UDC 351.82:[334.7:664]:[005.95/.96:004]
DOI https://doi.org/10.51547/ppp.dp.ua/2024.5.14

Oliynyk Oleksandr Mykolaiovych,
Candidate of Philosophical Sciences, Associate Professor at the Department
of Business Administration and Management of Foreign Economic Activities
Zaporizhzhia National University
ORCID ID: 0000-0003-0511-7681

FEATURES OF THE SOCIAL APPROACH IMPLEMENTATION IN STATE REGULATION OF FOOD INDUSTRY ENTERPRISES: KEY ASPECTS, MECHANISMS AND TOOLS

ОСОБЛИВОСТІ РЕАЛІЗАЦІЇ СОЦІАЛЬНОГО ПІДХОДУ У ДЕРЖАВНОМУ РЕГУЛЮВАННІ ПІДПРИЄМСТВ ХАРЧОВОЇ ГАЛУЗІ: КЛЮЧОВІ АСПЕКТИ, МЕХАНІЗМИ ТА ІНСТРУМЕНТИ

The article is dedicated to the study of the social approach in the state regulation of food industry enterprises, focusing on key aspects, mechanisms, and tools. The paper examines the significance of the social approach, which includes the integration of social aspects such as working conditions, environmental responsibility, and societal well-being into the processes of public administration. The analysis of conducted research shows that globalization, digitalization, and new requirements for business sustainability necessitate a rethinking of regulatory approaches. It is noted that while the social approach is crucial for achieving sustainable development goals, its implementation remains insufficiently effective due to the lack of clear mechanisms for governmental influence on the social aspects of enterprises. The article also analyzes international experience and mechanisms of state support aimed at improving the digital competencies of food industry workers and civil servants. Specific models and mechanisms are proposed for implementing the social approach, including training, retraining, and social protection programs for employees. Two main approaches have been identified: proactive (training and retraining) and reactive (social protection). Based on the research, it is concluded that investments in human capital development and improving social resilience are necessary to help workers adapt to the rapid changes brought by digital transformation. It is emphasized that the social approach is an essential tool for ensuring labor market stability, reducing social tension, and maintaining the overall standard of living. The main recommendations focus on enhancing the effectiveness of government support for training and retraining programs, as well as improving access to digital technologies, which are critical factors for the sustainable development of the industry.

Key words: *social approach, digital transformation, state regulation, food industry, human capital, social programs, training.*

Стаття присвячена дослідженню соціального підходу в державному регулюванні підприємств харчової промисловості, акцентуючи увагу на ключових аспектах, механізмах та інструментах. У роботі розглянуто значення соціального підходу, який включає інтеграцію соціальних аспектів, таких як умови праці, екологічна відповідальність і благополуччя суспільства, у процеси державного управління. Аналіз проведених досліджень показав, що глобалізація, цифровізація та нові вимоги до стійкості бізнесу потребують переосмислення регуляторних підходів. Зазначено, що хоча соціальний підхід має вирішальне значення для досягнення цілей сталого розвитку, його впровадження залишається недостатньо ефективним через відсутність чітких механізмів державного впливу на соціальні аспекти підприємств. У статті також проаналізовано закордонний досвід та механізми державної підтримки, що спрямовані на підвищення цифрових компетенцій працівників харчової промисловості та держслужбовців. Запропоновано конкретні моделі та механізми для реалізації соціального підходу, включаючи програми навчання, перепідготовки та соціального захисту працівників. Було визначено два основних підходи: проактивний (навчання та перепідготовка) та реактивний (соціальний захист). На основі проведеного дослідження зроблено висновок про необхідність інвестицій у розвиток людського капіталу та покращення соціальної стійкості, що дозволить адаптувати працівників до швидких змін у результаті цифрової трансформації. Підкреслено, що соціальний підхід є важливим інструментом для забезпечення стабільності на ринку праці, зниження соціальної напруженості та підтримки загального рівня життя. Основні рекомендації стосуються підвищення ефективності державної підтримки програм навчання і перепідготовки, а також покращення доступу до цифрових технологій, що є важливим фактором для стійкого розвитку галузі.

Ключові слова: *соціальний підхід, цифрова трансформація, державне регулювання, харчова промисловість, людський капітал, соціальні програми, навчання.*

Formulation of the problem. State regulation of food industry enterprises is a crucial tool for ensuring product quality, consumer safety, and corporate social responsibility. However, modern challenges such as globalization, digitalization, and increasing demands for business sustainability require a rethinking of regulatory approaches. The social approach, which emphasizes the well-being of employees, environmental responsibility, and engagement with society, remains insufficiently implemented in regulatory policies. The lack of clear mechanisms and tools for government influence on the social aspects of food industry enterprises creates gaps in achieving sustainable development and digital transformation goals.

