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CONCERNING THE DEVELOPMENT IN SPHERE OF SOCIAL AND EVERYDAY SERVICES: FORMING OF MIDDLE CLASS

Natalia KOVALSKAYA,

Ph.D., associate professor, doctoral candidate
of the National Academy of Public Administration under the President of Ukraine

Summary

The article reveals the essence in the sphere of social and everyday services. The article examines the economic preconditions for the development sphere of social services in Ukraine. The process was analyzed in historical retrospect providing personal services. The factors affect the changes in the structure and production of various types of consumer services. Characterized by factors affecting the changes in the structure and production of various types of consumer services. The factors are revealed affecting the development in the sphere of social and everyday services. Are called economic aspects that prevent its development in Ukraine. Is carried out analysis of the concept «middle class». Substantiates the relationship between the development in the sphere of social and everyday services, small business and the formation of the middle class in Ukraine.

Key words: everyday services, the development of social and everyday services, middle class, small and medium business.

Аннотация

В статье раскрывается сущность сферы социально-бытовых услуг. Рассматриваются экономические предпосылки развития сферы социально-бытовых услуг в Украине. Характеризуются факторы, влияющие на изменения структуры и объемов производства разных видов бытовых услуг. В исторической ретроспективе анализируется процесс становления бытового обслуживания населения. Раскрываются факторы, влияющие на развитие сферы социально-бытовых услуг. Называются экономические аспекты, мешающие ее развитию в Украине. Осуществляется анализ понятия «средний класс». Обосновывается взаимосвязь между развитием сферы социально-бытовых услуг, малым бизнесом и формированием среднего класса в Украине.

Ключевые слова: бытовые услуги, развитие сферы социально-бытовых услуг, средний класс, малый и средний бизнес.

Formulation of the problem.

Contemporary stage of development of sphere of social and everyday service is characterized by search of optimum structural regulations in future model of social-oriented market economy, namely place and role of sphere of service, because sphere of service satisfies those needs in society, that, properly, determine economical growth, favour development of business and forming in Ukraine middle class, which makes economical reforms irretrievable.

Relevance of research topic due to lack of work considering the potential scope of social services in the formation of the middle class in Ukraine.

Condition of research. Problems of development of small business and the social and everyday services, the emerging middle class were considered in studies by Max Weber, M.P. Todaro, O.V. Komarova, Z.S. Varnaly, G.N. Drobyshev, V.V. Gerasimova, Yu.O. Tkachenko and others.

Purpose of the article is a theoretical study of the relationship between the development of sphere social and everyday services and the formation of the middle class.

Basic material. The importance of the development in social and personal services associated with the decision, to the problems of employment, especially in times of economic instability; expand the range of service; more uniform distribution of financial resources among regions. Based on the analysis of scientific papers on the study we note that the sphere of social and personal services brings together organizations and institutions, institutions of various forms of property and individuals that meet the needs of individuals in the process as the main or auxiliary, specific personal services on fee or free of charge basis.

In Ukraine, the development of services is complicated by the lack of financial and legal support from the public authorities, relevant research for the improvement of



services in the domestic and international markets, improper control over the quality of service (especially new species). It should be noted low competitiveness of domestic manufacturers of goods that are not promote to attracting domestic and foreign investment.

On Ukraine the process of giving of everyday services, to the minds of reseaches had four stages of its development:

The I-st stage – existence of separate kinds of everyday services in structure of other branches of economy as branch groups of everyday services in structure of those 2-3 times a year there were held branch meeting, seminars, unions of proper specialists.

