

QUALITY OF LIFE IN THE GLOBAL ECONOMY

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The quality of life of the population is determined by the life potentials of the society, its social groups, individual citizens and the conformity of the characteristics of the processes, means, conditions and results of their livelihoods to socially-positive needs, values and goals.

The population is seen as a consumer of goods and services created in the country, and the quality of life as an indicator of its provision with infrastructure services and a measure of satisfaction of spiritual, intellectual and aesthetic needs. The results of the research showed the existence of problems in ensuring the quality of life of the population of various states, including the Republic of Belarus. Focusing on foreign experience of advanced market countries, as well as taking into account the peculiarities of Belarus' economic development, activities aimed at improving the quality of life were proposed.

The term "quality of life" appeared in the mid-fifties, when it became obvious that the category of "standard of living" comprehensive does not reflect the well-being of the population. The study of the problem of the quality of life began in the late 60s of the twentieth century, when a transition to a post-industrial stage of the development of society began in the highly developed countries of the West, which led to an interest in the humanitarian content of economic progress. In the beginning, the quality of life was mainly associated with issues of environmental protection, health and urban renewal. But soon, this problem began to be viewed from the angle of ensuring the viability of society and treated as an integral part of a certain futurological ideal that is to be reached by humanity in the near future - the transition to the next stage of civilization development with new relations between people, in which not money comes to the fore, but the harmony of social and cultural values [1].

The quality of life is the condition of human existence: the provision of material goods (food, clothing, housing), security, access to medical care, the opportunity for education and development of abilities, the state of the environment, social relations in society, including freedom of expression and the influence of citizens on political decisions [2].

The effectiveness of the social policy of the state and, ultimately, the world rating of the country depends on the quality of life. In this regard, the topic of the study is very relevant.

The quality of life of the population is the degree of satisfaction of the material, spiritual and social needs of man [3].

The relevance of the topic is due to the fact that the solution of social problems in society guarantees its political stability and economic efficiency

The work of many economists has been devoted to studying the issues of improving the quality of life. A significant role in the development of their methodological foundations was played by the works of K. Marx. Investigations in this field were also carried out by S.L. Bru, J.M. Keynes, F. Kotler, A. Maslow, S. Fisher, as well as contemporary authors – N.A. Lazarevich, TN. Isaeva, L.A. Sosnovsky, V.A. Zhmailik, B.N. Genkin et al. At the present time F. Andruz, F. Converse, J.L. Milbraith, McKennel, A. Mycelos, W. Rogers, S. Wright and others are engaged in the study of the quality of life.

To date, there is no single concept of the quality of life, and the concept of this category is different both in different countries and among different authors. Differences in the definition of quality of life are observed and applied to each category of the population. For some, this is the degree of satisfaction of needs, for others - the category by which the essential circumstances of the life of the population are characterized. For the third - the parameters and living conditions of people. Everyone is right, but even the sum of these answers does not provide an exhaustive definition of the quality of life.

To measure the quality of life in the world, indicators are used that include a variety of socio-economic aspects. The most significant of them are: welfare, social protection of the population, population and health, education, legal protection, quality of products and services, culture, housing conditions and ecological situation and etc [4].

The welfare of the society is estimated, first of all, by the level of the gross domestic product of GDP.

Social policy is the activity of the state, other economic entities aimed at providing conditions for satisfying the needs and improving the welfare of the population, creating a system of social guarantees. The health of the population is one of the most important indicators of the social policy of the state [5].

Education - a set of systematized skills, skills and knowledge acquired by a person in the process of training in special institutions or self-gaining knowledge [6].

Housing conditions are one of the basic values that provide citizens with a sense of economic stability and security, and also stimulate them to productive labor.

The quality of the environment (or the quality of the ecological niche), accumulating data on airspace, water pollution, soil quality, biodiversity level of the territory, etc.

An analysis of the trends in the quality of life of the population makes it possible to judge how effective the socio-economic policies of states are, and to what extent society copes with the tasks set. Studying the dynamics and quality of life of the population, its forecasting is extremely important for the sustainable, balanced and progressive development of society as a whole.

In the world economy there is an index that allows measuring and comparing the level of welfare in different countries, as well as a combined indicator that measures the achievements of the countries of the world and individual regions in terms of their ability to provide their residents with a prosperous life (table 1). The quality of life index measures the results of subjective satisfaction with the lives of citizens of different countries of the world and correlates them with objective indicators of the social and economic well-being of the inhabitants of these countries. The index is compiled on the basis of a statistical analysis of nine key indicators that reflect different aspects of the quality of life of the population:

1. Health.
2. Family life.
3. Public life.
4. Material well-being.
5. Political stability and security.
6. Climate and geography.
7. Employment level.
8. Political and civil liberties.
9. Gender equality.

