

Using Pest-Analysis to Assess the State of the System of Formation of Professional Competence of a Social Worker in the Health Sector of the Republic of Kazakhstan

¹Zh. Tursynbekova, ²L. Nurkatova, ²M. Abdykalikova, ³T. Burbayev and ⁴A. Igissenova

¹National School of Public Policy of the Academy of Public Administration under the President of the Republic of Kazakhstan, Astana, Kazakhstan

²National Academy of Sciences of Kazakhstan, National School of Public Policy of the Academy of Public Administration under the President of the Republic of Kazakhstan, Astana, Kazakhstan

³Department of Social and Humanitarian Disciplines of the Academy of Justice under the Supreme Court of the Republic of Kazakhstan

⁴Department of Healthcare Policy and Management with a Course in Medical Law and Forensic Medicine of the Kazakh National Medical University. S.D. Asfendiyarov

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Corresponding Author:

Zh. Tursynbekova

National School of Public Policy of the Academy of Public Administration under the President of the Republic of Kazakhstan, Astana, Kazakhstan

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Abstract: The study shows the importance of a strategic approach to assessing the current state of the system of formation of professional competence of a social worker in sensibly-care Republic of Kazakhstan. In this regard, it was held PEST-Analysis of formation of professional competence of social workers in the health sector of the Republic of Kazakhstan. Methods of conducting pro-analysis included a study on the use of the selected methods for the purposes of optimization of social work. Determining the importance of environmental factors, the identification of the internal sphere of the problems that has allowed to identify three key strategic directions-of.

INTRODUCTION

In the Republic of Kazakhstan, the system of social protection of the population is a priority direction of the national policy in the long term within the framework of the implementation of the postulates of the European Social Charter which protects basic social and economic human rights and for the realization of social rights and freedoms of citizens. In this regard, in order to implement the Development Strategy of Kazakhstan until 2030, the Strategic Development Plan of the Republic of Kazakhstan until 2020 which determines the strengthening of social stability in the sphere of social protection of the population was approved. It is planned

that by 2020 the proportion of people covered by special social services will be 100% of the number of people in need. This indicator is also predetermined by the importance of increasing the availability and quality of medical services.

Thus, the use of a strategic approach to planning the development of the state and such a sphere of public policy implementation as social assistance to the population is key. Nevertheless, the definition of the directions of social work at the presented level has not been implemented which complicates the functional development of this state institution of social assistance to the population which activates the use of standard strategic tools such as PEST analysis.

Table 1: Objects of strategic analysis: institutions for training and retraining of qualifications of social workers in the Republic of Kazakhstan*
Institutions of training and advanced training of social workers of the Republic of Kazakhstan

National universities:	State universities:	Private universities
Eurasian National University named after L.N. Gumilev	Karaganda State University named after EA Buketov	Humanitarian and technical institute "Akmeshit"
Kazakh National University. Al-Farabi	Kokshetau State University named after Sh. Ualikhanov	Kokshetau University named after Abai Myrzakhmetov
	Kazakh Humanitarian and Law University	University of International Business
	Kazakh Economic University named after T. Ryskulov	Kainar University
	Semipalatinsky State Pedagogical Institute	Kazakh Academy of Labor and Social Relations
	South-Kazakhstan State University named after M.Auezov	East Kazakhstan Regional University
	Pavlodar State University named after S. Toraigyrov	Kazakh Economic University "Kazpotrebsoyuz"
	East Kazakhstan State University named after S. Amanzholov	Central-Kazakhstan University of MKTI "Lingua"
	Kazakh State Women's Pedagogical University	Kazakh humanitarian-legal innovation university

*As of 01/01/2016

Based on the priority of total coverage of social services and the urgency of improving the quality of health care, it is possible to talk about the importance of forming the directions for the development of social work institutions in the Republic of Kazakhstan, based on the integration of healthcare and social accounting systems (to reach 100% of the population). It should be noted that such integration is reflected in the system of training future social workers in the Republic of Kazakhstan based on subparagraph 4 of Article 10 of the Law of the Republic of April 20, 2015 "On Special Social Services", which approved the standards for training and upgrading of social workers^[1]. However, to identify and structure possible strategic tasks and therefore, to analyze the correspondence of the current level of training to possible changes, it is necessary to use a basic tool for strategic analysis.

In this context, the objects of strategic analysis are directly the institutions of training and professional development of social workers. As of the beginning of 2016 in the Republic of Kazakhstan, training in the specialty 6M090500 "Social Work" is carried out by 21 educational institutions of III-IV accreditation level (Table 1).