The II-nd stage (the 60-s – the 80-s years of the XX-th century) – apportionment of everyday services in one separate branch of economy with strict regulation of development of branch of everyday service in the borders of planned economy and dynamic growth of activity of sphere of everyday services. Social and economic effectiveness of sphere of social and everyday service in those times was not significant, taking into consideration small assortment and low quality of services, difficult of access and too big terms of fulfillment of services. At the end of the 1980-s they were not satisfied in services even minimum needs of customers, according to worked out rational standards, namely «guaranteeing by everyday services was 77% from standard, for example; repairing and building of dwelling – 8,6%, repairing of transport – 14,1%, chemical cleaning – 29,8%, barber's services – 43,4% and so on» [7, p.215]. We notice that the main factor of growth of sphere of services in developed countries of the world in the 60-s years of the XX-th century became growth of wealth of the most part of population thanks to growth of society's productivity of labour.

The III-rd stage – in the process of structural reforms of economy as a result of collapse of the USSR and low life level of population, lowering of rates of development of everyday services. The volume of everyday services taking into consideration 1 customer – 1% brought down to the level of the 60-s years.

The IV-th stage (since the end of the 90-s) – growth of qualitative level

of population preconditioned renewal of demand of population in everyday services. We notice that during the times of the USSR in giving everyday service it was orientation to mass customer, nowadays it is differentiation on «poor» and «rich». This led to the fact, that considerable quantity of population, for example can not permit for itself to buy new clothes and technics of long-term usage.

Note that the factors influencing to the development of the sphere in social and personal services can be distinguished:

1. According functional characteristics:

- regional (due to population size, structure and condition of the relevant sectors, size and features of the placement companies providing domestic services);
- economic (related to patterns, trends and conditions creation and service offerings in the consumer market in the country and some regions attractive business climate, the level of business activity and inhabitants, the availability of infrastructure facilities, as transport communications);
- social (due to solvency and the mentality of people, professional qualification of specialists in social and personal services, processes, distribution and redistribution of services between different groups and strata of the population);
- psychographic (relating to consumer preferences, residential services for human consumption).

2. Depending on the nature of the influence of factors:

- external (set of external conditions promotes the development of social and personal services – macro-economic, socio-political, technological);
- internal (set of internal conditions of the enterprises in the social and personal services – natural geographic, demographic, material (dependent on the welfare of the people), educational, economic, scientific, technical, informational).

3. Depending on the interaction between consumer and producer services:

- Driving demand (associated with changes in the socio-demographic composition and the employment of welfare, the development of leisure opportunities);
- Proposal factors (related to changes in material condition, human resources, finance and investment opportunities).

In contemporary conditions more and more people and organizations refuse from

solving everyday problems and address to proper specialists. Everyday services are inseparable attribute of contemporary existence of man, directed to satisfaction of everyday, vital needs of man, guarantee his normal life activity, improve everyday life and quality of life. To the minds of experts of marketing agency Bauman Innovation [6], demand on everyday service last years grows every 25-30% every year and it is precognitioned by desire of rich people to improve quality of their life and to save time at their everyday work and everyday life.

Besides, changes of structure and volumes of manufacturing of separate kinds of services are held under the influence of different factors, namely:

- scales of development of sphere of services in repairing of things depend on guaranteeing of population by clothes, shoes, things of long-termed usage, physiological peculiarities of gender and age groups of population, terms of service and technical reliability of things, prices for repairing services;
- determination of perspectives of development of market of services producing objects of consumption according to individual demands of population (shoes, clothes, furniture); it is necessary to take into consideration size of money input of population, level of prices on proper goods of mass production in retail trade, quality of produced things according to individual demand in comparison with mass production;

– services of communication are actively developing now thanks to services of automatic telephone ties, including the local one; intercity (intertown) and international services that permit to guarantee their stable growing;

– highly-profit parts of population form market of everyday services thanks to consumption of such kinds of them as: repairing and technical service of auto-, mototransport means; repairing of technically complicated new models of audio-, video- and computer technics, radio and electrical apparatus that need proper development of material and technical base of repairing service; repairing and building of dwelling and other constructions; services of cosmetological rooms, chemical cleaning, «beauty shops», fitness-centres; cleaning of clothes etc.;

– dynamics of touristical and excursionsal services determines by change



of customers' preferences in favour of more variable process of carrying out of leisure time taking into consideration interests of different social groups of population;

- dwelling and communal services develop under the influence of attempts of their reforming, in the aims of growing of their effectiveness, firmness and reliability of functioning of branch, guaranteeing for population and other customers dwelling and communal services that correspond to standards of quality, and also growth of part of services, paid by population;

- market of passengers' transportations is characterized by further commercialization of work of civic transport, growth of private and individual operators on the market of transport services, especially on automobile one, and also improvement of organization of transport process in the town (city) and suburb connection [3, p. 38].

