

Мукашева Нурбану

магистрант

Гуманитарно-техническая академия

г. Кокшетау, Акмолинская область

CONCEPTUAL APPROACHES TO THE CONCEPT OF SOCIAL PARTNERSHIP

Аннотация: по мнению автора, в настоящее время в научной литературе существует множество мнений о природе социального партнерства. Некоторые из них сводятся к мнению, что это понятие больше о взаимоотношениях работодателя и работника. Другие считают, что социальное партнерство охватывает также государственные органы. Третьи говорят, что это понятие политического характера, а не социального. В статье анализируются различные точки зрения о природе социального партнерства, обобщены подходы к содержанию понятия.

Abstract: according to the author in the scientific literature there are many opinions about the nature of social partnership nowadays. Some are reduced to the view that this concept is more about the relationship of employer and employee. Others believe that the social partnership also covers state agencies. Still others say that it is the concept of a political rather than social. The article analyzes the different views about the nature of social partnership, generalized approaches to the content of the concept.

Ключевые слова: социальное партнерство, концептуальные подходы, связи с общественностью.

Keywords: social partnership, conceptual approaches, public relations.

The phenomenon of social partnership is result of long evolution of social development. Prerequisites of the idea of social partnership are considered in works of antique philosophers Platon and Aristotle. In the XVII–XVIII centuries the ideas of «natural right» and «social contract», in particular, in T. Hobbes and Zh.-Zh. Russo's works which opened the nature of the public relations gain development [1]. Various aspects

of development of the social relations of the state and society were considered in the works by I. Kant, A. Smith, K. Marx. They for the first time mentioned the sphere of social and economic interaction of workers and employers that was a basis for further development of the concept of social partnership.

Now in scientific literature social partnership is characterized ambiguously. One understand it as specific type of the social and labor relations between public authorities, the employer and labor collective. Others consider it as a specific type of the public relations between professional, social groups, layers, classes, their public associations, authorities and business.

The big contribution to development of the theory of social partnership belongs to V.N. Yakimetz. He understands «constructive interaction of the organizations from two or three sectors (the state, business, non-commercial sector) in case of the solution of social problems providing synergy effect of «addition» of different resources and «profitable» to each of the parties and the population» as social partnership [2].

As A.N. Mikheev «notes intersectoral partnership extremely widely differ from the point of view of the purposes, scales, complexity, the activity level (from local to global), the size and a variety of partners». "... social partnership can include the different number of concerned parties and therefore differ on variety degrees, and increase in a variety both gives new opportunities, and means emergence of new challenges» [3].

Authors of the book «Social Technologies of Intersectoral Interaction in Modern Russia» try to determine social partnership as set of the methods of the solution of social problems interconnected and built in a certain sequence by implementation of contacts between the institutes created during human activities in its various areas [4].

In foreign literature social partnership is most often treated as a cooperation between the government organizations, business corporations and non-profit organizations which purpose is achievements of sustainable development of the territory. For example, Michael Warner and Paul Griner focus attention on strategic combining of the resources standing behind the government, business structures and civil society

emphasize the integration of capabilities of each of the participating parties based on the principles of separation of risks, costs and aspirations to a common advantage [5].

Peter Drak divided society into three sectors: state, private, or business sector, and non-commercial, or social sector. Within three-sector model he declares that the government sector provides a consent, issues decrees and realizes them, distributes wealth; the commercial sector creates wealth, providing with products and services society; the non-commercial sector aims to change human life. He claims that now on the government it is impossible to look as at the unique subject in the solution of social and economic problems of modern society [6].

Integrating all of the above it can be noted that the social partnership – is a special kind of relationship in which people or organizations combine their resources for the implementation of these objectives, to achieve that they cannot afford individually. Therefore, it is a constructive and mutually beneficial cooperation between the three sectors of society – government agencies, businesses and nonprofit organizations.

This kind of interaction is necessary to work together to solve important social problems. Representatives of each sector have different capabilities and resources to participate in solving the problems of the social sphere: to protect the interests of employees, employers, poverty, financial assistance, etc. In all these sectors – government, business and non-profit organizations – different ideas about itself the nature of these problems, which can lead to relevant differences. However, despite all the differences, the cooperation of these sectors should always be: neither the state nor business, nor the public can not alone overcome social injustice and conflicts, to provide people with equal opportunities for a decent life. Consequently, society in solving its social problems should be based on the resources of different sectors, and their only interaction can make a real contribution to the social development of the organization, region or country as a whole.

Thus, interpretations of social partnership are characterized by considerable variety which is caused as a difference of disciplinary approaches from which line items this phenomenon, and a coverage of a phenomenon and, as a result, its subject and object characteristic is considered. The essence of the main interpretations of social

partnership comes down to its representation as the system of interaction between various social subjects providing coordination and implementation of interests of these subjects. System of social partnership it is direct and on content of the activities it is connected with the political sphere, with the state. It is necessary to notice that at the present stage of development of the Kazakhstan society interaction of economy and policy has pronounced character. The processes happening in the social and labor sphere influence political stability of society and require adoption of political decisions. In this regard, the arising political problems directly influence social and economic and employment relationships, especially on initial stage of forming of social partnership.

Список литературы

1. Ковалева М.А. Теоретические подходы к определению социального партнерства // Вестник Государственного университета управления. – 2007. – №3.
2. Якимец В.Н. Социальное партнерство в России: исследования, механизмы, опыт. – Спб.: Интерлэнт, 2001. – С. 30–72.
3. Михеев А.Н. Многосторонние партнерства: определение, принципы, типология, процесс осуществления [Текст] // Информационное общество. – 2005. – №3. – С. 18–25.
4. Социальные технологии межсекторного взаимодействия в современной России: Учебник / Ред. А.С. Автономов; М-во труда и соц. развития РФ. – М.: Рос. благотворительный фонд НАН, 2003. – 411 с.
5. Multi-Stakeholder Partnerships [Electronic resource]. – Access mode: <http://www.globalknowledgepartnership.org>
6. Skrzyszewski S. A new vision of community and economic development: a multidimensional convergence of government, business, and the social sectors with the Internet / S. Skrzyszewski, M. Cubberley [Electronic resource]. – Access mode: <http://www.jourssa.ru/2005/3/4aIvanov.pdf>