

LEGAL AND ECONOMIC ASPECTS IN THE MODELS OF SOCIAL STATES

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ABSTRACT

One of the highest forms of development of the state is a political and economic system in which every citizen is guaranteed a decent standard of living and a wide range of social benefits. The authors of this article propose to consider various options of models of social states and their special features from a legal and economic point of view. It is proposed to consider the relationship between business, government and society. Creating a product and creating a certain level of profit, the business plays an indirect but vital role in safeguarding of civil rights and freedoms. There is a direct relationship between levels of economic and democratic development, environmental protection and social conditions. And understanding of this aspect ensures the welfare of the state in social development from different sides. The article demonstrates the authors' analysis using 2 methods: method of comparative analysis and method of expert evaluations. Recommendations for the creation of the social state are given.

Keywords: legal aspect, economic aspect, social states

INTRODUCTION

The Constitution of the Russian Federation of 1993 consolidated the achievements of the previous period in the history of Russia, defining the Russian Federation as a social state. The Constitution of the Russian Federation (article 7) declares that "the Russian Federation is a social state which policy is aimed at creating conditions for a dignified life and free development of man."

This general statement leads to the following constitutional duties of the Russian Federation:

- a) to protect the labour and health of people;
- b) to establish a guaranteed minimum wage;
- c) to provide state support for family, motherhood, fatherhood and childhood, disabled and elderly citizens;
- d) to develop the system of social services;
- e) to establish government pensions, benefits and other guarantees of social protection.

Many scientists today connect these legal norms with the democratic transformations of Russia of the beginning of 90-ies. However, already in Soviet time one of the priorities of the Russian government

was the social programs. Social policy was focused on the improving the quality of life of different groups of the population through public distribution of all social benefits and services.

Improvement of all spheres of Russian society on the path of democratic reforms necessitated the search for an optimal model of the social state. Today lawyers, economists, social scientists and even psychologists argue about the essence of the concept, its content, its development prospects, the specifics and priorities of different models of the social state implemented in the world.

Let us examine the experience of some developed countries in building a social state from the standpoint of legal and financial-economic feasibility. Comparative analysis will allow formulating the possible ways of development priorities of the Russian state with regard to its socio-economic and cultural-historical path.

Started in Western Europe in the 60-ies of the last century the construction of social states, today, due to the changes in the economic situation in the world, globalization and mass migration is at the stage of reform of many institutions of the social state.

Theoretical basis of building a social state are the main of social policy, which today is understood as a set of measures for the impact of the state on the whole system of social relations - "social sphere". The problem is in the need to mitigate social inequality and other negative consequences of the market, which covers almost all component elements, institutions, relations of civil society. First of all we are talking about systems of education, health, science, culture, housing, social assistance to the poor, the insurance system for sickness, invalidity, unemployment, etc. [1]

By analyzing the concepts, we should recognize that in jurisprudence and in marketing the term "social" is filled with different contents.

Most lawyers recognize that characteristic (principle) of the social state refers to the constitutional status of the state, involving the constitutional guarantee of economic and social rights and freedoms of man and citizen and the respective responsibilities of the state. For the first time the social character of the state was enshrined in the basic law of Germany 1949.

Lawyers, philosophers, sociologists and political scientists continue to clarify the concept: for example, E. A. S'emshchikov claims that "the social state represents such form of social organization of citizens, which involves the constitutional guarantee by the state to the subjects of law their rights, freedoms and legitimate interests, and the execution of their duties to the state. These principles apply to the constitutional-legal status of the state, and indicate that: first, the government serves the society; second, the state seeks to minimize social differences; third, the state assumes responsibility for ensuring a certain level of living of its citizens, based on its capabilities.

Modern foreign researchers, describing the successes of social states, put forward a new term of the so-called second stage - "the welfare state". Today, however, new socio-economic conditions, cultural and political developments give basement to new forecast of possible ways of its development, and various legal modifications of this type of state.

