transformations;
- social protection (the subject and the object of protection, sources of compensation);
- social factors of a resumption of effective economic growth;
- social results, as the parameter dynamics of the national economy.

Unfortunately, under the influence of straightforward concepts of efficient market, the role of social orientation of economy in the country has become, at a certain stage, the negative sense [3, p. 223.]. So, from the first steps of large-scale reforms and social issues was considered beyond economic transformation. By default, it treated the share of the consumers themselves, or were assigned to regional and municipal leaders. Today, guided by the stated intentions of the current Government, projected a serious turn to the social side of transformation in the economy. However, this will require a critical understanding of the many common cliches in the politics and theory.

At the heart of many of these stamps is interpretation of the processes of social development, involving exclusively the consumption of resources. Of course, any development, including social, involves the use of available resources [7]. However, this is only one side of the process. You need to simultaneously see the functional role of elements of social development in the implementation of a longer process – the process of expanded social reproduction.

So, Ludwig Erhard answering questions about the reasons for the success of the reforms passed under his leadership in the West Germany in the postwar years, presented a rather comprehensive and simple explanation: "All the success ... is based ultimately on the labor activities of people, - he wrote. - This was just the result of honest efforts of all people." In fact, then in Germany for a year and a half, conditions were created that provided a 60% increase in production, and it became possible largely due to the income growth of the broad groups of the population [5, p. 357].

For our Russian conversion has become effective, it is necessary to form and launch mechanisms for the disclosure of creative potential of people in the process of expanded reproduction. From this point of view it is necessary to look at the relationship between the processes of savings and consumption, on the structure of savings, compliance savings and savings, capital investment, and savings.

The sources of investment process in any country are the savings of the citizens on the basis of market orientation of the economy. It is generally accepted that Russia, as a rule, the high savings rate. So, in 2011-2014 it is, according to Rosstat, was in the range of 22-25%. First, there is, according to some experts, contains substantial rate of recurrence accounts, the abstraction from a very low savings rate of 9-10% in 2011-2014, and 8.3% in 2015 [10].

Secondly, we had a huge imbalance among the high savings rate of the economic elite (reaching at some points up to 10% of GDP) and low savings levels, the majority of the population (usually low-paid). There is evidence that in the total income of the population the share of income attributable to the mass market has declined from 49% in 1990 to 20% in 2015. In a period of low demand for investments in the Russian economy, which according to preliminary estimates, no more than 12-15% of GDP, a significant income elite is not directed into domestic investment. These revenues are also very little effect on domestic demand and through the process of consumption. Income, as a rule, largely converted into foreign currency and exported to other countries.

The conclusion from the presented above suggests the obvious plan of action. It is important to do so that the social needs of the population began to be perceived as a organic goal conversions. This arrangement, as the practice in developed countries, these needs translates into a powerful productive force, able to create a growing social and economic efficiency throughout the entire macro-system [8].

The Central place in the evaluation of the effectiveness of the market transformations in Russia should, as I think, be given to the consideration of the scale (and trend over time) costs for the functioning and development of modern market economy. The reformers of the first phase, unfortunately, almost ignored

the question. Deep calculations for the cost of creation and functioning of effective market institutions and failed. However, the level of these costs is that they shouldn't bring attention (in terms of efficient schedule and structure of investment).

For example, in the Eastern Germany in connection with the deep transformation of the political and economic systems are also regular investments in amounts reaching 100 billion dollars [5].

For some time now on a global scale there has been a widespread change of ideas about the role of the so-called transaction costs in the organization of the market mechanism.

The concept of "transaction costs" today is considered not only as ongoing costs in transactions, and all the "costs of the economic system." Douglass North was a thorough assessment of transaction costs in different markets of the United States, arising from the movement of goods (retail and wholesale trade, the cost of financial and banking services, insurance). It was revealed that more than 45% of national income today apply to the transactions. This proportion in the last century has increased by more than 20 percentage units (made before – 25%) [4, p. 101]. Hence, it turns out that transactions absorb a large and significantly growing part of the costs in the market macro-, mezo - systems.

Thus, the question arises of how we can realistically assess demand and necessary cost curves are associated with the formation of the whole system of modern market institutions in Russia. In order to be competitive in foreign markets and to attract foreign investment, we need to offer the agents of the Russian market-like conditions of the West.

In recent years more and more researchers are convinced that the path the blind copying of the Russian experience in the development of market economy in "significant" countries not quite realistic not only for political, but also cultural and economic characteristics. You can't, for example, to recall the fact that the market in Spain, England, France and other countries of classical capitalism was formed in the century, when resources were almost unlimited. At their disposal was the colonial world, supplied in the metropolis of any human and natural resources at very low prices. On something like that, Russia in the course of development of market relations, of course, can't be counted.