Table 1 shows that social work and rendering services to the population to improve their standard of living including the provision of health care services is not a profile line in any of the educational institutions represented. Thus, the implementation of the strategic national goal of increasing the quality of health care through the implementation of the social function of the state is not reflected in current educational standards.

The obtained data testify to the need for a comprehensive analysis of the factors that influenced the current situation. This analysis is based on the need to develop a strategy for the development of higher

education for the formation of professional competencies of a social worker in the healthcare of the Republic of Kazakhstan.

The most important tools used in the development and implementation of the strategy for the development of key processes within the framework of strategic planning objects are the PEST method. The list of factors of the far external environment for any object is quite large but the scientists proposed to identify four key areas, the analysis of which was called PEST analysis (from English political-legal-political-legal, economic-socio-cultural-socio-cultural, technological forces-technological factors)^[1].

The methodology of the PEST analysis of the formation of the professional competencies of a social worker in the healthcare of the Republic of Kazakhstan is based on the study of macro-environment factors in the classical areas: politics, economics, socio-cultural characteristics and technological environment.

Traditionally, political factors include factors that influence political views, divide people into separate political groups and find expression in the activity and decision-making of local authorities and government. The importance of studying the political factor lies in the fact that it is necessary to clearly understand the intentions of the state authorities to develop society and the means by which the state will implement its policy^[2].

A political factor that significantly affects the process of forming the professional competencies of a social worker in the healthcare of the Republic of Kazakhstan is the legal framework, including the current educational standard. To date, the training of social workers is carried out in accordance with the Law of the Republic of Kazakhstan of July 27, 2007 "On Education", Resolution of the Government of the Republic of Kazakhstan of August 23, 2012 No. 1080 "On approval of state compulsory education standards for appropriate

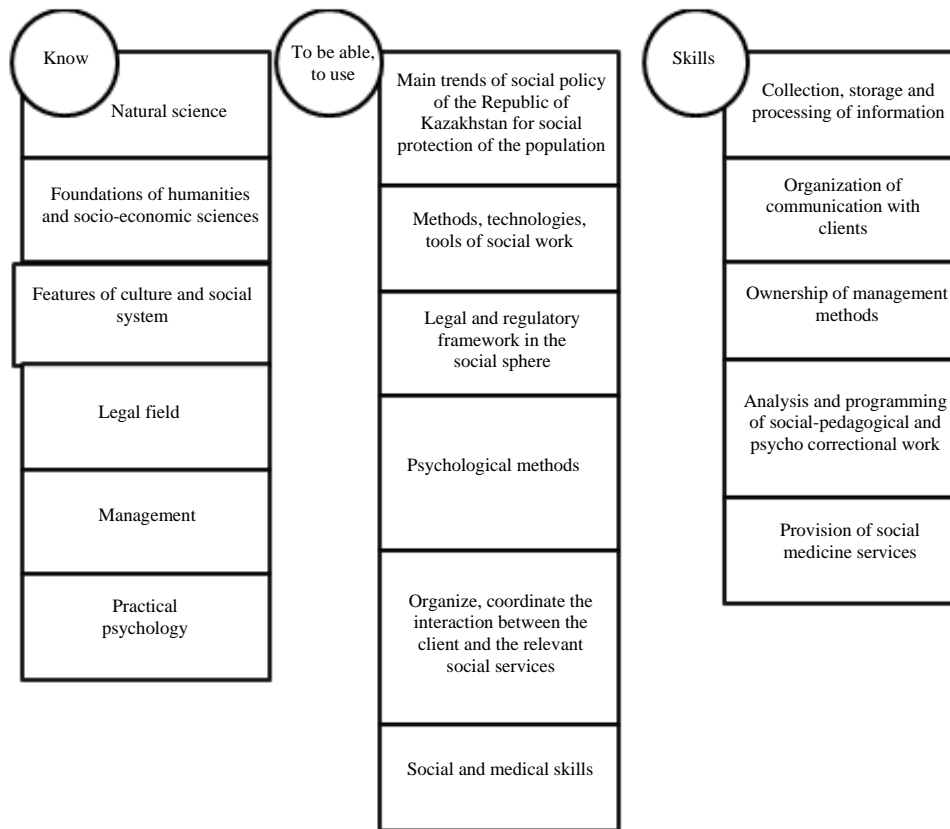


Fig. 1: Basic competencies in specialty 050905 “Social Work”

levels of education”^[3], Order No. 150 of the Ministry of Education and Science of the Republic of Kazakhstan dated April 24, 2013 “On approval of standard curricula and standard educational programs in the field of technical vocational training”^[4], the typical rules of the organization of higher and postgraduate education, approved by Decree of the Government of the Republic of Kazakhstan dated May 17, 2013 No. 499^[5], the model curricula.

