

The Influence of Social Infrastructure on Increasing the Employment of the Population in Agricultural Production

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Abstract: The article considers the problems of development of social infrastructure of rural areas and its impact on employment, including in agricultural production. System-structural analysis and synthesis, economic and statistical methods were used in the research process. It is established that social infrastructure has a direct impact on employment (through employment directly in its structures and facilities) and indirectly (through education, health care, culture and art, physical education and sports). Therefore, its development is crucial to increase employment, quality and productivity. On the other hand, it acts as a motivator or demotivator for employees. At the same time, agricultural production largely determines its condition. The results of the study can be used by agricultural enterprises, regional employment centers, united territorial communities.

Keywords: Social infrastructure, Employment, Agricultural production, Rural areas, Development, Motivational measures, Digitalization.

INTRODUCTION

Employment is one of the indicators that allow to characterize the current standard of living and well-being of each citizen and is an indicator that reflects the macroeconomic situation of the country, transformation processes in the economy, the level of social and labor relations and more. In accordance with certain structural changes in employment by type of economic activity, special attention needs to be paid to the study of employment regulation in agricultural production. Today, a policy should be introduced that would allow effective management practices in the modern labor market and eliminate negative trends, namely: high migration, unemployment, low demographics, lack of motivation to work among workers, the destruction of social infrastructure.

Ensuring employment of the rural population, improving the labor resources of agricultural enterprises, increasing their productivity and improving the agricultural labor market is an urgent and urgent problem. These processes are significantly influenced by social infrastructure – education and health care, arts and culture, sports and entertainment as its social components, as well as roads, water supply, gasification, housing - as industrial. Therefore, the assessment of their availability, condition, dynamics and quality and accessibility for employees is of great theoretical and practical importance. This list should include social protection of the population and social policy of agricultural enterprises and the state in general.

LITERATURE REVIEW

It should be noted that the problems of social infrastructure development, social protection and social policy were studied in the works of A. Andryushchenko, M. Ihnatenko, V. Kutsenko, T. Stroyko and others. O. Bulavka, V. Diesperov, E. Lanchenko, L. Marmul, T. Oliynyk, I. Romaniuk, V. Ryabokon studied the issues of employment of workers of agricultural enterprises. However, in-depth research requires the establishment, analysis and evaluation of relationships in the system "social infrastructure - social protection - employment of agricultural workers - labor market", the quality and dynamics of these components and tools for managing and regulating their development.

METHODOLOGY

The purpose of the article is to identify the impact of social infrastructure on employment of agricultural enterprises, assess its level and dynamics, substantiate the tools and mechanisms of management and regulation. System-structural analysis and synthesis, economic and statistical methods were used in the research process.

RESULTS AND DISCUSSION

Regulation of employment and the labor market in agriculture and rural areas in general is carried out on the basis of current legislation - adopted laws and regulations and regulations. They provide for the levels and amounts of the minimum wage, subsistence level, social benefits and payments, pensions and their indexation and growth to improve the quality of life and improve the living standards of the population in accordance with modern ideas and the existing eco-

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conomic potential of the country. The agricultural labor market is significantly affected by all legislative acts that regulate the functioning of agricultural production, its taxation, small business, corporatization, social responsibility (Babkin, Nikitina, 2014).

Thus, one of the first laws of independent Ukraine was adopted in December 1990, the Law "On Social Development of the Village", which enshrined the priority policy of the state in this direction. It formulated extremely important provisions on the social infrastructure of rural areas, declared state support for its development. But the mechanisms of financial support of the social sphere of the village were not sufficiently substantiated. The local budgets of most regions were not large enough to compensate for the reduction in government revenues for the development of the rural social sphere and rural areas in general.

The newly established private agricultural enterprises, in addition to voluntary initiative and social responsibility, also proved to be free from obligations to act in the interests of the community. The formation of development budgets was not discussed at all (Solyanik, 2013). As a result, the social sphere of rural areas has lost powerful investors in the form of former collective and state farms and has not acquired new ones in the form of large and small agricultural producers, other participants in agribusiness, local governments. This led to its rapid destruction, decline, reduction of the range and volume of services, dismissal of a significant number of workers and unemployment.

