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IMPLEMENTATION OF INNOVATIVE PROCESSES TO ENSURE THE DEVELOPMENT OF THE SOCIAL INFRASTRUCTURE OF CHINA

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Xu W. Implementation of Innovative Processes to Ensure the Development of the Social Infrastructure of China

Implementation of dynamic processes of innovative transformations in the social sphere of many countries of the world is a guarantee for an effective management of their socio-economic systems. Today, the People's Republic of China (PRC) is trying to find its own approach to the effective development of the social infrastructure of the territories, the problem of which is actualized in the context of large-scale socio-economic reforms, and the possibility of a solution is supported by the significant growth of the innovative potential of the PRC. It is noted that maintenance at the achieved level and further socio-economic development of the state are not possible without regular implementation of innovations. China is one of the world's technological and scientific leaders, adapting quickly and creating its own innovations. However, the development of the social sector requires separate innovative initiatives and projects. It is determined that social innovation has been promoted as China's national development strategy since the mid-2010s. New ideas, patterns of organizational behavior, and political agendas have been transformed into social innovations. These events create a climate that promotes social innovation as a general conception. The views of scientists of the People's Republic of China regarding the harmonious social development of Chinese society were considered, including the implementation of the priority strategy of education; improving the health care system; active implementation of employment policy; creation of a fair distribution system; fair social guarantees; coordinated development of regions. The steps for implementing China's socio-economic breakthrough strategy are highlighted: first, increasing the share of the market economy and reducing the level of support for the state-owned enterprises; secondly, stimulation of the domestic market and consumption; third, improving social protection, which will help solve the demographic problem; fourth, invest in the development of less polluting industries, gradually reduce the number of thermal power plants, switch to alternative energy sources; fifthly, the fight against corruption and strengthening the rule of law are of fundamental importance. **Keywords:** innovation process, socio-economic development, social innovations, management, strategy, social infrastructure, state, support, implementation.

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Сюй В. Імплементация інноваційних процесів для забезпечення розвитку соціальної інфраструктури Китаю

Імплементация динамічних процесів інноваційних перетворень у соціальній сфері для багатьох країн світу є запорукою ефективного управління їх соціально-економічними системами. На сьогоднішній день Китайська Народна Республіка (КНР) намагається знайти власний підхід до ефективного розвитку соціальної інфраструктури територій, позаяк ця проблема актуалізується в контексті масштабних соціально-економічних реформ, а можливість її вирішення забезпечується значним зростанням інноваційного потенціалу КНР. Відзначається, що підтримання досягнутого рівня та подальший соціально-економічний розвиток держави неможливі без регулярного впровадження нововведень. Китай є одним зі світових технологічних і наукових лідерів, який швидко адаптується та створює власні інновації. Однак розвиток соціальної сфери потребує окремих інноваційних ініціатив та проектів. Визначено, що соціальні інновації просуваються як національна стратегія розвитку Китаю з середини 2010-х років. Нові ідеї, моделі організаційної поведінки, політичні програми трансформувалися в соціальні інновації. Усе це створює клімат, який сприяє соціальному інноваціям як загальній концепції. Були розглянуті погляди науковців Китайської Народної Республіки щодо гармонійного соціального розвитку китайського суспільства, у тому числі: реалізація пріоритетної стратегії освіти; удосконалення системи охорони здоров'я; активна реалізація політики зайнятості; створення справедливої системи розподілу; справедливі соціальні гарантії; скоординований розвиток регіонів. Висвітлено кроки реалізації стратегії соціально-економічного прориву Китаю: по-перше, збільшення частки ринкової економіки та зниження рівня підтримки державних підприємств; по-друге, стимулювання внутрішнього ринку та споживання; по-третє, поліпшення соціального захисту, що допоможе вирішити демографічну проблему; по-четверте, інвестування в розвиток менш забруднюючих галузей, поступово скорочуючи кількість ТЕС, переходити на альтернативні джерела енергії; по-п'яте, принципово важливими є боротьба з корупцією та зміцнення верховенства права.

Ключові слова: інноваційний процес, соціально-економічний розвиток, соціальні інновації, менеджмент, стратегія, соціальна інфраструктура, держава, підтримка, імплементация.