Analysis of recent research and publications: The essence, characteristics, advantages, and disadvantages of the social approach have been studied by the following national and foreign experts: Durkheim E. [1], Weber M. [2], Salivonchyk O. M. [3], Kupriychuk V. M., Ventzel V. T. [4], Kuts O. I., Bokiy O. V. [5], Khrypyuk V. I. [6], Puntus D. A. [7], Martsenyuk O. V. [8], Lysiak L. V., Zyuzin V. O. [9], Rusnak A. V. [10], Tertychniy Y. S. [11]. However, the issue of defining key aspects of the social approach, mechanisms, tools, and international experience in implementing training programs in the context of state regulation of food industry enterprises has not been previously addressed.

The purpose of the article is to explore the social approach in state regulation of food industry enterprises, to identify key aspects of this approach, effective mechanisms and tools for its implementation, and to analyze international experience in training programs designed to enhance the digital competencies of food industry workers and civil servants.

Results of the research: State regulation of the food industry plays a crucial role in ensuring product quality, consumer safety, and supporting business sustainability. In today's environment, where global trends dictate new requirements for corporate social responsibility, the issue of implementing a social approach in the regulation of enterprises becomes increasingly important. The social approach involves integrating social aspects, such as working conditions, environmental sustainability, and societal well-being, into management and control processes. However, despite the importance of this aspect, the implementation of the social approach in state regulatory policy remains insufficiently effective, necessitating the identification of new mechanisms and tools to make this approach more impactful and comprehensive.

Consider the essence, features, advantages and disadvantages of the social approach in Fig. 1.

As shown in the data from Figure 1, the social approach, represented by Émile Durkheim and Max Weber, made a significant contribution to understanding how social institutions and the structure of society influence economic behavior. Émile Durkheim, in his work, highlighted the issue of the division of labor as a process that fosters social cohesion [1], while Max Weber, in his work «Economy and Society», analyzed how social stratification and religious beliefs impact economic activity [2].

Their works shaped the sociological approach to economic analysis, emphasizing that economic processes cannot be understood without considering the social context. Thus, the social approach of Émile Durkheim and Max Weber focuses on the social aspects of regulation, including the protection of workers' rights and the stability of labor relations. In a world where automation and digitalization are changing the qualifications required of the workforce, the state must actively support retraining programs to maintain social cohesion and ensure the continuous development of human capital.

The social approach, in the context of e-commerce development, focuses on human capital, which is a key aspect of the successful implementation of technological changes. The primary goal is to mitigate the negative social impacts of digitalization and automation through investments in training, retraining workers, and supporting their social protection. In a rapidly changing environment, where digital technologies are swiftly altering employment structures, this approach is necessary to ensure labor market stability.

Thus, the development of human capital, emphasized in the social approach, allows workers to adapt to new working conditions, improving their skills and productivity. This creates an effective foundation for economic growth, as a skilled workforce is not only capable of supporting technological processes but also of implementing modern innovations. However, achieving this goal requires significant investment in training programs and infrastructure.

One of the main advantages of the social approach is its ability to maintain labor market stability. A drawback, however, is the significant investment in retraining, which may not yield immediate results and requires a patient and long-term approach to managing social risks. Nonetheless, the social approach is vital for preventing the deepening of social disparities and ensuring the integration of all social groups into the new digital economy.

Let's consider the key elements of the social approach and their interaction in Fig. 2.

According to the data in Figure 2, the social approach in the context of digital transformation

