

DIGITAL TRANSFORMATION OF THE CONSTRUCTION OF PARTNERSHIP INTERACTION OF THE STATE AND THE IMPLEMENTATION OF HUMANITARIAN POLICY OF UKRAINE IN THE LANDSCAPE OF EUROPEAN INTEGRATION AND INTERNATIONAL ECONOMIC RELATIONS

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Abstract: The article makes an attempt to comprehend the place and role of humanitarian policy in today globalization landscape, in particular within the framework of economic diplomacy. The experience of EU in designing approaches to construction of state partnerships in development of social capital as the core of humanitarian policy is analyzed and prospects for Ukraine are outlined. The role of digital means (ICT) in humanitarian policy is considered, based on penta-helix paradigm.

Keywords: civil society; humanitarian policy; humanitarian space; European integration; public management mechanisms; international economic relations; digital means.

1 Introduction

The causal complex that determines the relevance of the design and implementation of the concept of modern state humanitarian policy (anthropopolitics) as an integral part of the concept of the country's humanitarian development strategy, its socio-humanitarian (anthropological) transformation, one of the most important mechanisms for the formation of a human-oriented state, has multiple causation. The humanitarian sphere of society, being a strategic resource for ensuring the national interests of the country, creates and increases its spiritual, intellectual, and economic potential, in general acts as the cultural foundation of society, as a kind of genetic mechanism for transmitting accumulated social experience, thanks to which the full-scale implementation of the essential powers of man, originally inherent in it by nature itself, becomes possible [12].

A change in the target component of the humanitarian sphere of society leads to the formation of a new type of integrity, focused on the assimilation of modern achievements of science and technology. The strategic goal of such integrity is to prepare and ensure the functioning of an educated and comprehensively developed intelligent person who knows how to improve himself, "build" harmonious relationships with other people, nature, and the world.

The actualization of the role of the state's humanitarian policy at each stage of development is due to ongoing socio-economic changes that are associated with the development of civil society with an effective economy in the era of the post-industrial information technology revolution. At the same time, the advancement of society is associated with fundamental, permanently present changes in all substructures of a given society. As historical experience shows, these changes concern, first of all, the person himself, and in connection with the entry of society into a new round of its development, the danger of anomie appears (E. Durkheim). In conditions when elements of instability appear, in some directions even leading to the risk of chaos, the role and significance of the elements that form the core of the humanitarian sphere (science, education, culture, etc.) as a complex and unique deterrent factor increases significantly.

New times pose new problems, old priorities become a thing of the past and new ones appear. The humanitarian sphere contains the core of priorities that do not change depending on political decisions and economic turmoil. Namely they determine its

strategic direction, content, forms of organization and dominant methods [47]. The experience of state development shows that the easiest to implement are those that affect the area of organizational and management policy, which, however, does not mean that they are problem-free. Often, the successful functioning of the modernized components of the entire system depends to a large extent on their implementation.

In modern conditions, the policy of the Ukrainian state in the humanitarian sphere should be based both on general trends in world development and analysis of the entire path traveled, and on the state of national experience in new and very unpredictable conditions of the country's socio-economic development, against the backdrop of the landscape of digital transformation of the construction of state partnerships in the process of European integration and international economic relations.

2 Materials and Methods

The methodological basis of this study is a set of modern methods of political science analysis: structural-functional, sociocultural, institutional, network, neo-institutional, comparative, etc. Modern concepts of international economic relations, in particular, economic diplomacy, were also used in the research process.

3 Results and Discussion

Interaction between civil society and the state according to the type of social contract is based on the division of spheres of activity. In a modern state, it is quite difficult to define the boundary between public (societal) and state spheres of activity. The need to increase the efficiency of government activities is one of the reasons for the combination of government and society activities in some areas of social relations, which in this case become areas of interaction between civil society and the state. Moreover, the boundary between the societal and state spheres of activity in a modern state is very dynamic. The dynamics are manifested, on the one hand, in the 'nationalization' of certain areas of activity, on the other hand, in the delegation of certain powers to society in areas of state activity. One of the most important connecting links in this case is humanitarian policy, partnership and stakeholder interaction of the state in the process of implementing this policy, including in the landscape of digital transformation.

