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Theoretical and methodological problems of social diagnostics of resources management

***Annotation.** The article attempts to analyze the social diagnostics. The main objective of social diagnostics is to identify the content of the factors in the economic, psychological, demographic, legal and other spheres of public life. In the present paper attempts to analyze the social diagnosis. It analyzes the ambiguity of the conceptual content of the social diagnosis. The general characteristic of the algorithm in the social development of Kazakhstan's societ. The mechanism, which aims mainly at creating market relations among universities.*

***Keywords:** social diagnostics, management, higher education, sociology, management, human resources.*

Education Mission, the priority development of education, its advanced development and the globalization of education do the necessary construction of a conceptually-developed management strategy that meets modern requirements, providing quality education that meets international standards. The problem of management of educational activities in general, the higher education system, higher school resources is justified in the works of V.G. Afanaseva, V.V. Gerchikova, V.S. Ledneva, V.Y. Shukshunova, A.A. Asmolova [1–3].

Theoretical and methodological bases of management of social systems, including the system of education presented in the works of Russian scientists: V.V. Gluhovoy, considering the principles of management, organizational management of the higher education institution structure, especially university management personnel; A.S. Neschadina, focuses on the organizational structure of management; V.S. Prudnikova releasing methodological principles of social management systems and justifying social management technology [4–6].

The role of society in the development of the education system, the theoretical and methodological foundations of the Sociology of Education are by investigated I.I. Kharchenko, M.N. Rutkiewicz, M.H. Titmoy, V.I. Turchenko, V.Y. Nechayev [7].

Management as a way of ordering human activity is the object of study of different sciences. The most common definition to management is given by V.G. Afanasyev: "The scientific management of the company, in fact, is the process of bringing the subjective activity of people in accordance with the objective requirements of social development [1]." Sociology of Management, substantive content of which is to identify the characteristics of the control as a social phenomenon is different from the science of management (management theory, human resource management, organizational behavior, the general theory of management, etc.) that is designed to explore what is both a social management phenomenon, as an organic component of the development of society.

In the sociological context, the term "social diagnostics" is used only in recent years, but, at the same time, sociology uses diagnostics since its introduction methods as collecting and processing information about the studied social phenomenon, the process already contains the elements of a social diagnosis.

The unevenness in the development of the society, natural and environmental and socio-economic upheavals, wars, repressions that took place in Kazakhstan significantly affected the mode of reproduction of the population and led to the fall in the birth-rate and rise in mortality. Such consequences are caused by the situation of economic instability associated in recent years with the global economic crisis, with a severe and difficult to control process of the establishment of civilized norms of the constitutional state and market relations.

So, the birth rate, sharply fallen during the Great Patriotic War, had the consequences the fact that the war generation, i.e., those who were born during the war, had in the 60s their numerically small offsprings, who entered the working age in the 80s (demographers call this phenomenon "double echo of war"). Also in the 80s a relatively large generation of people born in the 20s reached the retirement age. This led, eventually, to the so-called "fork": a marked reduction in population inflows into the working age and the increased outflow from it in the 80s, i.e., to a sharp decline in the labor force. The consequences of these demographic waves Kazakhstan's economy felt even in the 90s.

The ambiguity of the conceptual content of social diagnostics is reflected in the few studies on this issue. So Andrushenko VP defines social diagnostics as "the study of social motives and causes of individual behavior, group, search for social determinants of processes and phenomena of social life. The main purpose of diagnostics is to identify the social content of the factors in the economic, psychological, demographic, legal and other spheres of public life [7].

Social Diagnostics is based on the following principles:

- objectivity, that is, an unbiased review of the social object, the phenomenon;
- determinism, which is due to the unity of the world relationship of the phenomena and processes that allow the research process to identify patterns of their occurrence, functioning and development;
- complexity, is determined by the complexity of social problems, the specificity of social relationships and the actions of individuals;
- comparability, ie correlation with the standards, benchmarks, historical experience, the experience of other countries;
- scientific substantiation and verification of the results of social diagnostics;
- the method of the social diagnostics adequate to objectives.

The author of the treatise recommends a very complicated state statistics system: "The mighty state knows thirteen types of calculations: the number of consumers in the country, the number of adult men and women, the old and the weak, government officials and military commanders, those who earn their living by talking; the rich; horse and bull population; the amount of hay and straw. If someone who wants to make his country strong does not know anything about these thirteen types of calculations, then his state, despite the favorable natural conditions and the large number of people will be weaker and weaker and eventually be broken up".