In our country there is no other strategic importance the method of transformation, in addition to the path based on the calculation of the own internal forces. International cooperation must also play an important role, but its borders are ultimately defined by our ability to be effective partners. For us it is unacceptable to rely on the differential income derived from unequal exchange with external representatives. Highly problematic yet seen and the ultimate effectiveness of Russia's many foreign borrowings under purpose of change. Here, many processes require a serious rethinking and change.

Key internal resources to the implement system innovation and efficiency of market transformations can be taken from us from sources: intellectual and entrepreneurial human capital; natural resources. Here very high, if not exceptional in our conditions the role of the fundamental factors of education and science.

It is necessary to focus on a consistent involvement in country factors of the expanded reproduction of the intensive, innovative type (scheme below).

The main problem of the present stage of the transformation is to shift the center of gravity in the action and in finding solutions: not to focus only on improving financial momentum, and to a greater extent than previously to deal with the real sector of the economy, to turn its development on the scientific and innovative basis. Well-known calculations showing that in 2014 the cash flow from the production sphere, the so-called financial speculation has reached 15% per year, which is almost equal to the savings in the country. Today we need a new government decision, which can change the orientation of resource flows.

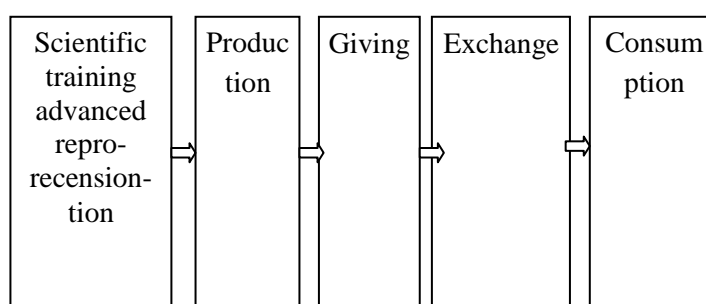


Fig. 2. Factors of the expanded reproduction of the intensive, innovative type

Right now, in my opinion, (and not later) Russia needs innovative industrial orientation in economic reforms. Explanations on the "untimely" and the impossibility of such a trend because of the acute imbalance of budgets and lack of investment can't be recognized as convincing. The ongoing crisis (and imbalance) is generated by the presence of inefficient investment in the economy.

We support the views of those researchers which prove the possibility of moving in a kind of "economic offensive" based on the proactive investment in priority sectors of domestic production, education and science. So, intelligence experts at the Council of Federation of the Federal Assembly of the Russian Federation came to the conclusion that to bring the country on the path of sustainable development, the destruction of scientific industrial capacity and overcome the inertia of the recession, the parameters of growth of gross domestic product should be at least 5% per year, investment activity is not less than 15%, including investments in high-tech industry and new technologies of up to 20% per year. Hence, wage growth will be 12% per year. The ultimate efficiency of production in these parameters should not be less than 10% per year [6].

In this context, the seemingly high values indeed become necessary for the changing trends in the degradation of human and industrial potential of the country and access to sustainable socio-economic development on modern market principles.

The whole international experience of economic reforms suggests that where there has been success, he was ordained a rigorous preparatory campaigns related to social diagnosis and adaptation of ideas of transformation in different groups of society. Projecting that demand for market reforms in Russia, taking into account

the orientations in the post-industrial model, it is possible to identify some of the key principles of inclusion of social factors in economic transformation:

1. Providing tangible for the population communication of the activities for the transformation of the economic order, improve the welfare of the nation;

2. The prevalence of improvements from reform for all people (not just for the elect). The decrease during the transformation, not widening the gap of differentiation in income between different population groups;

3. Adequate communication of these ideas in the transformation with the motivation of the economically active part of society. It is necessary to ensure citizens' understanding of those goals, and then the maximum transformation of society into a constructive force for change;

4. The understanding in society that the strengthening and development of scientific and creative potential of the population is not the action with the sign "minus" of economic resources as a condition for their multiplication. This inclusion (Appendix) of the parameters increases the educational, scientific and cultural potential of the society to the elements of the objective function, the maximum used in the course of economic transformation;

5. Increasing attention to the factors and conditions of the environmental performance of all transformations in society and the workplace. There must be a harmony in the society regarding the changing of certain norms and standards of material consumption for the sustainability and balance of environmental safety.

Transformations in the institutional forms of any country and any region cannot be implemented without attention to the global processes. Moreover, there is the growing influence of global linkages on the nature of the economic and social life in each of the regions and States. This also applies to the technological standards and settings, conservation and consumption. The global interdependence of transformation processes makes everything more meaningful the public control over the social outcomes and social factors.

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