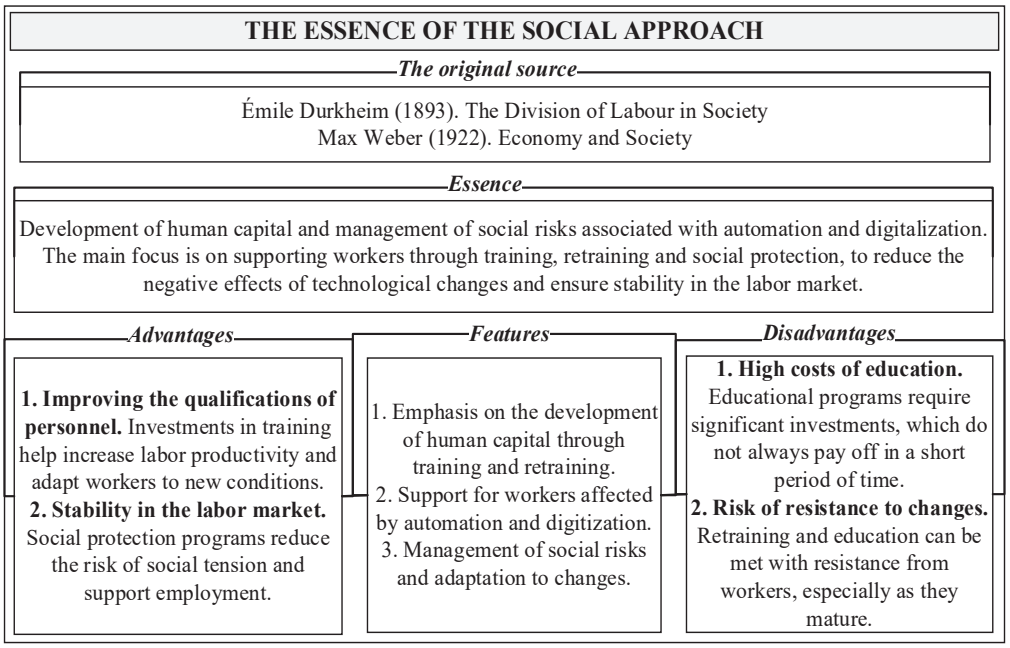

Figure 1. The essence of the social approach

* developed by the author based on sources [1, 2]

emphasizes the importance of human capital and social cohesion for ensuring stable economic development. Its goal is to invest in education, retraining, and the development of social protection programs, which allow workers to adapt to rapidly changing work conditions. Among the key elements of the social approach is a change management system that creates conditions for worker training and retraining. This represents not only an investment in the workforce's qualifications but also in the overall competitiveness of the economy.

Skilled workers are more effective at implementing innovative technologies and contribute to increased productivity and economic growth. However, the implementation of such programs requires significant resources and government support, particularly in the form of funding for educational programs and social protection.

Social support programs are primarily aimed at mitigating the effects of automation and play a crucial role in maintaining motivation and stability in the labor market. Automation and digitalization technologies lead to job losses, but the application of a social approach helps minimize this negative impact by offering workers new opportunities through retraining and psychological support. This is one of the key mechanisms that prevents social conflicts and maintains social equilibrium. At the macro level, the implementation of a social approach helps reduce social tensions and supports the general standard of living. Equally important is the role of government regulation in this process, which focuses on the development of human capital, ensuring long-term economic stability by improving productivity and employment. In turn, this contributes to reducing social inequality, which is especially critical in the context of rapid technological advancements.

Let's consider the peculiarities of the implementation of the «Social Approach» models in Fig. 3.

According to the data in Fig. 3, the implementation of the social approach is carried out through the application of two key models: «Training and Retraining» and «Social Protection», both of which share the common goal of protecting workers in the food industry from the social challenges associated with digital transformation. However, they approach its implementation from different angles. The «Training and Retraining» model focuses on proactively addressing the challenges related to the lack of essential skills among workers in food enterprises. The first and most important element of this model is the analysis of skill needs, which identifies gaps between the existing and future competencies of workers as new digital technologies are introduced. Conducting this analysis serves as the foundation for all subsequent actions in this model and influences further forecasting processes to prevent significant unemployment due to the automation of production and management processes.

In comparison, the «Social Protection» model is more reactive, addressing already existing