The methods of the social diagnostics should include both general scientific and sociological research methods (survey, content analysis, expert interviews, observation, etc.); methods of processing and analysis.

Algorithm of social diagnostics can be represented as follows: a general description of the object of research, problem definition, SWOT-analysis; holding general diagnosis, that is, setting goals, allocation of diagnosed cases, the choice of methods of diagnosis; carrying out a social diagnosis, if necessary, in-depth study of certain problems; study findings and conclusions [8].

In order to influence the processes of reproductivity and the change in the right direction or the preservation of their parameters the state carries out a particular demographic policy, which is part of the socio-economic policy.

The population policy covers a wide range of problems of reproductivity, the creation of the composition and structure of labor resources and their effective application. In a narrow sense, the demographic policy should be understood as the impact on the reproductivity by means of socio-economic activities that affect the demographic processes. In a broad sense, the demographic policy includes all types of social and economic policy aimed at achieving specific objectives (e.g. the improvement of working conditions, the housing problem solution, etc.), and at the same time contributing to the solution of demographic problems as well [2].

In accordance with this algorithm, social diagnostics should give a general description of the research object, the value and the role of objects in the development of Kazakhstan's society.

In 1991, Kazakhstan began work on the education system to adapt to new social and political conditions on the background of a serious economic crisis, appeared with the collapse of the Soviet Union. In the period from 1991 to 1995, real GDP fell by 39 %, exports fell sharply, prompting a significant part of the workforce – 30 % for 2004–2005 start farming. The economic crisis has affected all sectors of society and levels of education, including higher education. Priority of education was declared a state policy, but this had no effect on the financing. As a percentage of GDP public expenditure on education decreased from 6 % in 1990 to 3.5 % in 2000. The share of education in the state budget of the Republic of Kazakhstan has decreased from 8.1% in 1993 and 6.3 % in 1998 to 4 % in 1999, which at that time was only 55 % of the requirements [9].

To stimulate the population growth and reduce mortality in Kazakhstan a number of legal and regulatory documents have been developed and adopted, and also the mechanisms for protecting motherhood and childhood have been implemented. One of the latest documents is the development of the draft of the Concept of population policy and strengthening family. According to forecasts of the Ministry of Labor and Social Protection the expected results of the implementation of the Concept are the increase in the number and percentage of households with three or more children; the reduction of maternal mortality to 15 deaths per 100,000 live births (in 2008 – 33.7 cases) by 2020, the reduction of infant mortality – up to 12 deaths per 1.000 live births (in 2008 – 20.9 cases), the reduction of the difference in life expectancy for women and men from 10.5 years in 2008 to 8 years in 2020, the increase of the real size of family benefits, the availability of public housing policy for young families, achieving the compliance of the status of people with disabilities in Kazakhstan with international standards and rules to ensure equal opportunities of people with disabilities, maintaining migration growth, including the implementation of the program for attracting compatriots.

The continued support for mothers and children. On behalf of the President of Kazakhstan N.A. Nazarbayev, who attaches great importance to the social protection of motherhood and childhood, since January, 2011 the size of the one-time state aid in connection with the birth of a child has been increased up to 34,740 tenge and the monthly allowance for child care until the age of one year has been doubled. The introduction of compulsory social insurance of pregnancy, childbearing and motherhood for working women has been specified. However, their retirement savings will continue during maternity leave and childcare leave to one year. Meanwhile, between 1995 and 2000. Legal and administrative measures to modernize higher education systems have been taken, updating its content, decentralization of management and financing of the education system, as well as the provision of educational institutions greater fiscal freedom.

The solution of housing problems of young and large families. Today it is especially important to make the new apartments available to the population and reduce the cost of their cost. In connection with turning the republic into a huge construction site, the construction industry should develop intensively. Despite the fact that the number of the industry companies is continuously increasing, the construction materials are generally expensive and are imported from abroad. For this reason, the cost of housing is also growing, reducing the chances of the young and large families to purchase apartments or improve the living conditions. It is therefore necessary to create widespread production of building materials, develop their activity, especially in regional centers and towns. This, firstly, will make it possible to create new jobs, and secondly, to replenish revenues to the local budget, and most importantly, to reduce significantly the cost of building materials. Human resource development was declared one of the main priorities of the long-term development strategy of Kazakhstan till 2030. An important task is to create a national intelligence kernel. In the US, two-thirds of the population are engaged in intellectual work. In Germany, Japan and Switzerland, the share of human capital accounts for 80 % of total capital. The capacity of the world's education export market is one and a half trillion dollars. Export of educational services is becoming a major source of income in the country's total exports: in the United States it is 5th place in Australia – 3rd. In this regard, according to the President of the country Nursultan Nazarbayev "Improving education, especially improving its quality, is one of the main priorities of the state in the coming decades" [10].