In addition, the development and implementation of domestic humanitarian policy is impossible without taking into account the realities of international economic relations, due to the continuous processes of globalization and regionalization, and the growing interconnectedness of national economies. This is especially important for Ukraine in the context of European integration.

In connection with globalization, states are faced with the problem of determining their role in this new, increasingly interconnected world, and diplomatic services are faced with the need to adequately respond to these challenges. One of the pressing issues of modern diplomacy is the role of economic problems in it: business, trade, finance, information technology, etc [3; 4]. The ultimate goal is to create, through economic diplomacy, a global economic environment that is conducive to the international operations of domestic companies and helps strengthen the country's position in the world market. This, in turn, is hardly possible without a competent humanitarian policy creating strong social capital.

Thus, humanitarian policy acquires the features of a certain function in which independent but interrelated variables are the level of digital transformation, the country's place in the system of international economic relations, economic diplomacy, and

the progress of regional integration (for Ukraine this is European integration).

It should be noted that the more or less recognized formulation of the concept of "economic diplomacy" dates back to the last decades of the 20th century and represents a fusion of all components of international relations and diplomacy, including economic and social, legal, military, intelligence mechanisms for managing society, its international economic assets, as well as foreign assets admitted into the national economy [6]. It is also important to note that this period is characterized by the formation of a new quality of economic diplomacy, since only over the last quarter century the economic component of the world community has created conditions for the progressive acceleration of the global economic process: from direct servicing of current and partly prospective interests of national trade and other business sectors to management these processes at the national level, and through cooperation mechanisms - also at the international and even global levels.

It is about a new stage in the evolution of multilateral economic diplomacy, associated with an increase in the number of multilateral structures in the world, an increase in the number of countries participating in them, the expansion of areas of activity and the complication of their organization, the improvement of decision-making mechanisms and conflict resolution, and increased transparency and publicity of work.

The economic component in all areas of public life has grown immeasurably over the past decades, and the power, authority and, finally, the degree of activity of a particular state now depend on the scale and, what is especially important, on the efficiency of the national economy [55; 56; 58]. The economic factor has become an integral element of national interests and, accordingly, national security, and the way in which this economic component enters the structure of national interests and national security has largely begun to determine how viable the democratic system of a given country is [8-11]. Moreover, today the world is experiencing not only globalization, but also, as, its most important stage, economic regionalization, in the process of which countries subordinate their foreign policy activities primarily to joint economic interests.

At the same time, the strategic priorities in the development of the world economy are the reproduction of human potential, increasing investments in its development, as the most important indicator of ability of individual countries and the world community as a whole to respond to the challenges of modern production using the means and methods of economic diplomacy [15; 16]. Thus, humanitarian policy and its effectiveness become of great importance.

It should also be noted that the involvement of new participants in the process of economic diplomacy, which involve public entities, including private business, and also sectoral variations of economic diplomacy appear in accordance with "sectoral problems" that are global in nature: energy, environmental, food, etc. As for private diplomacy, on the one hand, it is constructive, since it allows private business to solve some problems most successfully (for example, the environment protection), but on the other hand, there is a danger that it can turn economic diplomacy into a 'hostage' to the conflict and therefore it is necessary to harmonize international mechanisms in the legal regime [5]. Thus, partnerships of the state with civil society, with various stakeholders, are characterized by a critical need. One of the mechanisms directly involved in building these partnerships is humanitarian policy.

As a result, the scope of economic diplomacy includes solving the following main tasks [52; 59]:

- Providing the best, most favorable conditions for the participation of the national economy in the world economy in order to increase the share of the country in the world economy;
- Political assistance to domestic business in its activities abroad;

- Compliance with national interests and ensuring national security;
- Creating the best conditions for the development of the human potential of the country.