The modern "welfare state" or "social state" is "the set of institutions, relationships, values and norms" which represents "a central component of the social infrastructure of modern socio-economic system". Common to all national versions of the welfare state or social state is that the market beginning in the economy is supplemented by the social beginning in other areas [2]. The main goal of this state "... is seen to achieve a synthesis of economic freedom, social security and justice"[3]. The basic principles of the social state are justice, human dignity, responsibility, overcoming the formal-legal equality to eliminate sharp differences in the material situation of individuals [4].

Agreeing with the western scholars, E. V. Aristov believes that the social state is welfare state, unfortunately, not disclosing the term "welfare". However, the idea of wealth and even welfare many

scholars have linked with the concept of the welfare state. This understanding of the modern state is largely formed under the influence of constitutions and norms of international law of last years [5].

With the development of market relations a problem of responsibility, in our view, is complicated in the relations between state structures, business and citizens. In recent years stratification of society in terms of welfare is growing. And if, for example, in Norway the difference in wages may not exceed 6 times, in Russia today there is no such restriction, and we know the examples of income in excess of thousands of times!

The understanding of this problem by business structures is controversial. Same time the interlinkages and the balance of social responsibility of economic actors - as one of the conditions of implementation of the welfare state - benefits, competitiveness, business ethics, tactical and strategic purposes has always remained in the attention of theorists and practitioners of management.

In the developed countries, the idea of socially responsible business during the last fifty years has become part of the consciousness of society. The business has accumulated significant experience in implementation of social projects that helped to formulate the theoretical and methodological base, to develop standards and parameters for assessing the level of corporate social responsibility. Corporate social responsibility currently is an institute that coordinates the vectors of development of state, business and society.

In this regard, researchers Barabanov and Lobok noted: "...of course, in the propaganda of social partnership all partners seek to strengthen their authority, trouble-free, conflict-free, politically stable functioning of the social system. The degree of efficiency of social partnership depends largely on the parties' interest in collaboration, interaction and cooperation of efforts, in their ability and willingness to make certain concessions, compromises. The effective social partnership requires a climate of transparency, strict observance of rights and freedoms. This places a serious responsibility on all three parties of social partnership".

In the economy there is a term - social marketing, according to which the task of the institutions is to establish the needs, wants and interests of target markets and their satisfaction by the ways that preserve or enhance the welfare of consumers and society as a whole, through the promotion of healthy lifestyles and the development, implementation and monitoring of social programs [6]. The social program should be aimed at practical action, such as environmental protection, aid to children and the disabled, etc.

Firstly the term "social marketing" was used in the early 70-ies of XX century and designated a set of measures aimed at solving social problems and social turmoil. Currently, social marketing is considered as one of the elements of point marketing and in it there are three key components: fundraising, sponsorship (brand promotion) and sales promotion. At the beginning of the XXI century a major tool of social marketing was the creation of special versions of products of companies that are focused on charity.

Despite the fact that social marketing focuses on social values, it is the method of distribution, and, above all, the aim of marketing is ensuring the necessary level of profitability.

The concept of social-ethical marketing emphasizes that the principle of social responsibility is not only to meet the needs of consumers, but also to ensure the well-being of society as a whole.

Social responsibility means that any organization is a part of society and is answerable for its actions.

As in the case of ethical challenges, it is quite difficult to come to a consensus about the nature and scope of social responsibility because of the variety of value orientations inherent in various social business and corporate cultures.

Understanding of the role of business in society is changing with the development of society. In different historical periods the relations between business and society were not synchronized. For a long time the role of business has changed. This is characterized by the following questions: who creates the wealth, what brings the wealth, is it possible to use the wealth together, who distributes the wealth of society?

The concept of social responsibility involves 3 components:

1. responsibility for the profit;
2. responsibility to stakeholders;
3. responsibility to the society.

Summary: Summarizing the information considered, we can say that the social state implies a common understanding of the direction of development of society and business, the maintenance of the poor, as well as the desire of recovery of society and the maintenance of a stable ecological situation.

The business from the point of view of marketing covers these issues, promoting its products taking into account social ideas, and the state considers these issues in the budget allocation and choice of direction for further development.

The problem is, in our opinion, is contradictory understanding of mutual responsibility of government, business and society. In this regard, it is useful to consider the essence of the social state in different countries, and to provide an understanding of the business (that is, through the prism of economic relations) the essence of the social state.

