

# **PART 1. DEVELOPMENT OF MODERN PARADIGM OF MANAGEMENT IN UKRAINE GLOBALIZATION AND NATIONAL ASPECTS**

## **THE PECULIARITIES OF ENSURING DEMOGRAPHIC SECURITY OF THE COUNTRY**

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Over the last decade, both in the scientific literature and in speeches of public figures and practitioners around the world the terminology has been used more often, directly or indirectly connected with the notion of demographic security. At the same time, some states are actively involved in activities aimed at developing programs and measures that regulate the principles and ways to ensure demographic security.

Under the present conditions, the urgency of studying the issues of demographic security is caused by several reasons:

first of all, in most countries there is a growing role of demographic component and increasing its influence (most often negative) on the social-economic development of the society;

as a result, governments of various countries have to solve objectively a wide range of demographic problems, which have reached the status of national threats. Thus, an urgent need arises to consider the peculiarities of demographic security;

hence, the demographic situation of any country generally reflects its social-economic wellbeing, formed by both past and present social processes. It is evident that ensuring demographic and in the broad sense national security can only be based on the objective assessment of the current situation.

Analyzing the essence of the notion of demographic security, especially its ontological component is not less important.

Most scholars confirm that demographic security is one of the kinds of the country's security, and its regions. Along with it there are economic, military, and social securities. Demographic security interacts with other sectors of social-economic relations and it cannot be considered only as a field of auxiliary interests of the state, which has only a utilitarian value to solve geopolitical tasks.

Thus, according to Rybakovskyi L., demographic security can be represented as a state of demographic processes, which is sufficient for the population reproduction without the considerable influence of external factor and providing human resources to achieve geopolitical interests of the state [11].

Other authors share the opinion that demographic security is the functioning and

developing of the population in its age-sex and ethnic parameters, its correlation with the national interests, consisting in ensuring its integrity, independence, sovereignty and the preservation of the existing geopolitical status [7, p. 15].

Steshenko V.S. notes that demographic security is such a state demo-reproductive processes that does not have real or potential negative effects on the country's development [12, p. 54].

According to Gorbulin V.P. and Kachynskyi A.B., demographic security is the protection of life and the processes of natural continuous reproduction of people. Demographic security requires consistent implementation by the state and society of social-economic, political, legal, moral-psychological and other measures to preserve and improve the people's health [3, p. 23].

In official documents the definition of demographic security is given only in the "Methods of calculating the level of economic security of Ukraine", in which demographic security is mentioned as one of the components of economic security of Ukraine and it is treated as protection of the state, society and the labor market from demographic threats, which ensures the development of Ukraine taking into account the totality of balanced demographic interests of the state, society, and the individual in accordance with the constitutional rights of the citizens of Ukraine [9].

It is necessary to take into account that demographic security purposes, being the priority for the society, yet co-exist with others, which are also important – the objectives of social, economic, political, security, performing system forming function that contributes to forming the priorities of ensuring the national security.

Besides, demographic security has independent significance, as it is connected with one of the most fundamental aspects of human activity – procreation, and therefore life continuation. Only in case of supporting health, longevity, reproductive activity of the population it is possible to solve successfully social-historical tasks [1, p. 241].

On the basis of generalization it was found that demographic security of the state is affected by the following factors: historical peculiarities; geographic position and economic situation; resource base; internal and external relations in the country; education, health protection; the position and processes taking place in other countries. Thus, the level of demographic security reflects the state of the society's resistance to various unfavorable factors hindering its development. According to this approach, reducing the country's population is the indicator of danger showing the drawbacks of organizational-state mechanism of ensuring the population's vital activity, causing the threat to the country's status. Therefore, demographic processes (birth-rate, mortality-rate, migration, etc.) in the society, have, if not purely social, but precisely social-economic character.

So, in the author's opinion demographic security is a category penetrating all the sectors, segments, sectors of the human population vital activity. Therefore, it is impossible to imagine it outside of any of the national security sub-groups (Fig. 1).