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Implementation of dynamic processes of innovative transformations in the social sphere of many countries of the world is a guarantee for effective management of their socio-economic systems. Solving pressing issues of the functioning of social infrastructure requires new

approaches, which are based on the implementation of innovative processes at different levels of management. Today, the People's Republic of China (PRC) is trying to find its own approach to the effective development of the territories' social infrastructure, the problem of which is

actualized in the context of large-scale socio-economic reforms, and the possibility of a solution is supported by the significant growth of the innovative potential of the PRC.

The balanced and consistent policy of economic transformation of the PRC over the past three decades has ensured the country's dominant position on the geopolitical and economic map of the world, but it has led to significant social disparities that require immediate consideration. The phenomenal growth of the Chinese economy has obviously exacerbated the problems of urbanization, population migration, property stratification, social polarization, gender imbalance, imperfection of the labor resource structure, deviant behavior, unemployment and poverty of the rural population, availability and quality of education and medical services, environmental pollution, etc.

It is especially relevant to determine directions for solving issues aimed at remediating social problems and building a developed society under the conditions of accelerating innovation processes taking place in the economy of the People's Republic of China.

The formation of China's innovative economy and the peculiarities of the introduction of innovations in the social sector were considered in the papers of the following Western and Chinese experts and scientists: Nanak Kakwani, Shi Li, Xiaobing Wang, Mengbing Zhu [5], Qin Gao [7], Tian Inkui [19], Yu Joachao [21] and others.

The circle of Ukrainian scientists-researchers of China's socio-economic complex encloses Chaliuk Yu. [1], Dlugopolskiy O. [2], Hryschenko I. [3], Marchuk L. [4], Ukrainets L. [20].

However, in the conditions of modern challenges, in order to ensure effective management of innovative processes in the social sector of the People's Republic of China, it is advisable to carry out further scientific search for understanding of the theoretical foundations, to check up on practical mechanisms for the implementation of innovations to ensure the sustainable development of the social infrastructure of the territories.

Aim and tasks of the research – to determine directions for ensuring the sustainable development of China's social infrastructure and to examine the current state of innovation processes taking place in the economy of the People's Republic of China.

According to the UN Report "Human Development for Everyone", the Human Development Index of the People's Republic of China in 2015 was equal to 0.738, correspondingly, China is placed 90th in the ranking, which makes it possible to compare the countries of the world by the level of human development, taking into account both economic and social factors of growth [17]. Since 2008, the country has climbed 11 places in the world rankings of human potential development compared to 1980. During this time its index increased by 0.297, which enabled the PRC to enter the group of highly developed countries of the world. Today,

China's Human Development Index (HDI) is higher than the average for the countries of East Asia and the Pacific Ocean (0.720), and the rate of growth of this indicator over the last 3 decades is the highest in the world. This HDI dynamics is explained by the world's highest growth rates of the Chinese economy, the average annual growth of which in recent years, according to the Factbook, is equal to 6.7% and is higher than the average annual growth rates of the world economy for the same time, which are equal to 2.8% [18].

The indicator of the country's gross national product at purchasing power parity has been the highest in the world in recent years (for example, \$23.12 trillion in 2017) [18].

The gross national income per capita of China at purchasing power parity in 1980 was only 524 dollars, and in 2015 it grew to 13.345 dollars, that is, it increased 25.5 times. Since 1990, the country has lifted more than 500 million people out of begging, which contributed to a significant reduction in the poverty rate in the world. In the system of education and health care, China also has significant successes and achievements: the average life expectancy in China, according to the latest data of the UN Human Development Report, reaches 76 years, the average duration of education is 7.6 years, and these indicators are constantly increasing [17].

Before the implementation of the reform's program based on the principle of openness of the economy, China was characterized by increased regulation of political and economic life. During this period of centralized state management in the social sphere, state authorities had a monopoly on the provision of social services. In cities, the management of the social sphere was carried out through party bodies and the state-owned enterprises, in rural areas - through the activities of people's communes as political and economic entities.

With the beginning of the implementation of the policy of reforms and openness, the rapid development of market relations turned the private sector of the PRC economy into a powerful resource base for social development.