Lack of adequate funding at the state and local levels, significant reduction in the number of rural residents and their migration to cities, reduced motivation to live in rural areas and narrowing of natural reproduction of the rural population, its aging in most regions of the country on the one hand, and drastic changes. language and telecommunications, entertainment, ideological reorientation, the spread of mass culture via the Internet on the other hand, low social responsibility of agricultural corporations and holdings have also led to a reduction in the construction of industrial and social infrastructure (Ryabokon, 2012).

As a result of these processes, investment in the rural social sphere has decreased significantly; there is discrimination on regulatory indicators. Thus, only in the first decade of market transformations per capita, the costs of its operation and maintenance became 7.0 times lower than the urban average in the country. Compared to 1990, the commissioning of new housing decreased 2.3 times, schools - 4.0 times, children's preschools - 4.2 times, health care facilities - 5.0 times, clubs - 10.0 times; construction of roads - 18.0 times.

Economic growth was achieved in only two areas of infrastructure. These are gasification of the village and individual housing construction. From 1996 to 2002, 5.7 thousand km of gas distribution networks were introduced, and in 2000 the volume of their construction increased 2.5 times compared to 1990. Also, the executive authorities of the administrative regions adopted regional housing programs, which provided a mechanism for financial support of individual developers and organizational measures to assist in the construction of manor houses. Restrictions on the size of garden houses were lifted, and cottage townships were developed.

This contributed to an increase in the volume of individual housing construction compared to 1996 by 3.3 times.

It should be noted that a number of ill-considered government decisions taken in 1992-1995 caused the loss of inter-regional economic ties in agriculture. As a result, the profitability of production and the possibility of financing at the expense of the social sphere have sharply decreased. Even at present, rather moderate taxes cannot have a stimulating effect on the agricultural economy due to the low profitability and unprofitability of a large number of small and medium-sized enterprises, which, in turn, has a negative impact on the labor market (Vdovenko, 2016). During the agrarian reform it was planned to release farms from spending on the social sphere without detrimental consequences for its development.

In the pre-reform period, the financing of the social sphere of the village took place mainly at the expense of the state budget. In addition, for these purposes, agricultural enterprises spent significant own funds, again to provide education, training and retraining, health, recreation, raising the cultural and artistic level of their workers and all villagers (Andryushchenko, 2014). Market reform provided for the transfer of social infrastructure to the balance of local budgets, but regulations in this regard have not been implemented everywhere. As a result, these funds were allegedly withdrawn from agriculture, which negatively affected the standard of living and employment, behavior and mood of agricultural workers; negatively affected the results of their activities.

It should be noted that the transfer of social facilities to local authorities cannot solve the problem of preserving the social infrastructure of the village. The tax base of rural areas is only 7.0% of the total tax base of the country, while almost 30.0% of the country's population lives there. This necessitated a redistribution of funds through the state budget, but again the problems were not resolved (Pakulin, Pakulina, 2016). Much more systematic and large-scale measures were needed.

Ultimately, this resulted in the need for administrative-territorial reform in the countryside with a change in administrative-territorial units, their borders, sizes and centers; redistribution of taxes to state and local with an increase in the share of the latter; formation of rural territorial communities; increasing autonomy from the center, functions, financial potential and responsibility of local government for socio-economic development of rural areas and settlements.

At present, it is necessary to point out in many cases the insufficient qualification level of many leaders and specialists of rural communities in the use of methods, mechanisms and forms of raising funds and other resources for development; understanding the ways of rural economy development through the formation of alternative activities (rural green tourism, organic farming, etc.); use of opportunities of digitalization, social cybernetics in its development and management; development and implementation of social initiatives and innovations, as already mentioned, does not allow timely orientation in changing market conditions (Marmul, Ihnatenko, Ushakov, Kuchyn, 2019). It was these circumstances that dictated the need for the Government to adopt

Resolution 117 in 2000. "On improving the staffing of the agro-industrial complex" on the initiative of the Ministry of Agriculture of Ukraine.

An important role in this Resolution was given to the system of agricultural education and the formation on its basis of conceptual foundations of labor market and employment regulation through training of managers and specialists of high level of professionalism, management culture, entrepreneurial skills to work in market economic conditions; increasing the motivation of employees to high production efficiency. There was also an improvement in the vocational guidance of students in rural secondary schools in order to attract them to study in agricultural educational institutions of primary, secondary and higher vocational education (Lanchenko, 2019). Great role was given to improving the system of vocational training, retraining and advanced training of workers in agricultural and processing industries, which would ensure the continuity of their training during employment; further development of the social infrastructure of rural areas as one of the main factors in consolidating staff, improving the quality of life in rural areas.