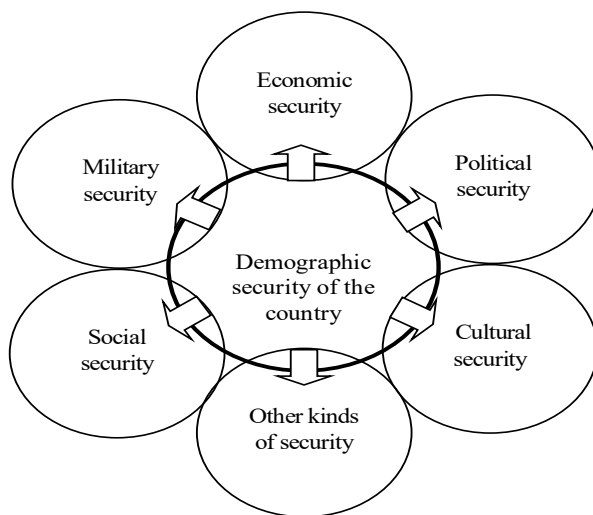


Fig. 1. The relationship of demographic security with various aspects of the national security [summarized from 5, 8]

Thus, in the broad sense demographic security is connected with almost all sectors of social vital activity, and requires separation, especially because of its ever-growing importance for Ukraine. All the above mentioned shows, that theoretically it is extremely difficult to substantiate the attribution of demographic security to a separate kind of the national security.

The demographic situation in Ukraine has been worsening in recent decades - demographers note the spreading of depopulation in the country. The population is decreasing every year as a result of natural and mechanical migration; the process of the nation's aging is going on, the indices of demographic burden on the population are growing; the reduced birth-rate in the long run will result in decreasing labor force and potential of the country. Thus, ensuring optimal demographic situation is one of the priority tasks for the Government, because all the wealth in the country is created by the labor of the population – the main productive force, labor resource potential [4].

During 2018 the population of Ukraine decreased by 233.2 thousand people by January, 1 it had been 42 million 153 thousand persons. This is stated in the express issue “The demographic situation in 2018”, published on the official website of the State Statistics Service of Ukraine [13].

According to the data the number of deceased persons in Ukraine exceeds the number of births: 100 deaths accounted for 57 births. In 2018, 335.9 thousand children were born in the country and 587.7 thousand persons died. Migration increased on 18.6 thousand people.

According to the latest All-Ukrainian census conducted in December 2001, the

population of Ukraine was 48,415,000 people.

According to the official data of the Ministry of Social Policy, about 3.2 million citizens of Ukraine stay permanently abroad to earn money without taking into account Ukrainians who travel abroad for seasonal work [2].

Another important factor for analysis is average life expectancy. The index of life expectancy shows how long the average citizen of the country will live. The essential conditions are permanence of birth rate and mortality rate, because based on these data the average life expectancy is calculated. The average life expectancy in Ukraine in 2018 was 68.8 years, and it is absolutely equivalent for both gender categories. This index is not only much less than the corresponding indices in Western European countries, but is still considerably lower than the average life expectancy in the world. According to the UN, it is 71 years. It is worth mentioning that there is a significant difference in life expectancy between men and women. If the average life expectancy of men in the world is 74.6 years, in Ukraine it is only 62.6, or 12 years less [13, 14].

In particular, the sectors of social-economic threats include high and rising level of unemployment, social and economic stratification of the population, increased poverty, criminalization of the economy, low living standards in the country; the social-psychological factors are physical degradation of the population, degradation of the institution of the family and life values. The violation of ethnic and cultural traditions is also an important factor in emerging demographic threats because their sharp change can lead to moral confusion of the population, the violations of value priorities. The worsening of ecological situation in Ukraine has a negative impact on public health, resulting in lower reproductive capacity of the population and reducing life expectancy. An important condition for overcoming the demographic crisis is solving political and armed conflicts in Ukraine.

The main threats to the demographic security of Ukraine are reflected in Fig. 2.

Demographic threats are such factors and their complex, which may cause destabilization of the demographic system and, as a result have unfavorable effect on demographic and economic security on the whole. The threats, leading to demographic danger are divided into external and internal. The internal threats are the factors that arise directly in the demographic system and are described by its quantitative and qualitative characteristics. Social, economic, political, military, environmental, informational influences are external threats having both direct and indirect impact on demographic security of the country [8, 10]. The specifics of basic demographic threats systematized above, is limited to their having inter-object (inter-state, interregional, etc.) nature.