The emergence of new forms of ownership, changes in the structure of employment and capital, diversification of the social structure of society, social needs and interests marked the transition from a centralized to a diversified society. Such a transition also meant a change in the paradigm of social development management, when the state from an unalterable subject of social policy turns into a participant of market relations in a competitive environment, ceding its monopoly right to provide social services in favor of non-governmental organizations and private structures. The latter, in turn, not only perform important social functions of coordinating and managing social development processes, but also take responsibility for the effectiveness of social management.

It should be noted that the processes of diversification of social responsibility in China in the last 2 decades are taking place against the background of a "mirror" global trend, namely the intensive expansion of the state into the social sphere, which is demonstrated by the most developed countries in the world, where social policy is being developed with the active participation of state institutions, and legal regulations constitute basis, mechanisms and tools for the development of the social sector by means of the activation of innovative processes.

The National Population Development Plan of the People's Republic of China for 2016–2030 recognizes that "over the next 15 years, China's population development will enter a stage of deep transformation. The security of the population and the balance between the population and the external systems of the economy and society will face challenges that cannot be ignored" [11].

In a study of the demographic factors of China's socio-economic development, the Chinese scientist Yu Zhuchao notes that, in addition to the rapid aging of the nation, the consequences of the birth control policy were problems related to a shortage of labor resources, a growing gender imbalance, cross-border trafficking of women, and disruption of the traditional family structure [21].

One of the most important problems is internal migration. Over the past 30 years, the structure of the Chinese population has changed significantly. Today, the rate of urbanization is more than 50%, and the total urban population has exceeded 700 million people (half of the population of the People's Republic of China). China's urbanization process is the largest in the world and amounts to 2.3% every year for the last 20 years, the cities with more than 23 million people – Shanghai and 20 million people – Beijing, are the most populated on the planet [2]. With the arrival of the rural population to the cities, the demand for education, health care, employment, and pension increases, which inevitably leads to the burden on the social system and the emergence of new social problems.

An acute problem that inhibits the harmonious development of the People's Republic of China is the uneven social development of the regions. In the field of education in the eastern part of China, there is a significant advantage in educational resources and the quality of teaching, for example, in Beijing, the level of secondary education coverage is 98%, and the level of higher education coverage is 60% of the population, which is comparable to the situation in Great Britain, Germany and other developed European countries. At the same time, the level of enrollment in secondary education in Guizhou is only 55%, which indicates the exclusion of almost half of the children from the education process. In addition, the level of coverage of higher education in this province is less than 20%, which is equivalent to the level of less developed countries.

Health care in Beijing and Shanghai is at a high level, and the average life expectancy is more than 80 years, reflecting a level of human development similar to that of France and Sweden. However, due to the lack of medical resources in Tibet, Yunnan and Qihai, the average life expectancy in there is lower than 70 years, which is 10 years less than in the economically developed provinces of China.

Income inequality among citizens is a significant problem holding back China's social progress. This problem affects the deepening of income polarization, reduces the purchasing power of the population, and restrains the increase in domestic demand. The Gini index in China was 40.7 in 2013, and 46.5 in 2016, which indicates a significant gap in the incomes of the most and least wealthy sections of the population [18]. As for the incomes of residents of rural areas and cities, their ratio was reduced to 1:3, but this situation indicates social injustice.

In the monograph "China's Development in the Light of the Concept of Scientific Development", Tian Yinkui, professor of the Department of Economic Sciences of the Party School of the CPC Central Committee, outlines 6 methods of harmonious social development of Chinese society:

- 1) implementation of the education priority strategy;
- 2) improvement of the health care system;
- 3) active implementation of the employment policy;
- 4) creation of a fair distribution system;
- 5) fair social guarantees;
- 6) coordinated development of regions [19].

To implement these methods of harmonious development, the leadership of the People's Republic of China has introduced various comprehensive programs in the fields of education, science, health care, pension provision, etc.

In particular, the government developed and has been implementing the Dibao minimum guarantee program since 1993, which aims to provide the poorest citizens of the PRC with funds to cover their basic expenses during periods of unemployment or underemployment. In his study "Welfare, Work and Poverty: Social Assistance in China", Professor Chin Gao of Columbia University notes that today the recipients of assistance are people of working age: about two-thirds in cities and half in rural areas [7; 16].

The Dibao program is an unconditional cash transfer program and does not depend on any behavioral actions of its recipient. The program does not provide for investment in human capital, such as obtaining an education or regular visits to doctors, does not stimulate the search for a more profitable job. Originally, the program was intended to serve only as a means of supporting low-income citizens.

