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**LIFE QUALITY AND SOCIAL EXPECTATIONS FROM THE ACTIVITIES OF THE MUNICIPAL
AUTHORITIES OF RUSSIA**

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Abstract.

The article deals with the issues of evaluation of measurement of life quality as a result of the activities of the municipal bodies. A complex research of quality of the municipal authority in Russia was carried out in the regions of country during the 2014-2015 biennium. The study results of the International Research Center of the Modern Humanitarian Academy and the Center of Social and conservative policy in the Central Federal District "Center" led to the conclusion about modern quality of the municipal authority and the partial accordance of the level of the society needs for ensuring a decent life quality. The analysis of the results of research demonstrates that a sustainable and mass needs of the population for a positive change in the situation in the municipalities has been already formed. The ways of improving the municipal authorities' performance have been substantiated in the form of new requirements to the quality of government, maximum involvement of citizens in all stages of the adoption of the most important state decisions, the development of the institutions of the functional representation of group interests and also strengthening of solidarity, the middle class and the society.

Keywords: the municipal authority, life quality, the social expectations, the groups of interests, the effectiveness of administration.

1. Introduction.

The level and life quality was marked in the social and economic policy priorities of Russia, ensuring the completeness, quality and transparency of state and municipal services in all spheres of life. Currently, the organization of life and improving of life quality in municipalities - in the cities and districts of Russia's regions are closely connected with the problem of increasing the efficiency of social management by region, and hence, directly with the problem of improving the quality, efficiency and professionalism of the activities of local authorities.

*Tatyana V. Tselyutina*et al. /International Journal of Pharmacy & Technology* (Tretyakova, Tselyutina, 2015). The quality of authorities – is a process of management by the complex systems, where the main place is occupied by a person in the public relations liaison to manage a professional-fit representative of the authorities with his willingness to direct all socio-economic, political, cultural and other processes in the right direction for the state (Anderson, Galinsky , 2006). A measure of the quality and the results of activity of authorities act performance indicators to achieve main objective - the life quality (Shin D., Johnson D., 1978).

The life quality is regarded as the result of a focused, fare activities of state and municipal bodies, business, the institute of the civil society and the person on the creation of the optimal conditions to meet the basic human needs (Lammers, Stapel, 2009).

By social efficiency of management according to the criterion the of the quality of life we mean the conformity in the social performance of the authorities to ensure the completeness and quality of public services in the principal areas of life established by the federal and regional social standards of life quality and social expectations of the population (Tselyutina, 2007). The quality of the municipal government shall be determined by the analysis of the quality of professional performance of the representative of the authorities in ensuring the quality of the municipality population (Bryujn Hans, de, 2005.). In other words, it can be said that if the representative of the authorities works better in their region, thus the quality of life of the population will be better. This area has the right to the existence, but, unfortunately, there are many examples have recently been constantly traced in the Mass Media, demonstrating that the municipal authorities through getting their own benefit can meet the needs of the region (Santos, Martins, 2013). Considering the development of the Belgorod region, it can be said that the representatives of the regional authorities attitude to their duties more responsibly than in other areas.

2. Content.

International Research Center of the Modern Humanitarian Academy in cooperation with Center for Social-Conservative Policy conducted a comprehensive study of the quality of municipal authorities in Russia¹. Taking into account the indicators in 2014, the authors, from the perspective of experts and analysts, considering Belgorod (Belgorod region) as the high efficient region, taking into account the indicators in 2014 – the results of monitoring of the regional administration in constituent entities of the Central Federal District²: assessment of quality of life and social efficiency, allowing to predict and recommend testing for other regions more globally and objectively gained positive experience.

Research objectives: evaluate and describe the quality of the municipal government and its professional training, as well as give a critical evaluation of the results of operations and reputation of the municipal authority (Quality of life: Problems of assessment and measurement, 1983; Tyurikov, Yakunin, 2011).

3. Methods of the Research: monographic, structural and comparative analysis of social and economic planning and prognosis, analysis of statistical and qualitative information, expert survey by the method of the semi-formalized internally-correspondence interviews, in-depth interview method of focus groups.

The research was conducted in the regions of Russia during 2014-2015 (8 in all federal districts – 23 subjects of the Russian Federation, 46 municipalities). By location of the sample is based on the Regional Development Ministry data on the assessment of the effectiveness of regional and municipal authorities for 2013. The selection of the experts and respondents for focus groups, was carried out on the basis of the territorial integrity of the research object (the number of experts = 347, the number of focus groups = 32).

4. Results and Discussion.

The main result of the study is the conclusion – the modern quality of the municipal authority in Contemporary Russia partially corresponds to the needs of society to ensure a decent quality of life. Overall assessment of the quality of the municipal authorities in the Russian Federation – 2.2 points on a five-point scale.

Analysis indicates – in the municipal communities of Russia higher evaluate the specific results of the municipal authorities to ensure the quality of life in the spheres of life (3.05 points), then the actual personal characteristics of power (1.88 points) – the spiritual, moral and intellectual, social and systematic, value-ideological and professional readiness (1.99). The conclusion – authority loses credibility in a greater degree due to it's low personal qualities than because of it's concrete performance.