DATA AND METHODS

For the understanding and analysis of state marketing and socialization, the authors of the article use the following methods:

1. The method of comparative analysis. This method is traditionally used to determine the magnitude and reasons for differences in the consumption of resources and, consequently, the efficiency of the various objects. In addition, this method is used for attraction and development of internal reserves of the compared objects (or individual data points) systems through the dissemination of identified best practices.
2. The method of expert evaluations. This method is a method of assessment and forecasting of the upcoming results of actions based on the detection of opinions and projections of experts on the topic. During the application of expert judgment should perform the following steps:
first - questionnaire design;
second - gathering of the group of experts;
third - conducting a survey;
fourth - the treatment tools statistics of the obtained results;
fifth - formulation of conclusions.

According to the authors, this Toolkit is sufficient to generate the necessary recommendations.

RESULTS

The first part of our study is a comparative analysis of models of the welfare state: the Scandinavian model, the continental model.

In the Scandinavian model of social policy of this type the significant part of social expenditure borne by the state, and the main channel of redistribution is budget. The state bears the primary responsibility for the social welfare of its citizens and is a major producer of social services. The services (education, health, care of children and elderly, etc.) in most cases, are organized by the

municipalities. This system operates via redistribution (e.g., budget or social insurance funds) and the share of social expenditures is very high. This model in one way or another is embodied in the policies of such countries as Sweden, Finland, Denmark and Norway.

The term "Swedish model" appeared in the late 60-ies of last century in connection with the acquisition of Sweden's status as one of the most developed in terms of the socio-economic policy states. In Sweden there has been the development of the concept of "full employment policies", "joint system of salaries."

The main objectives of Swedish social policy are full employment and income equality. The implementation of these goals is doing through the deliberate redistribution of income, primarily through tax and transfer policy, which is done through the specially created state and non-state institutions.

The versatility of the model is expressed in its allness and universal access to social protection, which applies to the entire population. The assistance provides social protection of the population at the level of a normal standard of living. Social security is at a high level and provides the payments of unemployment benefits, child benefits and others. Unemployment benefits allow you to maintain a decent standard of living in the event of job loss, and a developed system of employment services gives opportunity to reduce spending on unemployment benefits.

Children, regardless of parents' income receive a monthly allowance that is paid to 18 years. Additional benefits are obtained by families with three or more children. In addition to the services of the social security act non-governmental organization that performs various types of social work, for example, the protection of the rights of persons with disabilities.

The system of social protection is the core element of the Swedish "social state". Its role and importance is eloquently illustrated by the statistical data of the OECD: if we take into account only the income in the form of a salary (an average of about USD2500 per month), 36% of the population could be classified as poor (the highest rate in the group of industrialized countries of the world). However, after the redistribution of the total public income through taxes and social payments (1/3 of the budget is spent on social needs) plus social expenditures of municipal budgets and payments from pension and insurance funds) in the category of the poor gets only 5.6 % of population. Comparable with the same indicators for the United States account for 27% and 17%, respectively.

The high cost of such a system (level of taxation in Sweden – 67%, one of the highest in the world) is fully compensated by the high degree of social protection of the population, the lack of shocking contrasts between wealth and poverty, and the lasting political stability. If you take the entire amount of expenditures on social security for 100%, the share of the central government - 27% local authorities - 31%, budgets of enterprises – 41%, and the share of insured persons only 1 %.

Education in Sweden covers the entire population and provides almost complete literacy. Secondary and higher education are free as well, same as the programs of retraining and other educational programs. The variety of forms of education of the adult population gives the opportunity of continuous education throughout life. Training, retraining and advanced training in accessibility of education significantly reduce the level of unemployment and reflect the policies of full employment. The provision of paid educational leave is enshrined in the Swedish legislation. Sweden actually spends on education more GNP than any other country, and occupies one of leading places in terms of literacy. Expenses on education pays off by contributing to the development of behavioral flexibility of people and their mobility in the evolving situation on the labour market. Health care in Sweden is available to all citizens through universal social insurance regardless of income and taxes paid by the person.