Forming the basis for conducting a strategic analysis, we note the basic areas of knowledge skills and skills for key competencies in specialty 050905 “Social Work” (Fig. 1).

It should be noted that the health sector is not on this list a fundamental component. Thus, social work is reduced to consulting services of a socio-psychological nature, thereby, partly replacing the functions of psycho-logical services of assistance, functioning in the Republic of Kazakhstan. Such duplication of functions of state bodies is unacceptable under current conditions, since spending of state budget funds should be optimal but in addition, the provision of services to the population on social assistance should be based on ensuring a high standard of living including obtaining quality services health care.

Such an approach can be challenged on the basis of the thesis of the continuity of the modern state system of Kazakhstan’s social work with its historical prototypes but speaking of the political factors for carrying out a strategic analysis, one should turn to European practice in support of this thesis. Thus, Article 34 of the European Social Security Code predetermines social work as part of the system of providing medical care for members of other professions who can at any time be legally recognized as equivalent to medical profession under the supervision of a therapist or dentist.

The establishment of standards in the field of social protection has, to varying degrees, been reflected in other documents, for example, in the Rome Treaty of 1957, in the Maastricht Treaty of 1992, the 1997 Amstradam Treaty (entered in force on May 1, 1999 after the end of the ratification process by the participating States, etc.). They also note the priority of the health care system and social protection of the population and the provision of consulting services is not described in any of these documents.

Thus, it can be asserted that the current regulatory framework for the formation of professional competencies of the social worker of the Republic of Kazakhstan does not meet the European requirements in the field of health care.

Economic factors include factors associated with the circulation of money, goods, information and energy. The main reason for studying the economic factors in conducting PEST analysis is the creation of a picture of the distribution of resources, access to which is the most important condition for the operation of the facility^[6].

One of the main economic factors of the environment for studying the system of forming the professional competencies of a social worker in the healthcare of the Republic of Kazakhstan is the problem of financing which is realized in several planes:

- The problem of using budgetary funds
- Under-funding of social services
- Low level of wages and, accordingly, low prestige of the profession and the level of people's trust
- A weak information support system, etc.

The problem of using and distributing budgetary funds in the issues of forming the professional competencies of a social worker in the healthcare sector of the Republic of Kazakhstan is a priority, as the development of the facility is affected by the financing of education social security and public health (Fig. 2).

Socio-cultural factors are influenced by socio-demographic factors affecting the level and duration of people's lives as well as their value orientation, people's attitude to work and quality of life and the level of education of the population. However, considering the object of strategic analysis, it is worth stopping not on the well-known demographic problems but pay attention to the social factors of the formation of the professional culture of the social worker. These include educational system components which form the basis for the formation of professional competencies of the social worker in the field of public health in the Republic of Kazakhstan^[7].

It is in this sphere, that the greatest discrepancy in the competence of the social worker is observed, since graduates of the university have the right to start professional activities of this type both in specialty 09050011 "Health care and social security (medicine)" and by code 090500 "Services. Social work". Thus, there is a paradox that casts doubt on the efficiency of training personnel in social work as a whole some specialists will among other things have knowledge in the field of medicine and health care while others will not but occupy their position and accordingly, the functional duties will be the same. Such a system creates distrust for the specialists themselves, despite their professional qualities and shows the need to reformat the social service either it is necessary to divide it, to create a single educational standard, etc. But for this it is important to take into account other strategically important factors.

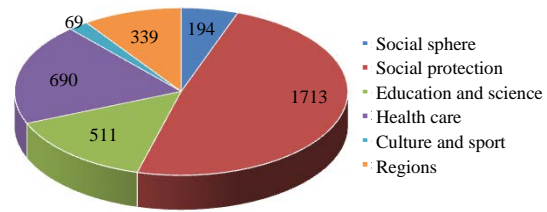


Fig. 2: The socio-cultural factors

Among the technical and technological factors, the factors associated with the development of technology, equipment, tools, processes of processing and manufacturing of products, materials and technologies as well as know-how are singled out. Analysis of the technological component allows us to identify trends in technological development.