Most Dibao recipients have to overcome various barriers that prevent them from finding work: poor

health, the need to care for the youngest or oldest family members, the lack of opportunity to migrate and find work. There are also barriers at the community level, such as the lack of social services for the care of children and the elderly, and limited information on job offers. Due to the decentralized implementation mechanism of the Dibao program, local officials have sufficient authority to assign such assistance based on personal connections with the recipients, which can also be attributed to the negative aspects of the implementation of this program.

Despite the obvious shortcomings of the Dibao program, thanks to this mechanism, as well as other forms of targeted income support for the Chinese population, in a relatively short period of time since 2010, it was possible to provide assistance to 60 million people, overcome poverty and become the world leader in terms of the number of people with an average income level [1; 5].

Thanks to the international independent assessment of the effectiveness of public administration in various countries of the world, the world community has information that is interesting for making investment decisions, and the state authorities of the respective countries receive tools to solve urgent problems in the state and, accordingly, have the opportunity to significantly increase the level of public administration at the expense of involvement of technical assistance and financial products, exchange of innovative knowledge.

The World Bank has approved a number of development projects for China, including:

- ✦ Jiangxi Eco-Industrial Parks Project, approved on 06/18/2020, project completion date – 12/31/2026, planned total project cost – 400 million US dollars;
- ✦ Hubei Smart and Sustainable Agriculture Project, approved on 05/21/2020, project completion date – 12/31/2025, planned total project cost – 352 million US dollars;
- ✦ Henan Agriculture Green Fund Project, approved on 03/26/2020, project completion date – 12/31/2026, planned total project cost – 300 million US dollars;
- ✦ Public-private partnership project for water supply and sanitation in Sichuan province, approved on 03/03/2020, project completion date – 12/31/2026, planned total project cost – 152 million US dollars [3; 6;16].

In this way, the implementation of innovative mechanisms of state support for the development of environmental projects will ensure an increase in the efficiency of the development of the social infrastructure of the People's Republic of China.

It should be noted that support of the achieved level and further socio-economic development of the state are not possible without regular implementation of innovations. China is one of the world's technological and scientific leaders, adapting quickly and creating its own

innovations. However, the development of the social sector requires separate innovative initiatives and projects.

According to the World Bank, 21% of exports of all high-tech products in the world are accounted for by China (USA – 13%). By the volume of use of "green technologies", the PRC took first place in the world. For the organization of modern high-tech industries, the country has created its own "Silicon Valley", 53 zones of knowledge-intensive industries and more than 70 scientific and technical zones for specialists who received education abroad are functioning. The country considers software, the creation of information security systems, and the formation of large integration networks to be the most promising areas of scientific and innovative activity [4].

At this stage, the creation of special economic zones (SEZ "Shenzhen", "Xiamen", "Shantou", provinces of Sichuan, Shaanxi, Xijiang – Uyghur Autonomous Region, etc.) is an effective system of institutional support for innovative activity in China. Such zones provide for preferential conditions for capital investment, which has led to a large-scale attraction of direct foreign investment, and, in turn, the arrival of advanced technologies. Today, the level of informatization in the eastern regions of China, thanks to the functioning of the SEZ, corresponds to the indicators of Japan and is approaching the level of the United States [1].

In 2014, 150 Chinese scientists developed the "Made in China 2025 Plan" (hereafter – MIC). The main goal of the plan is to transform China from a producer of low-quality goods to a producer of high-end goods. Emphasis is placed on the transformation of the existing production infrastructure in the country into a more specialized one with targeted investments in research and development (R&D). The Ministry of Industry and Information Technology envisages China's leadership in the fields of information technology, robotics and renewable energy sources [1].

As for social direction of innovations, the PRC has also made some progress in this direction. In the social sphere, innovations were generated mainly in two directions after the mid-2000s: one was social governance at the local and community level, and the other was in the service sector. The state also encouraged the implementation of a strategy of mass entrepreneurship and innovation in the business sector to cope with the problem of declining economic growth in the so-called "new normal" era, which advocated the adoption of innovative development as a national strategy. The importance of the conception of social innovation as a guideline for national development was also emphasized.