Today the social model in Sweden requires a serious revision in the direction of liberal reforms. This is a demand of the EU membership, which requires agreement with its fundamental neoliberal principles and standards of social regulation. But there is a question of too high social costs in Sweden compared with other EU member states, where spending on social protection is much lower. In general, the situation in the field of social protection is continuing to be defined by the principles of solidarity and social justice.

Table 1. Key social indicators in Sweden, 2016 [7]

Sweden, labour	last	previous	max	min	
Unemployment level	7,20	7,20	10,50	1,30	Per cent
Employed population	4998,40	5004,40	5009,30	4292,60	thousand
Unemployed population	387,00	386,00	503,00	243,00	thousand
Family living minimum	12691,40	12860,80	20100,00	12579,40	SEK\per month

Compared to the majority of OECD countries, Norway is characterized by high levels of life and social trust and low level of poverty and economic inequality.

At the moment, researchers still have not come to a consensus as to what model of the welfare state can be attributed the Norwegian welfare state. Some of researchers attribute it to the Scandinavian model, the others to the so-called “Anglo-Saxon” one, still others tend to distinguish it like “the Norwegian state model” due to specific implementation of the constitutional principle of the welfare state in Norway. [8]

It might be possible and necessary to continue the discussion and to clarify what type of welfare state represents the Kingdom of Norway, but the undoubted fact is that for many years, the UN Development Program recognizes Norway amongst the best countries for living.

Moreover, it is quite natural, that World Happiness Report 2017, which one of the main criteria is the level of social support, has placed this country first in the world: “Norway moves to the top of the ranking despite weaker oil prices. It is sometimes said that Norway achieves and maintains its high happiness not because of its oil wealth, but in spite of it. By choosing to produce its oil slowly, and investing the proceeds for the future rather than spending them in the present, Norway has insulated itself from the boom and bust cycle of many other resource-rich economies. To do this successfully requires high levels of mutual trust, shared purpose, generosity and good governance...” [9]

Norwegian state is using a wide range of measures of the social and economic policy in order to guarantee every citizen of the country a decent standard of living and to provide everyone living in

Norway, through a system of state insurance a certain economic security when they get old, sick, disabled, unemployed or lose their breadwinner.

The basis for social policy of the Norwegian state is the redistribution of public revenues for social spending. "The Norwegian state skillfully and effectively uses its prerogatives and functions. Firstly, continuously and effectively it acts as a social moderator, a redistributor of the national cake... the State, in fact regardless of the changes of governments, smooths over the social contradictions, redistributes income through a differentiated and extensive tax system, by creating benefits for the poor and a broad scale middle class. A very considerable part among these benefits is the transfer payments, which occurs due to the redistribution of the national product in favour of the poorest segments of the population. The so-called quintile ratio income gap between 20% most and 20% least wealthy individuals/families in Norway are relatively small (unless very small) – 3, 6...thus the national government has advocated the role of defender of its own population ..." [10] The foundation of the social policy of the Norwegian state is the redistribution of public revenues in favor of the poor. The high level of social protection, free healthcare and education are heavily funded by the taxpayer who pays into the coffers the high direct and indirect taxes. Individuals pay the very serious income tax; its base rate is 24%, plus the progressive rate if the amount of annual income exceeds 164 100 NOK.

One of the legal foundations for the Norwegian social policy is the Law "On national insurance" adopted in 1997. Its action is aimed at ensuring economic security of the population by providing the income and compensations of extra costs that people bear in the case of unemployment, maternity, child care, illness or injury, disability, old age and death.

Today it is almost impossible to imagine a category of the population that would not have been protected in Norway: from babies to refugees from third world countries, from pensioners to drug addicts.

Very seriously, the Norwegian government is considering the problems of unemployment, completely rejecting the idea of ultra-liberals that a fairly high level of unemployment is good for the economy and it is acceptable, because supposedly stimulates the labor. In Norway, those who for whatever reasons could not find work can always expect the assistance of the state such as the payment of substantial benefits or assistance in retraining and requalification.

In the construction of its social policy the Norwegian government attaches great importance to the support of the family. One of these is the allowance for childcare in the holiday period. It is paid in the amount of the last salary of the parent before leaving on maternity leave, if he worked 6 of the 10 months. The purpose of this manual is to enable parents to combine work with childcare. This has helped Norway to become one of the European leaders as the birth rate and women's participation in working life.