For each group of indicators, the countries surveyed are scored in scores ranging from 1 to 10 (using thousandths). The more points, the more highly assessed the country is by this criterion. With the final calculation of the Index, the indicators are summarized in accordance with a given scale of weighing, which is determined by the research team after consulting with the experts interviewed in the study [7].

Table 1 – The Quality of Life Index in 2016

Rating	A country	Index
1.	Ireland	8,333
2.	Switzerland	8,068
3.	Norway	8,051
14.	Canada	7,599
26.	Germany	7,048
60.	China	6,083
66.	Latvia	6,008
86.	Azerbaijan	5,377
100.	Belarus	4,978
105.	Russia	4,796
108.	Nigeria	4,505
111.	Zimbabwe	3,892

In the list of modern priorities of states, social policy is placed on one of the first places for a number of reasons.

Economics

The first reason is that the population of any country is less concerned with the problems of macroeconomics, the population is more important to know where to work, how to be treated, how to teach children, what kind of pension will be. Therefore, social policy issues are crucial in the economic programs of the parties of any state. The second reason is that the expanded reproduction of the labor force necessary for the 21st century can be ensured only with a sufficiently high standard of living of the population, access to quality education and medical care. The third reason is the general process of humanization of society in the last decades, when a person became his main asset and value [8].

As shown by the analysis, in general, the dynamics of indicators in the country, characterizing the quality of life of the population, is positive and indicates a consistent and balanced increase.

But a number of problems were identified in the implementation of the effective social policy of the state and, as a consequence, improving the quality of life of the population of the Republic of Belarus. The main of them are: a non-optimal governance structure; the underdeveloped institutions of market self-regulation; low labor productivity and high production costs; ineffective system of distribution of financial resources in the economy; low return on investment in fixed assets; insufficient volume of attracting foreign direct investment due to imperfections in legislation and the right to apply in the investment relations that form the investment climate; Crediting of business entities due to a shortage of own working capital; high commodity and geographical concentration of exports, gradual loss of export markets; the growth of external debt as a result of the decrease in foreign exchange earnings in the country; a low share of the contribution of organizations of the private sector of the economy, small and medium-sized businesses in GDP.

To address the identified problems of the social policy of the Republic of Belarus, it is possible to suggest the most important ways, in the author's opinion, of improving the quality of life of the population.

1) Increase of real money incomes of the population should be carried out by creation of conditions for strengthening of labor motivation of workers through establishment of stable and guaranteed wages, assistance to development of small business.

2) Improvement of the policy of labor remuneration, labor relations and employment of the population of the Republic of Belarus.

3) Increasing the efficiency of the use of labor resources and building human resources in line with the real needs of production, the gradual elimination of forced part-time employment in the workplace, updating and improving the structure of jobs.

4) Providing a higher standard of living for pensioners.

5) Ensuring the needs of the national economy and the population in a wide range of high-quality services at affordable prices with priority development of priority and new types.

6) Bringing the education system in line with the modern needs of the individual, society and the state, improving the quality of training highly qualified specialists capable of ensuring a transition to an innovative way of economic development.

7) Preservation and improvement of public health on the basis of increasing accessibility and quality of medical care for the general population.

8) Preservation of the historical and cultural heritage and further development of the national culture, creation of conditions for the all-round development of the individual, the growth of her creative initiative, spiritual and aesthetic needs, the transformation of culture into the main driving force of a new postindustrial society.

These events will contribute to improving the life of the population and ultimately will raise the Republic of Belarus's ranking on the world stage as a young promising state with a developed social sphere.

Economic development is not an end in itself, but a means of improving life. Currently, economic development, as an economic category, is being considered more widely - within the framework of sustainable economic development, which includes economic, environmental and social aspects. Social aspects of society in relation to the country's economy are of secondary importance. However, it is the social aspects of the life of society that are the main goal of the country's economic development, the main goal of economic transformations, the main criterion of their effectiveness [9].

The quality of life of the population is the degree of satisfaction of the material, spiritual and social needs of man. The person suffers from poor quality and is satisfied with the high quality of life, regardless of the scope in work, in business and in personal life. Therefore, quality is necessary for a person constantly. The person

himself is committed to improving the quality of life - he is educated, works at work, strives to advance the career ladder, and makes every effort to achieve recognition in society.

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