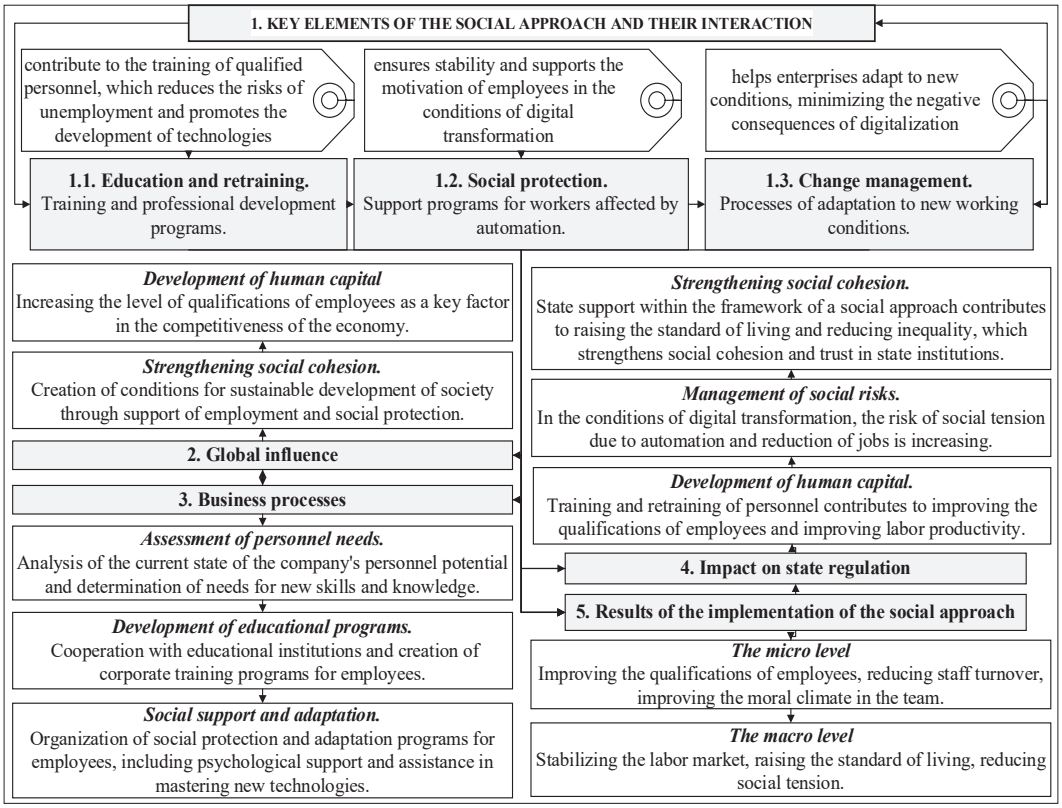

Figure 2. The key elements of the social approach and their interaction

* developed by the author based on sources [1, 2, 3, 4, 5]

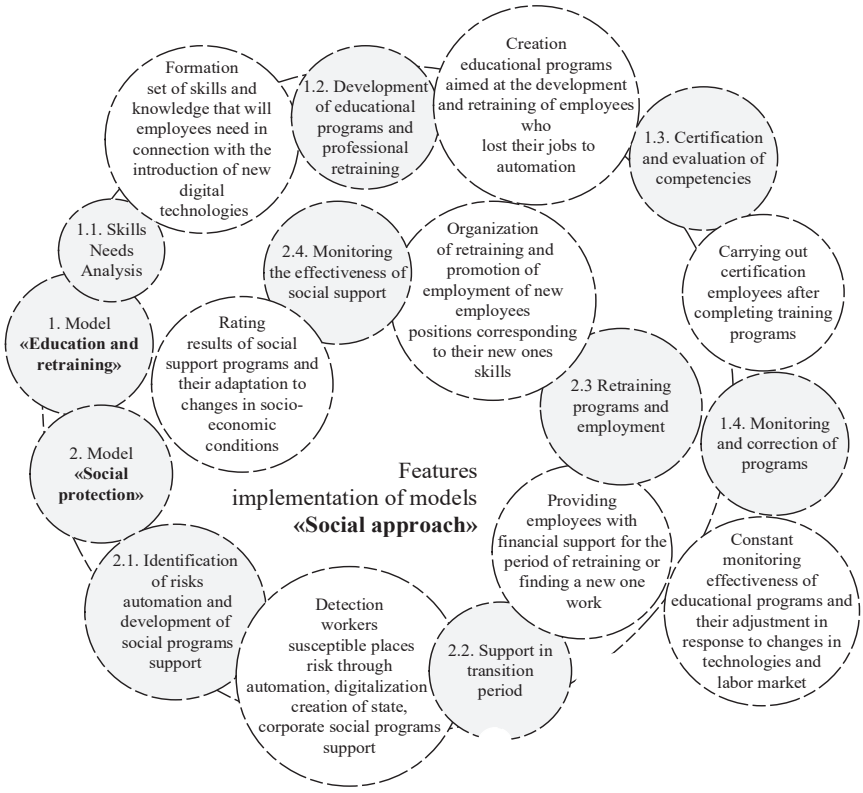

Figure 3. Features of the implementation of the «Social Approach» models

* developed by the author himself

issues related to identifying automation risks and focusing on detecting jobs that are already under threat, rather than preparing workers for new digital projects in advance. The «Training and Retraining» model primarily emphasizes the development and implementation of educational programs through collaboration with educational institutions, involving external experts, and creating specialized courses. These form the basis for professional retraining, enabling workers not only to remain competitive but also to actively contribute to the development of new sectors within the food industry in the context of the digital economy.

In contrast, the «Social Protection» model focuses more on supporting workers during transition periods through unemployment benefits or subsidizing their education. Although both models aim to maintain employment, the «Training and Retraining» model engages workers more actively in the future processes of change, while the «Social Protection» model primarily focuses on minimizing the social consequences of job loss. The professional retraining element in the «Training and Retraining» model and the requalification in the «Social Protection» model share some similarities, but their implementation differs. In the former, retraining is a logical continuation of educational programs, focusing on developing new competencies needed for working in modern digital economy processes and emphasizing the upskilling of workers already involved in company operations. In the latter, requalification mostly concerns workers who have already lost their jobs or are at risk of dismissal, requiring more social support to ensure continuous employment and assistance in finding new jobs. Certification and skills assessment in the «Training and Retraining» model help ensure that workers not only receive education but also confirm the acquisition of new skills, which is crucial for employers when making hiring decisions. In the «Social Protection» model, the monitoring of social support effectiveness also includes the evaluation of the skills acquired, but the model focuses more on developing social support programs rather than specific employee competencies. An analysis of the elements of the «Training and Retraining» and «Social Protection» models reveals their complementarity. For example, the «Training and Retraining» model is proactive, focusing on the long-term development of skills and qualifications, while the «Social Protection» model is reactive, addressing the mitigation of social consequences from ongoing economic changes. Therefore, these models represent a unified tandem in forming a comprehensive social approach to adapting the labor market in the context of digitalization. They not only help workers acquire the necessary knowledge and skills but also ensure their social protection during periods of technological change. Thus, the social approach to the digital transformation of the economy is a key factor in ensuring social justice and the stable development of society in the face of rapid technological changes.