When considering the essence of economic diplomacy, it is no longer enough to simply talk about the "economization" of politics and the "politicization" of the economy: both of these phenomena have been transferred to the area of managing social processes, including solving social problems and developing human potential.

In this context, we fully agree with the authors who claim that "it is important to turn the pyramid of determination over, move from a society of economic determination, which generates alienated forms of relations between people, human helplessness in the face of impersonal social structures, information manipulation, to post-economic determination, when the goal of social development will be the development of man himself" [2].

Expanding the control capabilities of society over government agencies is the most important priority in the tasks of civil society [31]. Already formed institutions of civil society in Ukraine need to: provide all possible assistance in ensuring transparency and openness of the activities of government agencies, and first of all, law enforcement agencies and courts; defend the rights and legitimate interests of citizens; contribute to the promotion of initiatives to defend public interests during the formation and implementation of public policy; use all forms of public discussion of issues of important public importance; identify negative trends; investigate facts of violation of the legal rights of citizens, which are established by the norms of international law and domestic legislation.

At the same time, attention should be paid to the existing real problems in the activities of civil society institutions: insufficient development of the legal framework; the obvious reluctance of many government officials to cooperate with public organizations; lack of competent personnel to support the activities of local organizations and insufficient funding.

Civil society, compared to the state, to a much lesser extent strives to be involved in globalization processes. This situation is determined by the fact that society is not always able to accept the cultural and legal standards that globalization brings with it, since society is committed to preserving sociocultural and legal values that have developed over many centuries. Meanwhile, an effective humanitarian policy should lead to the construction of an integral system based on the development of social capital and having appropriate inputs and outputs (see Figure 1).

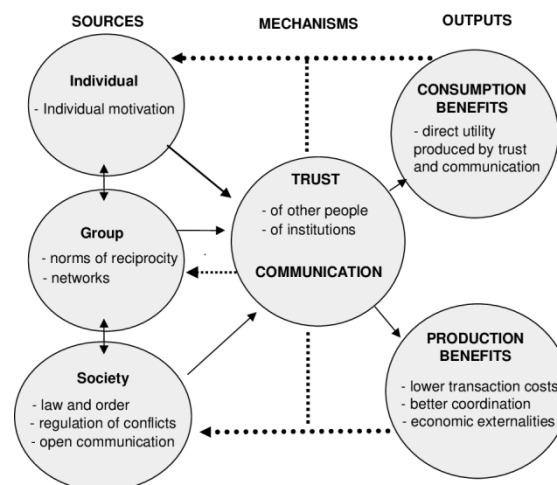


Figure 1. Sources and outputs of social capital [46]

Globalization is a two-way process. On the one hand, thanks to globalization, significant increases in productivity and production efficiency are possible. On the other hand,

globalization deepens social inequality and destabilizes existing relations in society. However, thoughtful humanitarian policies, harnessing the potential of digital tools and the inclusion of social capital in international economic relations can smooth out inequalities and contradictions.

It should be noted that today the role of social capital is significantly increasing [32; 33]. This type of capital is increasingly influencing the economic development of not only individual firms, but also regional structures, as well as the country as a whole.

The concept of social capital combines the advantages of neoclassical and neo-institutional approaches.

Within the framework of the neoclassical approach, the theory of social capital is a further development of the theory of human capital [19-22]. The analysis of social capital is carried out similarly to the analysis of physical capital. The dominant aspects of this approach are investment aspects, as well as the rates of return on the type of capital under consideration.

The neo-institutional direction considers social capital as one of the ways to develop the social structure of society in the paradigm of rational human behavior.

Social capital is one of the important components of the modern economy, including at the international level. In the economic sphere, social capital is a system of recognized norms, rules, beliefs, relationships such as understanding and trust, formed within local economic communities, contributing to more effective economic activity of subjects belonging to these communities [30].