In Norway primary and secondary education is compulsory and free, students receive a stipend. At the same time it is allowed to establish private schools so that parents had the appropriate choice. The state is attentive to the employment of graduates of schools, colleges and Universities — there are many programs that help young people to find a professional highly paid work.

The main principle of the health care system that provides all inhabitants of the country is the predominance of the public sector and a small proportion of paid medical services, as well as the system of state insurance. The government pays nearly the full cost of medical services - 95 percent, and the patients co-pay 5%. Target taxes to the health sector in the country do not exist.

A distinctive feature of Norwegian social policy is the governmental supervision of the health care system and social security. Oversight bodies do not depend on the political situation, and have a considerable degree of freedom, and their main action method is monitoring.

Table 2. Key social indicators in Norway, 2016 [7]

Norway, labor	Last	Previous	MAX	MIN	
Unemployment level	4,0	4,1	4,9	2,3	Per cent
Employed population	2658	2651	2663	2341	Thousand
Unemployed population	87,13	88,8	188,6	38,2	Thousand
Average wages	43300	42600	43300	20126	NOK/pre month

In the continental model the state as usual is responsible only for issuing social benefits to recipients, i.e., for social security, but does not organize social services. Here budget contributions and insurance contributions of employee and employer in social events are approximately equal, and the main channels of redistribution are both public and private (but under the control of the state) social insurance funds. This model is followed by Germany, France, Austria, Belgium.

The concept of “social market economy” was coined in 1946 by Alfred Müller-Armacom to define the paradigm of economic policy, which combines the principles of “free market” and “social alignment”. The purpose of this social policy is to create conditions for active self-realization of each member of society in the economic sphere. This requires the general institutional context which governs the economic activities of individuals. In the foreground there is not income redistribution through the budget and free social services as in the Swedish model, but creating the favorable economic conditions for true active of the population and basic social measures for its protection.

In Germany there are 4 types of social insurance: pension, medical, unemployment and accident. Social insurance is financed jointly by employers and employees and is differentiated on activities. The principle of insurance means the right to receive services of those who make contributions to the relevant funds. Payment of the fee gives the right to appropriate service regardless of their actual need for it. The welfare system includes state funds supplied in the form of child benefits (lump-sum payment at birth of the child, grants to needy and large families), assistance to refugees, grants for education, support to youth, allowance for medical treatment, pension subsidies, assistance to war victims, the disabled, and social assistance to needy citizens.

In the health care system there is a system of compulsory health insurance, and as a result 90% of the population are covered by compulsory insurance, 8% - by private one and health insurance of 2% of poor citizens is paid by the state. In the education system the main principle is “academic freedom”, i.e. anyone can become a student, if he satisfies all the conditions of admission. Secondary and higher education are free. Germany in the late 1990s has reached a certain peak of development of their socially-oriented economy, which now, as well as the Swedish model, needs a major upgrade. The policy of social market economy of Germany is complicated by the problem connected with structural transformations in the Eastern lands, where the closures of uncompetitive industries is continuing, there is a growth of unemployment and social tension. For the next years in Germany the final

integration of the new lands into the economic system of a unified Germany, decline of unemployment and pension reform are planned, and along with the state social insurance the private insurance system will be developed.

Due to the ageing of the German population in the country the pressure on working people is growing, today the tax burden reaches 75% of the amount of income, high living standards and prices lead to the need to hold high social benefits, which could maintain an acceptable standard of living on social benefits and that in turn leads to a welfare mentality and the influx of migrants to Germany from other countries.

Table 3. Key social indicators in Germany, 2016 [7]

Germany, labour	last	previous	max	min	
Unemployment level	3,90	3,90	11,50	0,40	per cent
Employed population	44029,00	44000,00	44029,00	37643,00	Thousand
Unemployed population	2497,72	2668,61	5288,20	85,00	Thousand
Family level minimum	1428,30	1396,10	1428,30	1334,30	EUR/per month

In the second part of the study the results of expert assessments of the importance of the principles of the welfare state in the opinion of the business will be presented. In the article by Mikhalev there are the following general principles of the welfare state, which are typical for many countries

1. social humanism as a basic value for economic policy;
2. social ergonomics - focus on max possible investments in people;
3. social solidarity;
4. political democracy and legal state;
5. the existence and functioning of civil society institutions;
6. the social market economy that avoids excessive stratification of society;
7. indirect methods of participation of the state in social market economy and social life;
8. equal opportunities for all citizens to realize their capabilities, education and decent standard of living by working;

9. the system of state social transfers, social protection, social security, social insurance and employment;

10. the availability of social support for all categories of the population.

