

Dudaryov V., Popovych V. Social order as a tool to increase the social services efficiency provision on the regional level

The article considers the theoretical and practical aspects of the social order tool's implementation and realization in the social service system at the regional level. It has been proven that the basic conditions that will contribute to a positive social effect from the a social order introduction into the social service system are: the social order institutionalization, effective and coordinated information and communication interaction between the social order subjects, ensuring realization of the competitive system openness and availability principles in social order, the civil society's local institutions' development. Based on this, the main criteria of social order's social efficiency as a tool to improve the social services efficiency at the regional level are highlighted: 1) the social services accessibility criterion (the territoriality principle); 2) the social services quality criterion; 3) the transaction and minimize costs' criterion; 4) social justice criteria; 5) social responsibility criterion.

The main social order advantages in the social services field are: improving targeting, social services accessibility and recipients' coverage by them; social services' entities providing competitive selection, competition in the market is a powerful incentive to constantly improve the quality and services efficiency; budgetary social expenditures optimization, savings and involvement additional resources in the social sphere; ensuring in development procedures openness and targeted social programs' transparency implementation; countering corruption and protectionism; increasing the initiative level, activity and control by the public in the social sphere; increasing social security of the population, promoting social harmony; civil society development through its participation in the social ordering process and taking on social responsibility.

So, the following mechanisms can be distinguished in the social order as a tool to improve the social services efficiency: 1) engaging to management of social service institutions and directly to rendering social services at the level of territorial community by public organizations; 2) creating conditions for the competitive environment during the social competition; 3) optimization of the budgetary funds' use in the social services system.

The study's results prove that a social order introduction into the social services system at the regional level is based on the following provisions: first, a high awareness' level by social order entities of the need for interaction between the state, business and civil society in the process of modernizing the existing social services system; secondly, the social order in the social services system should be used by introducing social monitoring of the social services' quality and identifying the local communities' actual needs; thirdly, the main conditions that will contribute to a positive social effect from a social order introduction into the social service system are: the social order institutionalization, effective and coordinated information and communication between the social order's subjects interaction, ensuring the implementation of the openness principles and the competitive social order system availability, a local civil society institutions' development.

Key words: social order, social service, social maintenance, social partnership, public organizations, territorial community, the social efficiency criteria.