Social capital is formed at all levels of society - at the micro-, meso-, macro-, and global level. In the context of globalization, social capital at the macroeconomic level plays a huge role, i.e., the one accumulated and used within individual countries competing on the world economic arena and mobilizing all internal reserves to maintain or strengthen their positions in the competitive struggle.

A country's ability to win competition with other countries in various areas directly depends, first of all, on the social capital of its business elite and senior government leaders [45; 49]. But it is determined (like any other capital) by the general level of socio-economic development, culture and traditions of the country as a whole.

Social capital formed in a country influences its economic development, acting as one of the important factors of economic growth and determining the country's position in international economic relations.

The foundation of the modern economy and society is digital communications, and we are living in the information era, sometimes known as the digital age. Beyond only digitalization, digital transformation drastically alters social structures and organizational frameworks [23; 24]. Digital transformation can only be implemented by individuals who possess the necessary information, abilities, and drive to use ICTs. When individuals utilize ICTs to live the lives they choose, human capital is considered as the key to effective digital transformation because it can drive sustainable growth.

Digital techniques are beginning to be recognized and applauded as useful instruments for outreach initiatives such as community involvement [53; 57]. Assessments of the effects of digital public engagement on social capital are still rare; yet, discussions on the effects of digital technology in various forms of communication on social capital highlight significant issues that planners should take into account.

According to Aghladze [1], FDI inflow is favorably impacted by the social capital of host nations, which takes the shape of trust and social interactions. We build these linkages on the idea that the investment environment is shaped in part by a society's endowment in social capital. Social capital is said to have

several dimensions. It is understood to be associative engagement, civic standards, perceived corruption, and trust. Since the social embeddedness of economic activities is the defining characteristic that can shape the perception and behavior of the economic agents, and since the regulative dimension is the key determinant of high quality-institution, it is particularly relevant to the primary concerns of foreign investors regarding rule implementation and legal protection of proprietary assets, the research interest in FDI inflow as an economic activity is focused on trust and associative activity as well as regulatory quality [1]. Drawing on the theory of social capital, we contend that, under other favorable circumstances, national markets would prove to be the best places for foreign direct investment (FDI) because they are surrounded by a friendly community that is based on associational activities and trust.

As a "manageable act of faith in people, relationships, and social institutions", trust is a fundamental element of social construction. It has long been believed to be necessary for the majority of social interactions. We identify two specific benefits of trust in its positive impacts on FDI: a cooperative business environment and a reduction in transaction costs [25-27]. These benefits are viewed from the research on the effects of social capital on economic development and the numerous lines of research documented in the international business literatures.

The most current study confirms earlier results that complex social issues cannot be solved easily by cross-sectoral cooperation [18]. The establishment of cross-sectoral collaboration among public managers and policymakers is primarily driven by the ability to disperse risks and offer more effective management when corporations, non-profit organizations, and governmental partners are involved. Nongovernmental partners can help design and carry out humanitarian policies by offering their skills, financial resources, and technical connections.

Foreign investors can profit from associative activity's good effects in a variety of ways. First, a national market with strong individual connection provides a useful substitute source of market data. Accessing market information is crucial for foreign investors because they often suffer from the "liability of foreignness", which means they endure the risks in foreign markets without having sufficient and timely access to local market information [28; 29]. In addition to other official channels of communication, a market with high levels of associative activity is appealing because it provides alternative, unofficial access to local market information. The value of associative activities as social resources is the second advantage. Higher levels of associative activity show themselves in a society's stronger relational capital. Due to the high degree of associative activity, international investors can profit from the simple access to this unique social resource, which may help in the identification of talent and verbal promotion of goods and services.

The effect of regulatory quality on the trust-FDI relationship within and across social systems, regulatory institutions are collections of resources and regulations that are maintained throughout time and place. It is one of the three main "pillars" that support social structures. A well-functioning, high-quality regulatory environment is created when laws and regulations are created and successfully implemented to guarantee the stability of business dealings and social order [40-43; 54]. By laying the groundwork for social capital to grow, effective regulatory frameworks have an impact on the social capital impacts on foreign direct investment. Economic exchanges are a part of reciprocal social ties, but they cannot be solely dependent on social resources since a lack of regulations creates the possibility of opportunistic conduct, which creates uncertainty for both social and economic exchanges.