That is demographic security of any country in the world is determined not only by demographic processes taking place in it, but also by the demographic processes that take place outside the country (in neighboring states, regions, etc.).

Thus, the demographic situation must be constantly and fully controlled by the state, regulated by implementing the corresponding demographic policy – a complex

of measures aimed at forming stable qualitative and quantitative characteristics of the population reproduction, the objectives of which are to overcome the negative demographic tendencies and solve the urgent problems.

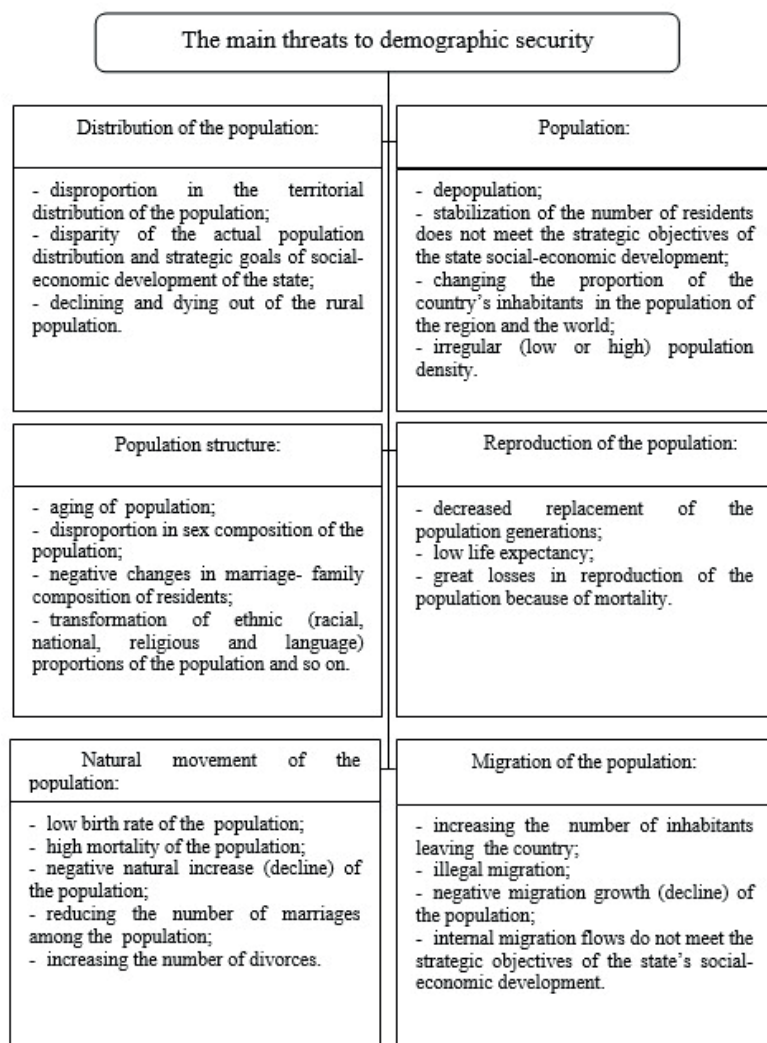


Fig.2. The main components of the country's demographic security [formed on the basis of 3, 5, 6, 14].

The country's population must be protected that is why the corresponding demographic policy should be pursued by implementing measures to overcome

the demographic and economic crises. In Ukraine there is a need to increase the population, so the country's leadership should influence the processes of the population reproduction, which can be achieved by encouraging a favorable demographic behavior of the citizens, especially in family planning.