It should be noted that, despite the difficult situation with the financing of science and education in the country for a long time by the relevant ministries, the local executive authorities have done everything necessary to support the potential of agricultural educational institutions. There are 22 agricultural universities, secondary special and vocational schools. In accordance with the provisions of the "Main directions of agri-food policy", the Law "On Education" in universities and colleges was opened training in a number of new educational programs, increased admission of students in management and economics. The quality characteristics of entrants have improved. The share of rural youth among them increased from 44.0 to 60.8%, in colleges it reaches 74.0%. However, in many rural areas there is still no significant improvement in staffing due to low retention of graduates (about 30.0%) with higher education, disparities in the structure of training, insufficient innovative level of educational training.

It should be noted that the Council of employers from among leading managers of large agroholdings and other agrarian enterprises of the country was created. Together with representatives of agricultural education and science, they present new proposals and requirements and develop a meaningful innovative content for the training of future professionals in accordance with the requirements of modern agricultural production; carry out career guidance work indicating working and living conditions, social packages and new preferences for future employees (Romaniuk, Levaeva, 2018). Also, leading innovative agricultural enterprises already place orders with agricultural universities to train specialists, guarantee their employment and even finance such work, provide assistance in other forms (machinery, equipment, provide bases for industrial practices, for scientific, including diploma and graduate studies, etc.).

The Law "About the state support of agriculture of Ukraine", adopted in 2004 y., substantiates the state regulation of foreign economic activity in the field of agro-industrial production, the development of agricultural science and the implementation of scientific activities in general. However, the

problems of social development of rural areas, employment are given only a few general provisions. In particular, "state support for the development of the rural social sphere from the state budget is provided in accordance with targeted programs in the field of rural social development, as well as in the form of subsidies provided to local budgets in the manner prescribed by applicable law."

Thus, regulations do not sufficiently take into account the peculiarities of the social development of the agricultural economy, the principles of resettlement of the rural population, the functioning of rural settlements and their budgeting (Kolot, Gerasimenko, 2019). Therefore, in order to further develop agricultural activities, overcome challenges and risks, reduce production of certain types of agricultural products and food, increase social protection of agricultural workers and rural residents in general, it is necessary to further develop and constantly adjust the priorities of the agricultural sector. However, support for peasant farms, personal farms and other small forms of entrepreneurship remain fundamental among them; development of alternative activities in the countryside; introduction of production and social innovations; increasing the prestige of agricultural labor and life in the countryside; environmental safety and social responsibility (Marmul, Romaniuk, 2018).

Studies show that in general, Ukraine has adopted many laws, regulations and bylaws, state and regional programs to ensure employment in rural areas, social development of rural areas, agriculture. They often repeat or duplicate each other; not fulfilling some, others are accepted; are declarative or pursue a propaganda purpose; not realistic to perform due to lack of resources; are not rational or uncoordinated and not even necessary. To this should be added low executive discipline; irresponsibility and impunity of management and ordinary employees; manifestations of corruption and the shadow economy.

As a result, for many years the same problems are not solved or are solved very slowly. However, in the social sphere, the sphere of employment as well as in the economy as a whole, rational organization and sustainable development depend, first of all, on the life position of each person; the desire to work, to be honest and fair, educated and educated, responsible and fair every day and at all times, without waiting for any laws and regulations, without seeking distinctions and without fear of punishment; to live in purity and beauty and maintain them, starting from every house, estate, street, village, rural area and ending throughout the country (Kostrytzia, Burlay, 2020).

All these virtues are in the mentality of the Ukrainian people, their traditions and habits. Hard work and diligence, neatness and friendliness, intelligence and creativity of our people made a good opinion of Ukraine in Europe and around the world. Therefore, they need to be supported and developed in every possible way. Laws must be clear and transparent and not be adopted and changed constantly, but properly enforced and enforced monitored. To do this, it is necessary to coordinate both regulatory measures and motivational tools to support the rural population, ensure employment and development of the labor market in rural areas, the reproduction of rural areas.