Carry out the analysis of qualitative data of the research, select both positive and negative qualities of modern municipal authority. What today is *the foundation of ideology of the authorities*, what is its value orientations? Positive qualities: "a society of equal opportunities", "proactive stance" etc. Negative traits: "the power of mighty of this world," "we are temporary workers," we do not care what will happen tomorrow, the most important thing is that happening today", etc.

Whose interests defends power? Positive qualities: the "majority of society", "the people's interests." Negative traits: "businessmen and rich class", "mostly - their own."

The main features of the ruling elite. Positive qualities: "accomplishment", "honesty", "professionalism". Negative traits: "the lack of experience and the inconsistency", "authoritarian and inertness", "high self-esteem", "secrecy", "focus on the centralization of power in one hands," "inactivity", "desire for enrichment," "impunity and irresponsibility" and etc.

Resource reliance of the municipal bodies. Positive qualities: "the authority of the Governor", "administrative resource", "large business", the "siloviki", "mass media". Negative qualities: "do not have enough authority, and, above all, moral," "public confidence", "spiritual and moral resources", "financial resources".

The generalized description of qualities of the municipal authorities expressed as follows: development purposes - do not know and do not indicate (indicated 65% of the experts); the interests - only defend their own and the interests of the large business (74% of experts indicated); the ideas – are absent (specify the absolute majority of experts - 86%).

Thus today an inquiry about municipal communities in the way of a reference authority is:

- on the first place – the spirituality and conscientiousness;
- on the second place – honesty and justice;
- on the third – responsibility and professionalism;
- hereinafter – the Law and personal example, proactivity and sociality.

Problem area of research - an assessment of the quality and the results of professional activities of the municipal authority through the evaluation of the quality of life and services, which are provided in the accordance to powers of municipalities in the major areas of livelihood of the population for the Federal District and the types of municipal formations in Russia. Represent the critical evaluation of the quality of life as a result of the activities and quality of power in the main areas of life (Fig. 1).

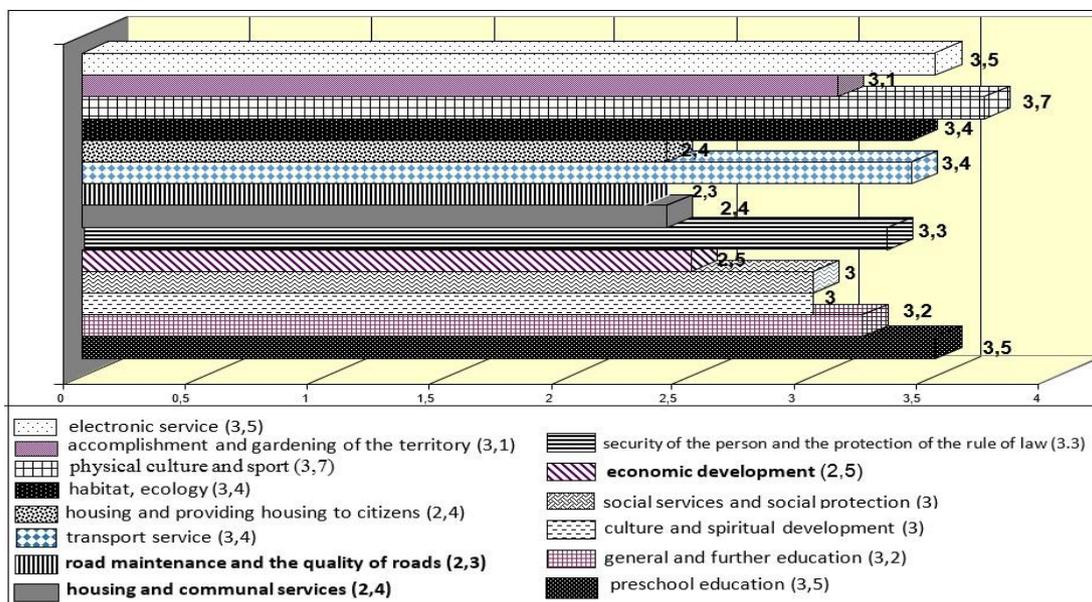


Figure 1. Appraisal of the performance of the municipal authority in the major spheres of life in Russia (Source:

Analiticheskij otchet 'Kachestvo municzipal'noj vlasti' po rezul'tatam Evrazijskogo issledovaniya. – M.: CzSKP v CzFO, 2015. – 58 s. (In Russian))

Assessment of the quality and performance of municipal authorities on the criterion of life quality in the Russian Federation is very relevant and significant. The quality of the authority is actualized through the quality of professional activities designed at providing the quality of life of the population of the municipality. In this respect, indicators of life quality assessment on the basic spheres of life and, in general, the quality of life in cities are considered by us, first of, all as the results of operations and effectiveness of social management of the municipal authorities and local self-government on social and economic development of the territories.