The constant development of the communication system between the objects of the implementation of state social policy is also manifested in the creation of new technologies for citizen's appeals, direct provision of services, etc. The factors of this group for the object under consideration are the only ones that are positive and form new directions for the development of the system in accordance with modern trends.

Thus, based on the material, we form the matrix of PEST-analysis which is shown in Table 2. So, in Table 2 summarized the factors of the external environment that affect the functioning of the system of forming the professional competencies of the social worker in the healthcare of the Republic of Kazakhstan in modern conditions. Further detailed characterization of the influence of these factors on the object of strategic analysis was carried out using the methodology proposed by Renewal Associates (Table 3).

For the purposes of the analysis, the following notation was used:

In time:

- N affects the present and, most likely will end in the next 6-12 months
- N/F affects and will continue to affect >6-12 months
- F now does not affect but influence in the future

Type:

- "-" Negative influence
- "+" positive impact

By dynamics:

- ">" influences and increases influence
- "=" affects for a constant value
- "<" Influences and reduces the impact

Table 2: The matrix of PEST analysis of the formation of professional competencies of a social worker in the healthcare of the Republic of Kazakhstan

Political factors	Economic forces
Contradictions of the current educational standard in the direction of training social workers. Priority of health care before social work in the state strategic plans. Lack of ratification and use of the experience of the European Code of Social Security	The problem of using budgetary funds. Underfinancing of the social service. The low level of wages and accordingly, the low prestige of the profession and the level of public confidence
Social factors	Weak information support system, etc.
Inconsistency of socio-cultural basis for the formation of professional competencies of social workers in the healthcare of the Republic of Kazakhstan. The problems of using the existing mechanisms of the education system	Technological factors High level of communication between government agencies implementing social policy of the state

Table 3: Detailed matrix of PEST analysis of the formation of professional competencies of social workers in the healthcare of the Republic of Kazakhstan

Groups of factors	Factors	The relative degree of influence/By time
Policy	Contradictions of the current educational standard in the direction of training social workers	N/F
	Priority of health care before social work in the state strategic plans	N/F
	Lack of ratification and use of the experience of the European Code of Social Security	N/F
Economy	The problem of using budgetary funds	N/F
	Under-financing of the social service	N
	The low level of wages and, accordingly, the low prestige of the profession and the level of public confidence	N/F
Society	Inconsistency of socio-cultural basis for the formation of professional competencies of social workers in the healthcare of the Republic of Kazakhstan	N/F
	The problems of using the existing mechanisms of the education system.	F
Technique	High level of communication between government agencies implementing social policy of the state	N/F

By the relative importance of the factor:

- Critical factors that threaten the existence of the company or require a serious revision of the mission and objectives
- Very important factors that most likely cause changes in the activity of an object but without changing its main goals and mission
- Important factors that entail some changes in the activity and structure of the object
- Significant factors affecting the activity but without significant changes
- Unimportant factors that do not exercise significant influence

Thus, a PEST analysis of the formation of the professional competencies of a social worker in the healthcare of the Republic of Kazakhstan was conducted. The methodology of the analysis included the rationale for using the chosen tool for the purpose of optimizing social work. Determination of the importance of environmental factors, identification of problems in the internal sphere which made it possible to identify three key strategic directions:

- The formation of an appropriate regulatory framework (proposals have been made to improve the NRA)
- Institutionalization of social work in the health sector (see Chapter 3)
- A change in the system of forming the basic competencies of social workers

The last strategic direction is the first principle, since, the system of training social workers predetermines their future professional activity to the full.

CONCLUSION

The conducted analysis of the external environment showed that for the modern machine-building enterprises of Ukraine there are a lot of threats, the main cause of which is the unstable political situation and low development of the state economy. In this regard, the main requirement for the successful operation of the company is its flexibility and the ability to adapt quickly and in a timely manner to a dynamic external environment. However, according to the assessment of the importance of the factors, it can be noted that none of them threatens the existence of the enterprise, provided that we take balanced strategic and operational decisions based on constant monitoring of the external and internal environment of the enterprise.

Understanding the urgency of the strategic analysis of the system of forming the professional competencies of the social worker in the healthcare of the Republic of Kazakhstan to ensure the effectiveness of his activities, the need for further research on this subject and the development of sound strategic decisions is sharply increasing. However, taking into account only the external environment without identifying the problem field within the social service itself is inadequate.

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