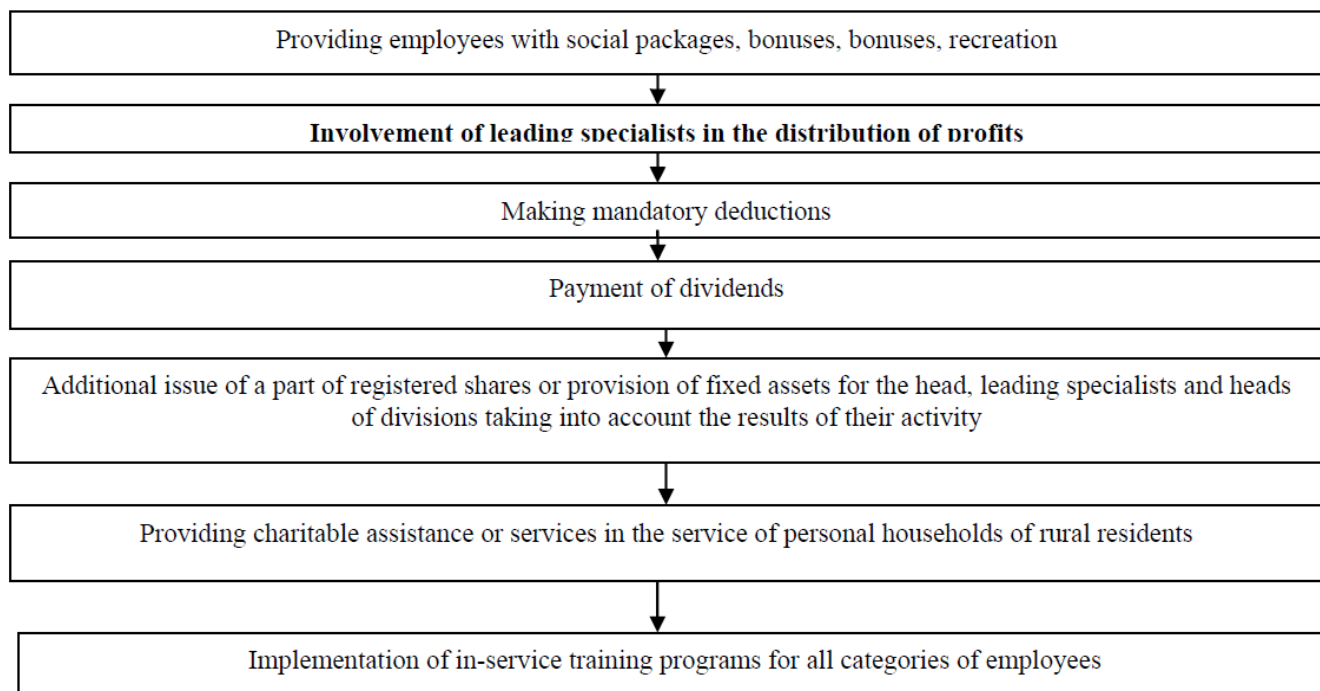


Fig. (1). Motivational measures to promote the employment of employees of agricultural enterprises.

It is also important to rely not only on the laws and principles of economic theory and formal economics, but also on behavioral economics or psychological economics, the social responsibility of large agribusiness, and inclusive development principles (Ihnatenko, Antoshkin, Krukovska, Malyshko, Marmul, 2019). Work in these areas is very relevant today and at the level of individual agricultural enterprises and their divisions, and at the level of rural areas. Since the proposed measures should be based on a strong and stable financial and resource base, in the conditions of agricultural enterprises measures to motivate labor should cover financial and organizational and economic instruments (Fig. 1).

Organizational and economic measures (employment programs; retraining; financial support and employment proposals for the unemployed; organization of public works) to regulate the employment of agricultural workers and rural residents are generally divided into short-term and long-term. Among the long-term tasks are the following: stimulating aggregate demand for labor; regulation of the qualitative composition and structure of supply in the labor market of rural areas, increasing its mobility and flexibility; prevention of adverse trends associated with the reduction or cessation of production and investment activities. leading to instability in the organization of jobs; substantiation of the factors restraining the release of workers from the branches of agriculture and social infrastructure of rural areas; development of employment proposals.