Besides, representatives of middle class are main producers and customers of everyday services. We notice that in developed countries they are the biggest part of society, and Ukraine can't represent the same position. Namely customer's basket of middle class includes definite standard of consumption of services, including everyday ones. Though everyday services permit to save time and to satisfy needs that have initial character, they are not always can be satisfied by self-service taking into consideration different reasons. «Under condition of low solvency of population of country market mechanism and private business can't solve the problem of wide access of mass kinds of everyday services. On spite of their social meaning, low life level of people forces them to refuse services in favour of consumption of goods of first need and to pass to self-service» [7, p. 212].

In Encyclopedia of Public Administration it is noted that in industrial society having generated the phenomenon of «middle class» gets in the post-industrial development. Thus one of its characteristics is the possession compared highly prosperous part of society, «property, economic independence, freedom of choice in the sphere of activity» [4, p. 559].

To the minds of authors of monograph «Problems of development of workmanship, small and middle business and middle class» namely high percentage

of small and middle enterprises in economy means that wide layers of population join to business and accordingly to this fact, material resources are distributed among the biggest quantity of citizens. Besides in such condition the population has more even division of profit; the population has growing responsibility, readiness to risk, ability to take self-dependent decisions, creativity of thinking etc. To the minds of researches middle class consists of those people, that have not big property (small and middle business) and of those people, that have not property but they have high qualification and opportunity to get high salary. But middle class is not similar, depending present property, education, professional status and so on. Authors stress that specific understanding of term «middle class» means social unity which has definite descriptions, proper to middle class of contemporary western society: sufficient level of profit; ownership of sufficient realty which would guarantee relative freedom and independence, presence of own deed; high professional education and qualification; relative satisfaction with his (her) status, moderate political conservatism, interest in support of social order [5, p. 152]. On Ukraine it is possible forming of middle class thanks growth of part of middle-profit part of society, thanks forming of ideology of middle class on the principles of definite system of values for achievement not only material aims but professional self-realization and self-expression of individuality, growth of professionalism, possibilities of small business. «It is possible to examine the fact of forming of middle class in a quality of important criterion of effectiveness of reforms, as illustration of firmness of all system of economical, social and political institutions» [1, p. 151–152]. During the process of changes of middle class into influential element of social structure, it begins to fulfil function of softening of class conflicts, support of social consensus and stability of society. Besides namely this class is always an active subject of labour-market and it is interested in presence of working places. Namely representatives of this class give job for growing of income holding of more than one office, on several working places, using flexible graph [5, p. 80–82].

We notice that middle class perfects the quality of life through the influence

of economical development of society, because the representatives of middle class are or self-occupied, that thanks to their professional qualities can guarantee work for themselves, or businessmen, that create supplementary working places. «Advantage of economical growth is not in the fact that it makes people more happy, but is in the fact that it broadens their opportunities to choice» [8, p. 32].

Belonging to middle class, according to M. Veber, is marked first of all by the behaviour on labour-market, and level of incomes and relation to ownership are only the second rate signs. We mark that in this case professionalism is considered as peculiar quality of middle class. Thus, competitive professional is reliably insured from «fall» from social staircase. At the same time the author separates notions «class» and «status». Class differences, to the mind of M. Veber, can appear in market conditions and influence on social descriptions and life perspectives through accumulation of wealth and possibility to get momentary profit. Status is connected with social prestige and properly it depends on traditions, norms, rules [2]. We notice that at the times of the USSR socially prestigious was the fact of employment of man, but not his (her) effectiveness of work and professionalism of a worker. On market conditions social status and life perspectives depend on economical effectiveness of individuals, namely-their individual descriptions (level of education, professional and qualitative status and so on).