Expert assessment included 7 stages.

Stage 1. The creation of an expert Commission. At this stage we invited to participate in the survey 7 middle level managers working in the field of industrial services and industrial equipment sales. Thus, we get that the number of factors $n = 10$ and the number of experts $m = 7$

Stage 2. The collection of expert opinions by questionnaire.

Assessment of the degree of significance of the parameters the experts are producing by assigning a ranking number. Factor, to which the expert gives the highest score is assigned rank 1. If the expert recognizes that several factors are equivalent, then they are assigned the same ranking number. Based on the data of the questionnaire, a summary matrix of ranks is produced.

Table 3. The consolidated matrix of ranks.

No /experts	1	2	3	4	5	6	7
1	8	9	7	10	8	7	9
2	2	1	3	1	3	3	4
3	1	3	2	3	4	4	1
4	3	2	1	4	2	2	2
5	5	4	4	5	5	5	5
6	9	8	10	9	9	9	8
7	10	6	9	7	10	8	6
8	4	5	5	2	1	1	3
9	6	7	8	6	7	6	7
10	7	10	6	8	6	10	10

Table 4. Matrix of ranks

Factors / Experts	1	2	3	4	5	6	7	Sum of ranks	d	d ²
x ₁	8	9	7	10	8	7	9	58	19.5	380.25
x ₂	2	1	3	1	3	3	4	17	-21.5	462.25
x ₃	1	3	2	3	4	4	1	18	-20.5	420.25
x ₄	3	2	1	4	2	2	2	16	-22.5	506.25
x ₅	5	4	4	5	5	5	5	33	-5.5	30.25
x ₆	9	8	10	9	9	9	8	62	23.5	552.25
x ₇	10	6	9	7	10	8	6	56	17.5	306.25
x ₈	4	5	5	2	1	1	3	21	-17.5	306.25
x ₉	6	7	8	6	7	6	7	47	8.5	72.25
x ₁₀	7	10	6	8	6	10	10	57	18.5	342.25
∑	55	55	55	55	55	55	55	385		3378.5

where:

Error!

Check correctness of matrix on the base of calculation the checksum:

Error!

The sum of the columns of the matrix are equal to each other and the checksum, so the matrix is compiled correctly.

Stage 4. Analysis of the significance of the studied factors.

In this example, the factors of according to their importance were distributed as follows (see table).

Table 5. Placement of factors according their importance

Factors	x ₄	x ₂	x ₃	x ₈	x ₅	x ₉	x ₇	x ₁₀	x ₁	x ₆
Sum of ranks	16	17	18	21	33	47	56	57	58	62

Thus, we can conclude that the most important general principle of the social state from the point of view of business is the political democracy and legal state (x₄). In other words, for business the most important is the provision by state the clear and fair rules within which it is possible to function effectively.

Stage 5. Average degree of coherence of opinions of all experts.

The coefficient of concordance

where $S = 3378.5$, $n = 10$, $m = 7$

$W = 0.836$ indicates the presence of a high degree of consistency of experts.

Stage 6. The evaluation of significance of the coefficient of concordance.

For this purpose, let us calculate the matching criterion of Pearson:

$$\chi^2 = 7(10-1)0.836 = 52.65$$

Compare the calculated χ^2 with the table value for the number of degrees of freedom $K = n-1 = 10-1 = 9$ and at a given level of significance $\alpha = 0.05$

As χ^2 calculated $52.65 \geq$ the table one (16.91898), then $W = 0.836$ - value is not random, and therefore the results obtained are meaningful and can be used in further studies.

Stage 7. Preparation of the decision of the expert committee.