Analyze the vector of changes of life quality and social expectations from the activities of the municipal authority in 2013-2014. The analysis of data has shown that the majority of experts (70%) in Russia estimate that the life quality in municipalities in 2014 in comparison with the previous 2013 year remained at the same level. Only 18% of experts mark it's positive vector – improvement of the quality of life, and 13% notice the negative side – as the deterioration. Thus most prominently the estimates of the vector changes in the quality of life in municipalities in Russia and federal districts by the end of 2014 supplemented by qualitative data analysis positive achievements and also weaknesses and unresolved problems (Tab. 2). In aggregate urgent problems reflect the content and direction of the vector of social expectations of the performance of municipal authorities to provide a decent quality of life.

Table 2: The results of the activity of the municipal authorities of Russia (in the example of the Central Federal District and the North Caucasian Federal District).

Federal Districts	The main positive changes the quality of life and achievements in the activities of municipal authorities	The main outstanding challenges and the social expectations
Central Federal District	Improvement of the city. The implementation of the conditions for doing sports. Building of new quality apartments and roads. The development of the culture. Construction of new industrial facilities and industrial parks. Increasing of the number of jobs	The sphere of housing and communal economy does not work properly. Low salaries in general education institutions and cultural institutions. Unsatisfactory care services system. Poor conditions of the development of small and medium business.

Federal Districts	The main positive changes the quality of life and achievements in the activities of municipal authorities	The main outstanding challenges and the social expectations
North-Caucasian Federal District	Ensuring the safety of the individual and the protection of the rule of law. The pace of the housing construction has been increased. The sphere of culture and recreation is improving.	Unreasonable increase in tariffs for housing and utilities. The monopolization of the main economic areas and the conflict of political and business elites take place. Mass self-destruction of small businesses. Low quality of medical services. The unemployment is increasing.

Source: *Analiticheskij otchet 'Kachestvo municzupal'noj vlasti' po rezul'tatam Evrazijskogo issledovaniya. – M.: CzSKP v CzFO, 2015. – 58 s. (In Russian)*

Thus, the local analysis of the results shows that today has formed a sustainable and massive public request for a positive change in the situation in the municipalities. Into the list of the most urgent issues to be solved includes such problems as: the material and social, health, education, housing and communal services, road sector and residential construction through the improving of the quality of work of institutions of local municipal authorities, and the improvement of the quality of services in the respective areas and the effectiveness of social governance.

In our point of view, in the mass and specialized consciousness of citizens was formed the main vectors of social expectations from the activities of the local municipal authorities on improvement of quality of life of inhabitants in municipal entities, *which are shown in the following main requirements and directions:*

- it is necessary to raise the level of the efficiency of municipal management systematically and with the participation of the civil society institutions and effectiveness of professional activity, especially in the rural areas of municipal districts;
- immediately remove the formality of municipalities development strategies by enhancing competencies, professionalism and increasing the responsibility of municipal authorities for the realization of taken decisions and projects (Santos, Martins, 2013);
- operational support of more favorable conditions for development of small and medium businesses locally, fair and constant interaction between government and business at the local level. The actual point is – the involvement of consulting and expert institutions in the modern practice of the municipal authorities management,

which are not only intermediaries in the structure of the interaction of the state, public and business structures, but also one of the independent channels the impact of society on the power, among other channels and ways of expressing group interests.

It is important – to improve the quality of municipal service so that the reforms relating to each individual, have become a primary concern of local authorities (Bijl, 2011). In particular, the strategic objective, based on the absence of corruption, in functional representative office of group interests, local authorities promptly controlled the work of housing and communal services, asset management companies, building and road companies but no pulling away from this. The main thing - is the increasing of the level and life quality, solution of social problems locally, with the necessary development of channels of representation of the public interests (Olson, 1965; Truman, 1971).

5. Conclusion.

In the municipal communities of Russia people estimate the concrete results of the municipal authorities in providing the quality of life in the spheres of life higher than the actual personality qualities of authority: spiritual, moral and intellectual, social and system, value-ideological and professional qualities. The quality of the municipal government in modern Russia does not correspond to the level of the society requests to ensure a decent quality of life.

The modern request in municipal communities for a standard image of authority is based on the sincere attitude to a person and only then the indicators on professionalism, focus on initiative follow.

For evaluation of the quality of the municipal authorities it is impossible to set clearly defined characteristics, in other words it is not for each community, or it is impossible to assess specific criteria for each community or an individual in a certain situation. In our research we have defined the criteria that can be evaluated qualitatively and quantitatively, then it is expected to conduct a more complete and detailed study. The subjective characteristic of the municipal authorities can be represented as: the development objectives – they do not realize and do not indicate; the interests - defend only their own and of large businesses; ideas and ideology - are blurred.

The situation with the life quality has been stabilized at the level of previous years, and only 18% of assessments in the Russian Federation indicates a positive vector of changes in the life quality in the municipalities. Today has formed a stable public and a mass request for change in the situation in the municipalities.

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