Conclusions. The sphere of social and personal services contributes to the development of small and medium enterprises (priority of the national economy), has a large number of professional services that do not require significant capital investments, providing services not only physical but also legal persons, rapid return on investment, a significant potential to provide a place running a lot of able-bodied workers and high development potential due to mobility (rapid response to new and progressive). Exactly is the sphere of social and domestic services provides a large number of professional services who do not need significant capital investment and maintenance is not only physical but also legal persons, rapid return on investment, a significant potential for employment of a large number of specialists working age.



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ОРГАНЫ ГОСУДАРСТВЕННОЙ ВЛАСТИ УКРАИНЫ, ОСУЩЕСТВЛЯЮЩИЕ КОНТРОЛЬ И ПРИВЛЕЧЕНИЕ К АДМИНИСТРАТИВНОЙ ОТВЕТСТВЕННОСТИ ЗА ЛЕСОНАРУШЕНИЯ

Александра КОЗАЧУК,
аспирант

Национального университета биоресурсов и природопользования Украины

Summary

This article analyzes the public authorities of Ukraine that are assigned duties by bringing to administrative responsibility for forest offenses. Offences are analyzed in the sphere of forestry for which envisages administrative responsibility according to the legislation of Ukraine. A base for this study began proceedings, leading domestic and foreign leading scholars who have devoted much of their work to this topic. This article describes the executive authorities, which have obligations duties to bring to the legal, in particular administrative responsibility for violation of forest law.

Key words: forest offenses, administrative responsibility, forest legislation, authorities.

Аннотация

В статье проводится анализ органов государственной власти Украины, на которые возложены обязанности по привлечению к административной ответственности за лесные правонарушения. Проанализированы правонарушения в сфере лесного хозяйства, за которые предусмотрена административная ответственность по законодательству Украины. Базой для указанного исследования стали научные труды ведущих отечественных и зарубежных ученых-административистов которые, посвятили много своих работ этой теме. В статье описываются органы исполнительной власти, на которые возложены обязательства обязанности по привлечению к юридической, в частности административной ответственности за нарушение норм лесного законодательства.

Ключевые слова: лесное правонарушение, административная ответственность, лесное законодательство, органы управления.

Постановка проблемы. В связи с тем, что нарушение лесного законодательства – явление, которое требует постоянного контроля и привлечения к ответственности из-за несоблюдения норм предусмотренных рядом нормативно-правовых актов, анализ проведенных исследований является актуальным в разрезе органов государственной власти, на которые возложена обязанность по контролю и привлечению к административной ответственности за лесонарушения.

Актуальность темы исследования заключается в необходимости изучения органов государственной власти, осуществляющих контроль, за использованием, воспроизводством и охраной лесов с целью целесообразности имеющегося количества вышеупомянутых органов и распределения их полномочий.

Состояние исследования. Вопросы административной ответственности были исследованы многими учеными-юристами. Некоторые ученые исследовали административно-правовую

ответственность в широком смысле, то есть административная ответственность, как один из видов юридической ответственности.

К ним, в частности, относятся: Н.С. Федорук, В.В. Галунько, Т.А. Коломеец и др. В узком значении, то есть административная ответственность за нарушение норм лесного законодательства, исследованы такими авторами, как Л.В. Мендик, И.А. Дмитренко, О.А. Сторчоус, Н.И. Титова, А.И. Швыденко, Г.В. Тищенко.

Целью и задачами научной статьи является анализ органов государственной власти Украины, на которые возложены обязанности по привлечению к административной ответственности за лесные правонарушения. Исследование научных работ, авторы которых рассматривали административную ответственность, в широком и узком смысле.

Изложение основного материала. Административная ответственность, как отдельный вид ответственности,