In the public sector, reforms of the public administration system have led to a change in innovative practices by strengthening coordination between social actors and increasing public participation in social governance. In this process, various forms of joint organizations were

created as resources for innovative activities through interaction between social agents. For example, in the city of Hangzhou, which was ranked among the top five cities in China in terms of living standards, happiness and living comfort in 2015 and 2016, collaboration between public and private institutions/organizations was promoted, which not only boosted morale, but encouraged social harmony, also stimulated innovative practices and provided new ways of social governance. These joint organizations expanded new areas of public good research, and also initiated various experiments in reforming the structure of public administration.

These experiments led to the creation of various models of social governance, such as the Shenyang, Wuhan, Nanjing, Shenzhen and Shanghai models. The Shenyang model envisages free elections for community leaders with a high degree of autonomy. Nanjing is characterized by the expansion of the powers of local housing committees. Shenzhen's Yantian model focuses on the separation of residential communities and government institutions at the local level. The Shanghai model supports the role of local offices in opening new fronts of social administration to improve and make the system more efficient. Due to their unique characteristics, each of these models can compete and enhance each other to increase the social and administrative value of these innovations.

The demand for social innovation is increasing in the service sector, particularly in the field of elderly care. In China, society is aging: the population over 65 years of age accounts for 10.8% of the population [5]. In this regard, there is an urgent need for the development of elderly care services using modern technologies. In this context, "smart" elderly care has become a new field for care services because it can effectively integrate community care, health care, and personal services [1].

Meanwhile, in 2010, municipal governments experimented with care insurance programs and explored different ways of organizing care to integrate community care, health care, and personal services for both urban and rural residents. In addition to care for the elderly, social services for people with disabilities have been expanded through the establishment of a variety of local programs such as rest homes and rehabilitation. Voluntary services for other dependent groups have also been organized in many ways and are thriving [1]. For example, the provision of educational services through the nationwide "Hope for Poor Families" projects. These actions are a hallmark of local initiatives and social mobility, supported by experienced social workers and professional social welfare management services.

Social innovation has been promoted as China's national development strategy since the mid-2010s. New ideas, patterns of organizational behavior, schedules, and political agendas have been transformed into social innovations. These events create a climate that promotes

social innovation as a general conception. Recently, the state announced the guiding principles of social innovation, namely "innovation, coordination, environmental friendliness, openness and community". These ideas support social innovation practices in different ways and thus support their development despite a number of social challenges [7, 8].

By 2025, China aims to overcome the high level of corruption, establish the rule of law, solve demographic and environmental problems, accomplish transition to a market economy, weaken state regulation of the banking sector, and become less dependent on exports. According to the results of the 19th Congress of the Communist Party of China, the following strategic goals were defined: the creation of a wealthy society, a powerful middle class by 2020, and the construction of a competitive world leader by 2050. "China Standards 2035" was developed for socio-economic growth, the basis of which is the introduction of advanced technologies and the implementation of the "Made in China 2025 Plan", which will turn China into an industrial leader [7; 8].

CONCLUSIONS

The conducted research on the implementation of innovative processes in the social sphere of the People's Republic of China made it possible to determine the most important components of innovative mechanisms of state support to ensure sustainable social development of the regions, namely:

- ✦ implementation of the education priority strategy;
- ✦ improvement of the health care system;
- ✦ solving the problems of urbanization and population migration;
- ✦ active implementation of the employment policy in rural areas;
- ✦ state support for the poorest sections of the population;
- ✦ support of environmental projects.

To implement the strategy of socio-economic breakthrough, the Chinese government should take the following steps.

First, to increase the share of the market economy and reduce the level of support for the state-owned enterprises. This, in turn, will strengthen the private sector and competition, and give China the status of a country with a market economy.

Second, it is necessary to stimulate the domestic market and consumption. To this end, the Chinese authorities are introducing state programs to stimulate economic development, especially in rural areas, and see the prospect of investing in the service economy, the development of social services. Such a policy will provide the Chinese population with a sufficient number of jobs.

Third, it is necessary to improve social protection, which will help to solve the demographic problem that arose as a result of the "one family – one child" policy.

Fourth, it is advisable to invest in the development of less polluting industries, gradually reduce the number of thermal power plants, switch to alternative energy sources, and strengthen the "environmental" legislation.

Fifth, the fight against corruption and the strengthening of the rule of law are of fundamental importance. ■

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