Kazakhstan clearly defined benchmark to enter into the European educational space and is modernizing the educational activities in the context of European requirements. This is supported by qualitative and quantitative indicators at the international level.

As stated in the UNESCO World Report 2009 on the monitoring of education "Overcoming inequality: why governance matters", Kazakhstan education development index ranks 1st among 129 countries of the world.

It is among the countries with high human development.

In 2009, Kazakhstan took the 67th place in the ranking of the Global Competitiveness Index of the World Economic Forum. In this sphere of education and science it occupies a very successful position on several indicators: coverage of higher education – 50 place, the ability to innovate – 50 place, spending on education – 58 place. Financing of education in the last 10 years has increased 7 times [11].

A National system for assessing the quality of education, which includes Single National Testing, the intermediate state control in higher education, independent assessment of the quality of education graduates have been worked out.

It remains relevant and is currently forming the problem of staffing industry in the region, and imbalances in supply and demand of labor on the regional labor markets in Kazakhstan system of higher education the problem of uneven concentration of educational institutions by region.

There are also regional differences in the proportion of students receiving some form of public funding, but no clear pattern. Assessment of the portion of a typical age group that receives government grants, subject to the same restrictions as the relative coverage ratio, and so naturally it is much higher in Almaty and Astana. It is also possible to link the data to an exemplary per capita income in the region, the gross value added by region. This is a rather rough estimate of actual income residents of each area, if we exclude from the analysis oil-producing regions of Atyrau and Mangistau regions, with very high incomes, and if we assume that in cities such as Almaty and Astana, which can attract the best students, the proportion of students-holders grant is probably higher, somewhere between middle-income countries in the region and dley students received grants in 2008, the relationship is not expressed, which confirms the relatively equal access of school leavers to obtain government grants.

Tuition fees by the students themselves or through grants / loans / sponsors to cover the costs of training, is the main source of funding for higher education institutions. This mechanism is aimed primarily at the development of market relations among universities and payment main beneficiary – the State, in the case of training on priority specialties companies, if they sponsor the training of potential or existing employees, but in other cases – by the individual himself. However, establishments, considered the leading universities, which include nine "national" public universities and private Kazakh-British Technical University as well as a new international university in Astana, made special support. This support takes many forms: the higher the amount of student grants, larger financing facilities and equipment of public universities, privileged access to grants for training and contracts, either directly or through affiliated research institutes, the status of preferred supplier for other contracts.

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ТҮЙІН

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Әлеуметтік диагностика басқарудың теориялық және әдістемелік мәселелері

Қазіргі қағаз әлеуметтік диагноз талдауға тырысады. Қоғамдық өмірдің экономикалық, психологиялық, демографиялық, құқықтық және басқа да салалардағы факторлардың мазмұнын анықтау негізгі мақсаты әлеуметтік диагноз. Ол әлеуметтік диагностика тұжырымдамалық мазмұндағы белгісіздік талдайды. Қазақстандық қоғамның әлеуметтік дамуына алгоритмінің жалпы сипаттамасы. Жоғары оқу орындары арасында нарықтық қарым-қатынастарды құру, негізінен бағытталған механизм.

Түйін сөздер: әлеуметтік диагностика, басқару, жоғары білім беру, әлеуметтану, басқарушылық, адам ресурстары.

РЕЗЮМЕ

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Теоретико-методологические проблемы социальной диагностики управления ресурсами

В представленной статье предпринята попытка проанализировать социальную диагностику управления ресурсами. Основной целью социальной диагностики является выявление содержания факторов, действующих в экономической, психологической, демографической, правовой и других сферах общественной жизни. Проанализирована многозначность понятийного содержания социальной диагностики. Дана общая характеристика алгоритма социальной диагностики в развитии казахстанского общества. Рассмотрен механизм, который нацелен главным образом на создание рыночных отношений среди вузов.

Ключевые слова: *социальная диагностика, управление, высшее образование, социология управления, человеческий ресурс.*