On the basis of sums of ranks (table) it is possible to calculate the indicators weights of the considered parameters. The questionnaire matrix is to be converted into the transformed matrix of ranks by the formula $s_{ij} = x_{\max} - x_{ij}$.

where $x_{\max} = 10$

Table 6. The matrix of converted grades

No / experts	1	2	3	4	5	6	7	Σ	Weight λ
1	2	1	3	0	2	3	1	12	0.0381

2	8	9	7	9	7	7	6	53	0.1683
3	9	7	8	7	6	6	9	52	0.1651
4	7	8	9	6	8	8	8	54	0.1714
5	5	6	6	5	5	5	5	37	0.1175
6	1	2	0	1	1	1	2	8	0.0254
7	0	4	1	3	0	2	4	14	0.04444
8	6	5	5	8	9	9	7	49	0.1556
9	4	3	2	4	3	4	3	23	0.07302
10	3	0	4	2	4	0	0	13	0.04127
Total								315	1

CONCLUSIONS

We can say, regarding the economic component of the social state, that in this case the position of business plays an important role in society i.e., the relationship between business, government and society. Creating value, business plays an indirect but vital role in ensuring civil rights. There is a clear relationship between levels of economic development and levels of democratic development, environmental protection and social conditions. The actions of the companies indirectly support public infrastructure, safeguards civil rights and freedoms of citizens. It is important that the business should be responsible for its own actions and employees; i.e., the conditions that can be managed by the company.

When considering the functions and goals of the business it is advisable firstly to focus on the role it plays in satisfying the ever-increasing needs of society for goods and services, the central role of business in ensuring the financial prosperity of the society. However, often the attention is not paid to how diverse these financial benefits: remuneration for all salaried employees, as well as mutually beneficial cooperation with contractors; payment of taxes, excises, licenses, which are intended to support the bulk of public services (schools, hospitals, roads, etc.); dividends; and pension contributions. Most important, what is forgotten is that every person is, ultimately, a direct beneficiary of business as employee, consumer, retired, etc.

In addition, we must not forget that for most employed - business is a place of work, which, in addition to income provides employees a sense of belonging to a community, feeling of security, friendly relations. We can say that this is the traditional role played by business.

However, in recent decades, the society considers the role of business through the prism of the concept of corporate social responsibility (CSR), which received wide publicity, both in scientific circles and state structures in Russia and the world. This approach changes the function and purpose of business in modern society.

This idea - the voluntary business support of social welfare beyond their obligations arising from the legal framework, has a long tradition in Anglo-Saxon countries and especially in the United States. It should be noted that the practice of social responsibility of business is less developed in continental Europe, because many social and environmental initiatives of corporations are obligatory. Despite the popularity of this subject in Russia the rating csrhub Sustainability management tools includes only 84 of the Russian company, for comparison at the same ranking 5455 companies from the United States are listed there.

SUMMARY

Thus, as recommendations, based on the results of comparative analysis of the social states models, as well as expert assessments and corporate social responsibility practices in Russia and the world, one can specify the following:

1. At the state level it is necessary to pay attention to social problems, problems of health, education, etc. It is impossible to shift the responsibility for social issues on society; most of them the state should take over and attract to them maximum attention. This aspect will bring people together and make them patriots of their country.
2. To combine the interests of business and society. At the moment, the use of social marketing becomes more urgent, when a business promotes its services through the attraction of interest of the society to social problems. For example, one can remember the McDonald's company, which promotes not only its products, but also creates companies that help disabled children (rehabilitation centers).
3. It is necessary to restrict the upper level of wages, in order to reduce the stratification within society. This can be done through the introduction of differentiated taxation.
4. To oblige state corporations to be engaged in philanthropy and to help social projects, as well as by reducing the tax base. All these events should receive a full coverage by all available means.
5. It is necessary at the state level to secure clear and fair rules of law so as to ensure efficient functioning of the business, taking into account the public interest in the concept of corporate social responsibility.

CONFLICT OF INTEREST

Authors confirm that the submitted data don't contain the conflict of interests.

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*Detailed information about the size and structure of employment in Russia, see here: http://www.gks.ru/bgd/regl/b14_61/Main.htm u
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