Let's consider the «Social aspect» of state regulation of food industry enterprises according to the structure of «Ensuring food security» in Fig. 4.

According to the data in Fig. 4, ensuring food security is a key objective of the social aspect and requires constant attention and a comprehensive approach at all levels of management. The primary goal of food security includes controlling the quality of food products, supporting socially vulnerable groups, and plays an important role in preventing the spread of health-threatening products. The main challenges arise from the high costs of monitoring processes and conducting laboratory tests, which are limited in most regions of Ukraine due to a lack of modern equipment and qualified specialists. This, in turn, creates potential risks for consumers, including mass poisonings and the distribution of products with hazardous contaminants, caused by non-compliance with regulatory requirements and quality standards. Additionally, these critical factors negatively affect the reputation of national producers and their future success in international activities.

The «Support Programs for Vulnerable Groups» element is crucial for maintaining social stability and preventing hunger among the most disadvantaged populations. However, these initiatives face problems with the improper allocation of resources and lack of proper oversight, creating favorable conditions for the development of corruption. As a result, public trust in these programs decreases, and their overall effectiveness is undermined. Furthermore, the «Emergency Food Programs» element, implemented during disasters or crisis situations, plays an important role in minimizing the effects of hunger. However, their implementation is complicated by the significant costs associated with organization and logistics, which is particularly critical when transporting food to remote regions or areas affected by natural disasters.

Let's consider the «Social aspect» of state regulation of food industry enterprises according to the structure of «Social programs» in Fig. 5.

As seen from the data in Fig. 5, social support programs for farmers, small businesses, and the development of the cooperative movement hold great potential for stimulating economic growth and strengthening rural regions. They contribute

Figure 4. «Social aspect» of state regulation of food industry enterprises according to the structure of «Ensuring food security»

*developed by the author based on sources [3, 4, 5, 6, 7, 11]

to improving living standards in these regions and enhancing the overall economic stability of the country by creating new jobs and opportunities for the sustainable development of local businesses. The «Farmer Support Programs» element includes subsidy programs, educational initiatives, and access to critical resources for organizing their activities, playing a vital role in increasing the productivity and efficiency of agricultural production. However, issues such as the uneven distribution of financial aid between different regions and farms lead to unequal opportunities for development. The underdeveloped infrastructure, specifically the limited access to modern technologies in certain regions of Ukraine, reduces the overall effectiveness of these programs and hinders the innovative development of farming enterprises.

The «Support for Small and Medium Enterprises (SMEs)» element is executed through mechanisms such as grants, loans, and other forms of financial assistance, which help create conditions for the development of the local economy and increase the overall level of employment. These programs assist businesses in scaling production and implementing new technologies, but the high competition for resources and bureaucratic obstacles in obtaining support can limit their opportunities, leading to excessive dependence on state aid.

The «Development of the Cooperative Movement» element creates economies of scale, increasing labor efficiency and providing better conditions for its members. Among the challenges, a lack of managerial experience among many cooperative members, insufficient awareness of modern business organization models, and internal conflicts between participants stand out as obstacles to the successful operation of cooperatives. These factors primarily reduce their overall resilience and ability for long-term development. Therefore, to enhance the effectiveness of these social programs, the mechanisms of their implementation need improvement, including a more equitable distribution of aid, better access to modern technologies, and simplified procedures for obtaining financial support.