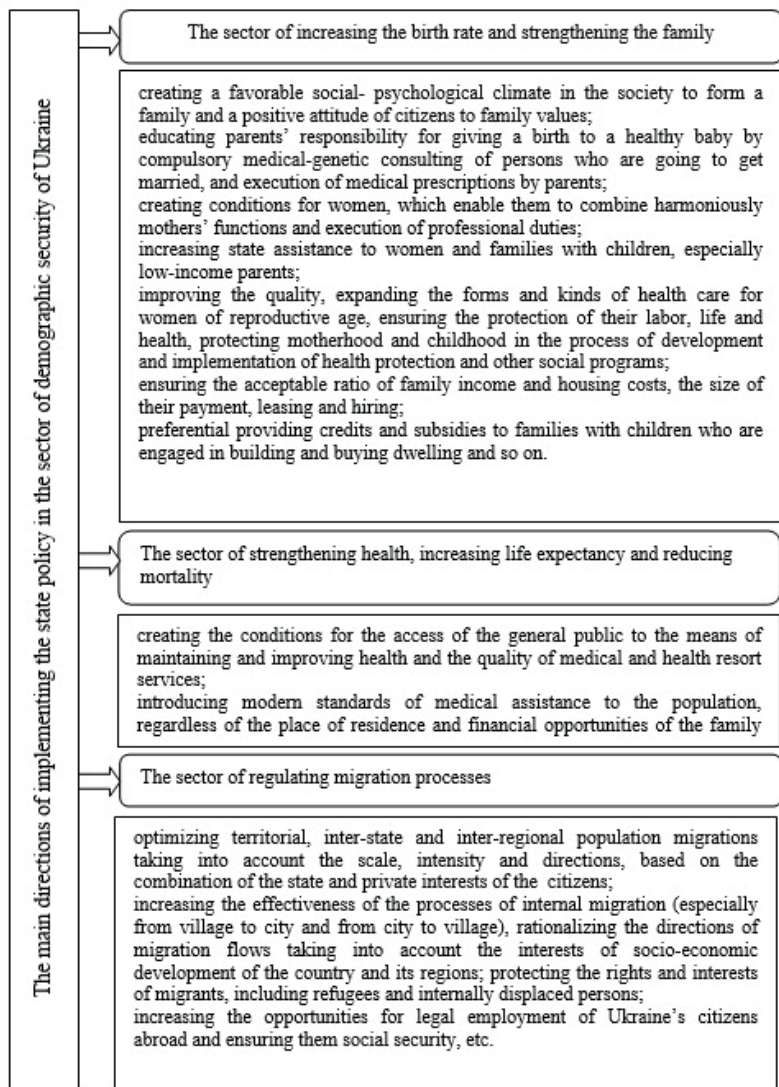


Fig. 3. The main directions of implementing the state policy in the sector of demographic security of Ukraine [formed on the basis of 4, 5, 6, 13, and 14].

Therefore, to achieve the appropriate level of demographic security in Ukraine its priority tasks should be:

- firstly, stabilizing birth-rate and bringing it in the long-term prospect to the level that ensures the simple demographic reproduction mode;
- secondly, improving the population's health, reducing mortality and increasing the average life expectancy;
- thirdly, strengthening the institution of the family, marriage-family relations and improving vital activity conditions;
- fourthly, improving the regulation of migration processes [10].

Based on the above-mentioned tasks, the main directions of implementing the state policy in the sector of demographic security of Ukraine are reflected in Fig. 3.

The main impact of the state on demographic processes can be carried out through the mechanisms of state administration, the main of them are the following ones:

There are the following mechanisms of regulating the state demographic policy:

- firstly, the legal mechanism of regulating demographic policy (creating unified legal and administrative standards of behavior);
- secondly, the economic mechanism of regulating demographic policy (providing direct financial aid, subsidies from the state budget or local budgets, indirect financial assistance);
- thirdly, information-psychological mechanism of regulating demographic policy (using mass media, art with the aim of forming public opinion, the standards of demographic behavior, definite demographic climate in the society) [14].

Thus, the demographic factor is essential for sustainable economic growth, guaranteeing economic and national security of the country because there is no sense in all other sectors of the state security, if there is no the main factor – the population, due to which all these sectors exist.

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## **BASIS FOR STRATEGIC MANAGEMENT AT HEALTHCARE ENTERPRISES**

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Provision of healthcare is the responsibility of every government to assure the health of its most valuable asset, people. Advancement in healthcare includes the development of new diagnostic procedures, new techniques, new equipments, and new drugs. These techniques are developed to diagnose diseases faster at an early stage before the disease is fully developed, shorten lengthy procedures allowing