Taking into account the components of the nation's sustainable competitiveness in global trade (natural capital, social capital, intellectual capital, and governance effectiveness), a framework known as Penta-Helix stakeholder management can be proposed,

which includes a flow chart for innovative social capital management as a first step (see Figure 2). According to the Figure, a value of 100% denotes an absolute requirement, whilst low values indicate the specific economic sector's reaction and technological capability (for example). In particular, the natural capital necessity is $\approx 41\%$, the social capital necessity is $\approx 41.6\%$, the intellectual capital necessity is $\approx 45.6\%$ and finally, the governance efficiency necessity is $\approx 44.25\%$ [13].

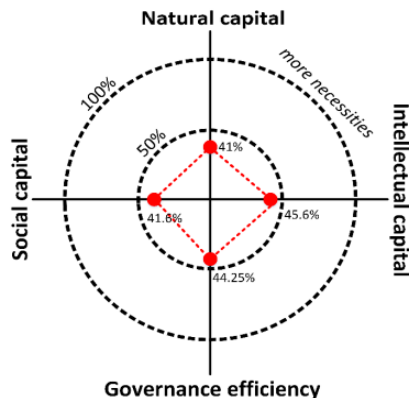


Figure 2. Necessities radar of the industry considering the elements of sustainable competitiveness [13]

It is also crucial to note that managing the penta-helix model is more challenging than managing the triple- and quadruple-helix Models. Nonetheless, it is the most efficient, as can be seen by following this model's development.

The triple helix theory and quadruple-helix theory are two fascinating stakeholder models that have been built upon and expanded upon by the penta-helix draft. The triple helix hypothesis is composed of government, business, and academic institutions. It is augmented by the interests of other stakeholders, including communities or society at large. The public sector, or government, gets revenue from the collection of taxes, and then companies that produce goods and services via innovation and research come in second. Two other partnership theories are the "iron triangle" theory and the "framework coalition advocacy", or AFC theory. The iron triangle theory is based on this concept. Legislative, executive, and interest group influence are three main variables that support the continuation of governments, according to Tonkovic et al. [51]. This theory's central tenet is that bureaucracies always aim to outperform other kinds of organizations in terms of strength. Currently, the most influential interest groups are business and industrial associations, which act as the party's executive and legislative lobbyists. The stakeholder model of interest has reached its ultimate form: the penta-helix. As science and technology approach the three-dimensional realm including previous models seen as having influencing potential and needing to be taken into consideration when stakeholder interests are at issue, the fifth area of attention is the media, which is well beyond the penta-helix [44; 48].

Partnerships are established by a series of actions leading to the mutually accepted values of accountability and trust. A common vision, values, objectives, risks, rewards, sources of contribution, power, control, and learning are the cornerstones of a partnership. It is an instrument or approach that must be used, requiring analysis of the institutional environment [50].

According to Björk [7], penta-helix models are a useful cooperative approach to social innovation. This kind of collaboration encompasses public and private sectors, educational establishments, nonprofit organizations, and individuals [7; 14; 17].

In this regard, it is particularly important to highlight the close relationship between the social innovation agenda and the social investment approach in humanitarian policy, as both suggest a shift in the way services are provided and policies are

formulated. ICTs play a dual role in this process, enabling and changing the game by presenting fresh and creative ways to provide services, putting the needs of the citizenry first, and providing a customized experience. Thus, cost effectiveness is increased and well-being and quality of life are enhanced, particularly for those groups most at risk of marginalization or exclusion from full participation in society [34; 39].

