

SUMMARY

The theme of the final qualifying work: The development of the concept of a private social center in the form of socially-oriented non-profit organizations.

Author: Mkrtycheva M.G.

Supervisor: Candidate of Historical Sciences, Associate Professor of the Department of Creative-Innovative Management and Law Chekmenev D.S.

The supervising organization: Non-profit organization Charitable Foundation "Angel".

The relevance of the research: In recent decades, Russia has been carrying out reforms to develop the social services market. In the discussion on the modernization of the system of social services, much attention is paid to socially-oriented non-profit organizations as a potentially significant resource for the development of this market. In the annual message of the President of the Russian Federation to the Federal Assembly on 01.03.2018, Vladimir Putin stressed the importance of developing and involving socially-oriented non-profit organizations in the social services sector with the aim of improving the efficiency and quality of social services to the population.

The aim of the research: on the basis of generalization of theoretical and practical aspects of the organization of socially-oriented non-profit organizations to develop the concept of a private social center in the form of socially-oriented non-profit organizations and to propose measures to improve its activities.

Objectives of the study:

- to define a concept, functions and structure of social service;
- to consider an order of providing social services by the non-state organizations;
- to study the Russian experience of providing social services by non-profit organizations;
- to analyze positive experience of foreign non-profit organizations on providing social services to the population;
- to characterize the main activities of the private social center Charitable Foundation "Angel";
- to design measures for improvement of activity of the private social centers.

Theoretical and practical significance of the research: first, the materials of the final qualifying work can be used in the educational process when developing courses on such disciplines as "Theory of Social Work", "Technology of Social Work", and also for self-preparation of students for seminars. Secondly, the study materials can be used by the authorities and management to develop

measures to introduce mechanisms of state-private partnership in providing social services to the population, as well as supporting socially-oriented non-profit organizations.

The results of the study: in the research the concept is revealed, the functions are systematized and the structure of social services is specified; the procedure for the provision of social services by non-governmental organizations is detailed; the experience of Russian non-profit organizations in providing social services to the population is generalized and typologized; potential opportunities for using foreign experience in providing social services to the population by non-profit organizations have been identified; the main lines of activity of the private social center of the Charitable Foundation "Angel" are systematized; measures have been developed to improve the activities of private social centers.

Recommendations: As part of this research, we have designed measures to improve the activities of private social centers, formulated and proposed within the framework of the key areas of improving the efficiency of services provided by private social centers. Among these directions:

1. Use of the concept of marketing and branding technology by a private social center.
2. Introduction of innovative technologies in the activities of the private social center.
3. Optimization of the process of providing social services to various categories of the population.

We have also developed a guide to the establishment and organization of the private social center.