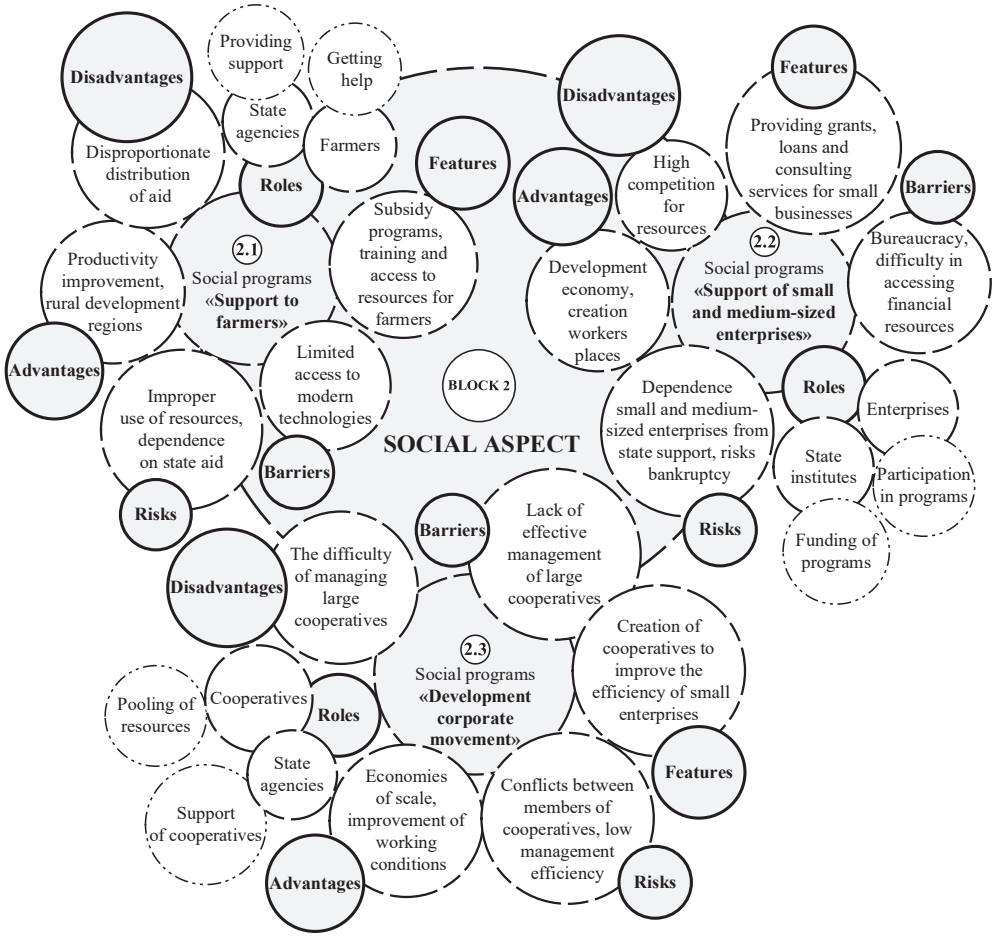

Figure 5. «Social aspect» of state regulation of food industry enterprises according to the structure of «Social programs»

* developed by the author based on sources [6, 7, 8, 9, 10, 11]

Equally important is the development of educational programs aimed at improving management literacy and introducing innovative approaches to business operations, which will help ensure the sustainable development of Ukraine's rural regions and their economic self-sufficiency.

Let's consider the regulatory tools under the category «Training programs for improving the digital competences of food industry workers» and «Electronic systems for managing the pricing of food products» in Fig. 6.

According to the data in Fig. 6, the category of «Training Programs for Enhancing the Digital Competencies of Workers in the Food Industry» is critical in the context of implementing new technologies. Analyzing German state funding practices, attention should be paid to the «Innovation Education Fund», which focuses on supporting innovative projects in the field of education and scientific research. This fund finances educational initiatives that contribute to the development of cutting-edge technologies and scientific discoveries. The program actively supports collaboration between universities, research institutes, and businesses, creating conditions for knowledge transfer and the development of modern technologies for industry.

Additionally, it is advisable to leverage online platforms such as Coursera and LinkedIn Learning, which allow companies to quickly and flexibly train employees remotely to upgrade their qualifications. The process of remote learning begins with assessing needs and gradually developing training programs, conducting courses, and culminating in the evaluation of results to further improve the learning process. This method of training and utilizing digital technologies significantly enhances the competitiveness of companies, as a trained workforce can implement innovations more quickly and make better use of digital tools.

Equally important is the role of state regulation in this process, which plays a key role in funding and ensuring access to such programs, while educational