These include the implementation of strategic measures to gradually reduce the natural rate of unemployment in the economy, state protection of the interests of workers, their

cash incomes and savings from the effects of major macroeconomic and structural shocks and inflation. Among the short-term tasks are: creating a system of effective management of aggregate labor supply in agriculture; formation of a mechanism for effective management of labor prices; improving the system of training and retraining of the employed and unemployed rural population in order to improve the quality of labor and productivity; ensuring the promotion of employment of vulnerable categories of workers, creating the necessary conditions to mitigate long-term and, moreover, mass unemployment in rural areas; support for self-employment through the organization of a network of consumer and service cooperatives.

One of the important tasks is the implementation of social expertise of investment programs and projects implemented with the participation of the state, large agricultural businesses, small and medium enterprises in rural areas. At present, they should provide for the introduction of specific forms of relations in the labor market, taking into account the development strategy of agricultural entities, indicative planning and improvement of the regulatory framework in the field of labor relations and employment; social responsibility (Bilyk, 2014). Together with the leadership of the United Territorial Communities (UTC), agrarian business structures can join employment promotion programs; measures to expand opportunities and improve the conditions for the development of alternative forms of activity; professional counseling of unemployed citizens in order to determine their employment opportunities; training in the basics of entrepreneurship, consulting on business organization; financial support at the beginning of the formation of their own business.

It is necessary to create a unified information support system and regional automated information and reference systems on the level of employment and unemployment. This will allow district employment services, OTCs, organizations and enterprises to take additional additional measures to preserve labor potential, prevent mass layoffs, primarily through the phasing out, reorganization of some industries, the use of flexible working hours and the movement of labor resources.

Thus, the social sphere is one of the main spheres, the state of which has a significant impact on the development of agricultural production and the level of unemployment and employment in rural areas. In turn, the state of the social sphere of the village is largely determined by the development, primarily of the agricultural sector of the economy. Attempts to ensure the social protection of the rural population with the help of local governments with the transfer of social infrastructure were not effective enough due to lack of funds.

Therefore, the way out of such a difficult situation is the development and implementation of programs to support social infrastructure at the expense of state, regional and local budgets and social responsibility funds of large agribusiness; cardinal administrative-territorial reform with liquidation of sparsely populated administrative-territorial formations and their consolidation; taking into account the peculiarities of the socio-economic situation and the dynamics of development of each united territorial community, the principles of behavioral economy, the concepts of e-management in improving the employment of agricultural workers and rural residents in general. It is the reform that allows the rational use of financial and other resources, based on the opportunities, needs and objectives and development priorities of literally each of the OTCs. This also ensures the increase of social and economic activity of rural residents, the formation of civil society.

Among the main problems of the development of rural areas of Ukraine, Pylypenko K.A. indicates, first of all, (Pylypenko K.A., 2012), on reducing the rural population. The scientist reasonably notes that 60,0% of villagers consider life in the village the area is not prestigious, they facilitate the departure of their own children to the cities and do not show a desire for them to return to the villages. Currently, in real-time conditions in some regions of the country, this indicator will be even more immeasurable, and success will depend on further administrative and territorial reforms and state support for the agricultural sector.

CONCLUSIONS

Today's challenges point to the importance of social infrastructure sectors that have a significant impact on the welfare, employment and productivity of agricultural workers and rural residents through education, health and other vital services. In the future, reconstruction, revival and ordering, taking into account the realities of the demographic situation both in the village and in the country as a whole, labor resources; comprehensive implementation of digitalization and other radical innovations in all spheres of life with outdated or non-working mechanisms of financing the social sphere and social development will be mandatory. In our opinion, the further development of the labor market, the employment

of the rural population, the promotion of the improvement of human capital in the countryside, the improvement of the well-being of rural residents, the revival of rural areas should be based on the implementation of further reforms of the agricultural sphere and administrative-territorial nature. It is implementation, as well as involvement in solving the problems of employment of agricultural workers and rural residents of large agribusiness on the basis of social responsibility; using the principles of behavioral economics or economic psychology, inclusion; taking into account the traditions and mental characteristics of the Ukrainian people are already becoming and will remain promising effective tools for managing and regulating the processes of development and social infrastructure, and employment and the agricultural labor market.

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