The EU-adopted model states that welfare systems really have three basic roles that they must fulfill as a consequence of competent humanitarian policy: 1) social investment; 2) social protection; and 3) economic stabilization. Creating new concepts (i.e., goods, services, and models) and solutions that outperform existing ones in terms of effectiveness, efficiency, and sustainability would better fulfill all three of these roles, especially when it comes to the context of international economic interactions. Said another way, social innovation is required to restructure European welfare systems [35; 37]. Therefore, while Ukraine is in the active process of European integration, this concept should be followed at the national level.

State management mechanisms implementing social investment in the humanitarian sector rely on social innovation to deliver solutions that outperform the status quo or current options. Finally, social innovation can contribute to economic stabilization by fostering interaction amongst various stakeholders and boosting social capital and social cohesion. It can also increase the productivity of social protection systems through organizational reform and procedural simplification (as it was mentioned above, predominantly based on penta-helix model).

The expanding array of creative solutions based on information and communication technologies (ICTs) also contributes to the potential of social innovation. The promotion of social investment policies benefits greatly from ICT-enabled social innovation because ICTs digitize social service processes, lessen the fragmentation and duplication of social services across organizations and nations, and help to make services more proactive and accessible at the point of need [36; 38]. Furthermore, ICT-enabled social innovation offers a chance to include individuals directly in the planning and administration of the entire social services process. Simultaneously, social innovation and social investment are distinct but connected ideas. Social innovation, and ICT-enabled (based on the use of digital means) social innovation in particular, represents the enablers and drivers for social change, more equitable economic development, and potentially shared prosperity, while social investment captures the longeries of ideas about the objectives, areas of intervention, and instruments [1]. Indeed, social innovations have the potential to enhance the efficacy of social policies in tackling societal issues and promote lifelong investments in human capital.

Analytical framework for development of integrative humanitarian policy in this case would look as follows (see Figure 3):

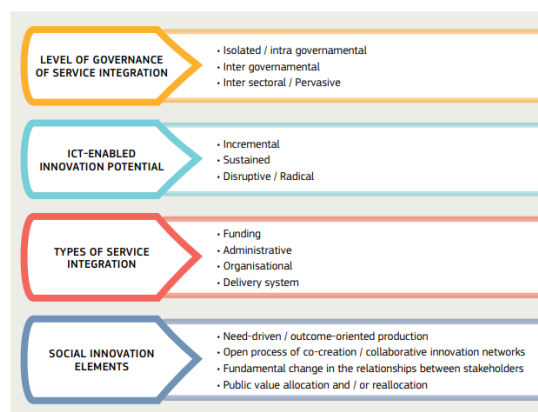


Figure 3. Analytical framework for ICT-based humanitarian policy – dimensions of analysis [34]

The entire ecosystem of ICT-enabled social innovation, or the complex relationships between the actors of social innovation, other players (individuals and organizations), and the environmental conditions (norms, markets, laws) that do or could potentially influence their ability to create and sustain the intended impact, is crucial to evaluating the potential of ICTs (overall digital means) to innovate social services. The “i-FRAME” can overcome the drawbacks of conventional policy assessment techniques by embracing the intrinsic complexity of the ICT-enabled social innovation ecosystem [34]. An initiative's direct and indirect impacts are intended to be captured by the meta-framework i-FRAME. In order to better understand how “initiatives” (i.e., policies, programs, projects, activities, etc.) affect beneficiaries, organizations, and potential intermediaries, as well as the social innovation ecosystem and the welfare system more broadly, this meta-framework seeks to capture the direct and indirect effects of “initiatives”.

In conclusion, one should note that social innovation is a distinct field of study with its own set of guidelines and, eventually, an established body of knowledge. This fact should be taken into account in the process of construction of partnership of the state in the development and implementation of humanitarian policy. Moreover, while in the EU the appropriate mechanisms are well-established and proven, and digital means are organically integrated in overall landscape, in Ukraine all the above considered elements often are of a patchwork nature, and integrating them into the single synergetic system is among the primary tasks of state management of humanitarian policy.

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Primary Paper Section: A

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