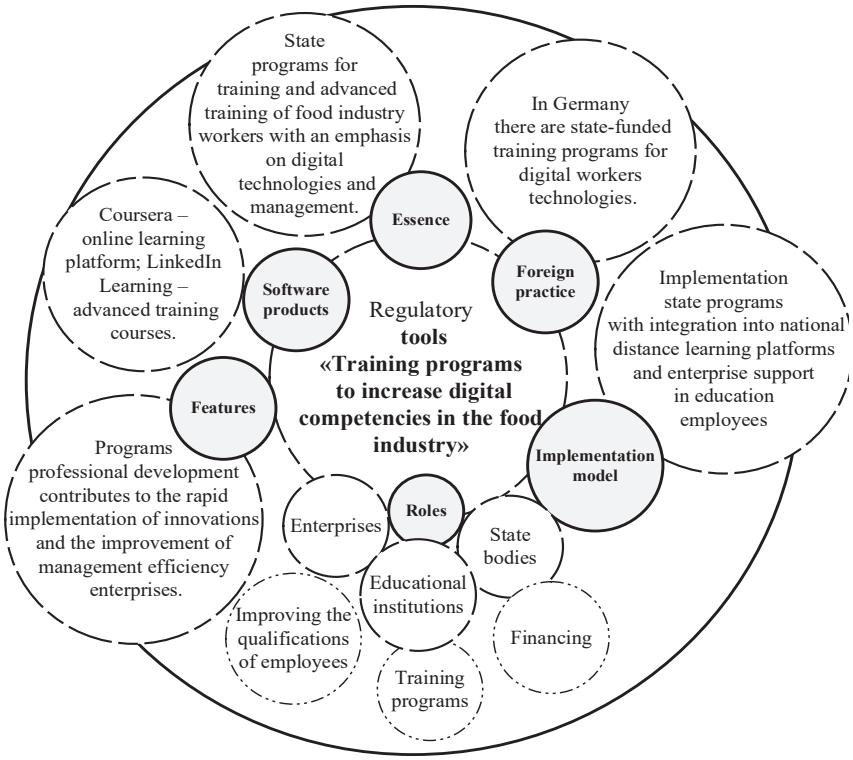

Figure 6. Regulatory instruments by category «Training programs to improve the digital competencies of food industry workers»

* developed by the author himself

institutions serve as the primary providers of knowledge and skills.

Let's consider the mechanism of state regulation by the structural element «Digital tools for training and informing consumers» in Fig. 7.

As shown in the data from Fig. 7, digital tools for consumer education and awareness in the food industry play a crucial role in enhancing consumer understanding of regulatory compliance. The use of mobile platforms such as Yuka and Open Food Facts, along with educational platforms like Coursera and Udemy, allows consumers to access accurate and up-to-date information about the products they consume. This includes details on the origin, composition, nutritional value, and compliance of products with safety and quality standards. One of the key advantages of these digital solutions is their ability to strengthen the connection between consumers and producers, fostering trust by providing transparent information.

This is particularly related to the use of mobile applications that allow users to scan product barcodes and display their composition, enabling modern consumers to make informed choices and support sustainable consumption trends. In this context, product choices are based not only on price but also on environmental friendliness, safety, and ethical standards. However, the use of such digital tools faces challenges related to ensuring the accuracy and relevance of information due to the need for constant updates of databases and mobile applications. Without proper integration with quality management systems and manufacturers' information platforms, the data may become outdated or incomplete, leading to consumer distrust. Therefore, ensuring data compliance with new requirements is a complex task, as regulatory authorities in different countries may have varying approaches to product quality control.

The next step is to examine modern training programs aimed at enhancing the digital competencies of food industry workers and civil servants. The highlighted programs – «Digital Skills for Food Industry Workers», «FoodTech Digital Competence», «Digital Competence for Civil Servants», «Smart Food Safety & Digitalization» and «Digital Tools for Sustainable Food Production» – share a common goal: improving the digital literacy of food industry employees and civil servants. However, they differ in both training methods and target audiences. The EU program «Digital Skills for Food Industry Workers» in Germany and the Netherlands combines online courses with practical sessions, simulating real production processes. This approach allows for

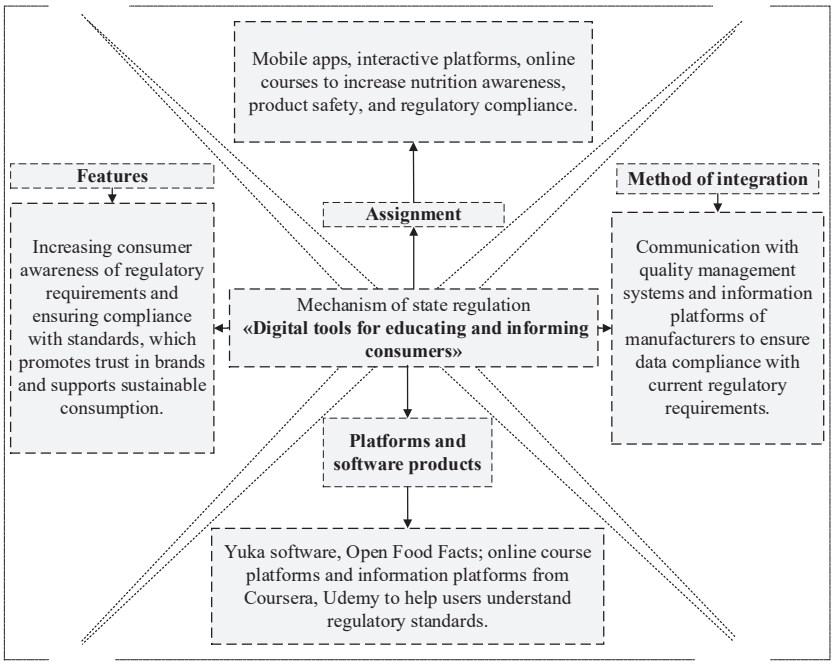

Figure. 7 Mechanism of state regulation under the structural element «Digital tools for training and informing consumers»

* developed by the author himself

immediate practical application of knowledge. The USA program «FoodTech Digital Competence» uses a modular approach with a focus on specific areas such as HACCP and ISO 22000, emphasizing data analysis and simulations rather than on-site production work. Ukraine's program «Digital Competence for Civil Servants» is tailored for civil servants, focusing on training them to use digital tools for monitoring food safety. The primary emphasis is on inspection simulations, making the process closely resemble real practice. The British program «Smart Food Safety & Digitalization» adopts a project-based approach, where participants develop automation monitoring projects that are later implemented within their companies, providing an advantage in management skills development. The French program «Digital Tools for Sustainable Food Production» focuses on sustainability and resource conservation, emphasizing the monitoring of energy and natural resources using digital platforms. Simulations help participants learn how to optimize these processes in production settings.

Thus, the highlighted programs differ in approaches and goals: the EU emphasizes practical application, the USA focuses on modular learning and data analysis, Ukraine concentrates on inspections, the U.K. on project work, and France on sustainability and resource management. All presented programs are aimed at solving specific tasks within their sectors.

Conclusions. The work emphasizes the importance of a social approach in the state regulation of food industry enterprises. Social aspects such as working conditions, environmental responsibility, and interaction with society should become an integral part of management processes to achieve sustainable development in the sector. Additionally, training and retraining programs play a significant role as they respond to the challenges of digital transformation and automation, helping to adapt the workforce to new conditions. Implementing the social approach requires significant investment, but its long-term benefits include reducing social risks, ensuring the competitiveness of enterprises, and fostering sustainable economic development.

REFERENCES:

1. Émile Durkheim (1984). *The Division of Labour in Society*. New York, NY: Palgrave MD
2. Max Weber (1922). *Economy and Society*. London, L: Routledge.
3. Salivonchyk, O. M. Shliakhy vdoskonalennia derzhavnoho rehuliuvannia rozvytku sotsialnoi infrastruktury [Ways of improving state regulation of social infrastructure developmen]. Efektyvna ekonomika, vol. 9. 2011.
4. Kupriichuk, V. M., Ventsel, V. T. Sotsialna funktsiia derzhavy ta osoblyvosti yii realizatsii v umovakh suchasnykh hlobalizatsiinykh vyklykiv [The social function of the state and the peculiarities of its implementa-

tion in the conditions of modern globalization challenges]. Efektyvnist derzhavnoho upravlinnia. 2019. vol. №1. P. 103-115.

5. Kuts, O. I., Bokii, O. V. Mekhanizmy rehuliuvannia rozvytku kharchovoi promyslovosti [Mechanisms of regulation of food industry development]. Prodovolchi resursy: Ekonomichni nauky. vol. 8 (15). 2020. P. 253–267.

6. Khrypiuk, V. I. Instrumenty derzhavnoho rehuliuvannia kharchovoi promyslovosti Ukrainy [Instruments of state regulation of the food industry of Ukraine]. Naukovi pratsi NUKhT. vol. 3. 2018. P. 35–45.

7. Puntus, D. A Cotsialne zabezpechennia yak skladova derzhavnoi polityky [Social security as a component of state policy] Yurydychnyi naukovyi elektronnyi zhurnal. vol. 5. 2024. P. 243 – 245.

8. Martseniuk, O. V. Sotsialnyi zakhyst naselennia Ukrainy [Social protection of the population of Ukraine. Theoretical and practical aspects of economics and intellectual property]. Teoretychni i praktychni aspekty ekonomiky ta intelektualnoi vlasnosti. vol. 2 (3). 2015. P. 166–170.

9. Lysiak, L. V., Ziuzin, V. O. Mekhanizm finansovoho zabezpechennia sotsialnykh prohram v Ukraini [Mechanism of financial support of social programs in Ukraine]. Ekonomichnyi visnyk universytetu. vol. 37 (1). 2018. P. 236–245.

10. Rusnak, A. V. Derzhavne rehuliuvannia ta pidtrymka rozvytku spozhyvchoi kooperatsii v Ukraini [State regulation and support for the development of consumer cooperation in Ukraine]. Efektyvna ekonomika. vol 6. 2019.

11. Tertychnyi, Ya. S. Analiz svitovykh tendentsii rozvytku elektronnoi komertsii v konteksti informatsiinoi hlobalizatsii. Ekonomika i orhanizatsiia upravlinnia. Vol. 3 (31). 2018. P. 137–148.