

THE IMPACT OF GLOBALIZATION PROCESSES ON THE DEVELOPMENT OF SOCIAL SERVICES

ВПЛИВ ПРОЦЕСІВ ГЛОБАЛІЗАЦІЇ НА РОЗВИТОК СОЦІАЛЬНИХ ПОСЛУГ

This article provides a comprehensive analysis of the multifaceted impact of globalization on the development, structure, and effectiveness of social services. It explores how globalization, particularly in its social, economic, and cultural dimensions – has transformed the theoretical foundations and practical operations of social work. Drawing from empirical examples, global development agendas such as the UN's Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs), and policy trends across both the Global North and South, the study demonstrates how globalization influences labor market dynamics, income inequality, migration, family structures, and urbanization, particularly in developing countries. It highlights how rapid economic liberalization, skill-biased technological change, and fragile institutional environments can deepen inequality and social fragmentation, while also creating new opportunities for international cooperation and policy innovation.

Furthermore, the study addresses the rise of global citizenship and global responsibility as emerging normative frameworks in social development, emphasizing the role of international organizations, NGOs, and civil society in addressing global crises. It also explores how the digitalization of services and the rise of artificial intelligence are reshaping both the delivery mechanisms of social work and the skill sets required of modern practitioners. Youth are presented as both the most vulnerable and most dynamic actors in this global transformation, with particular attention paid to the need for educational, psychosocial, and employment support systems tailored to their realities.

Through critical engagement with economic theories (e.g., Heckscher-Ohlin, Stolper-Samuelson), empirical case studies, and institutional assessments, the article calls for a redefinition of global social policy. It proposes a people-centered and development-sensitive approach to social service provision that integrates digital tools, decolonial pedagogies, cross-cultural competencies, and intersectoral collaboration. The paper concludes that building effective, sustainable, and accountable social services in an era of globalization requires not only international standards and political will but also the integration of local knowledge, inclusive governance, and ethical responsiveness to global disparities.

Key words: Globalization, Global responsibility, Sustainable Development Concept, UN, Global citizenship.

У статті запропоновано комплексний аналіз багатогранного впливу глобалізації на

розвиток, структуру та ефективність соціальних послуг. Досліджено, як глобалізація, зокрема в її соціальному, економічному та культурному вимірах, трансформувала теоретичні основи та практичну діяльність соціальної роботи. Спираючись на емпіричні приклади, глобальні програми розвитку, як-от Цілі розвитку тисячоліття ООН (ЦРТ) та Цілі сталого розвитку (ЦСР), а також політичні тенденції як на Глобальній Півночі, так і на Півдні, у дослідженні продемонстровано, як транснаціональні потоки людей, інформації та капіталу посіли попит на інклюзивні, культурно адаптовані й технологічно інтегровані соціальні послуги. У статті обговорюється, як глобалізація впливає на динаміку ринку праці, нерівність доходів, міграцію, сімейні структури та урбанізацію, особливо в країнах, що розвиваються. Підкреслено, як швидка економічна лібералізація, технологічні зміни, що залежать від кваліфікації, та крихке інституційне середовище можуть поглибити нерівність і соціальну фрагментацію, водночас створюючи нові можливості для міжнародної співпраці та політичних інновацій. Крім того, автор дослідження розглядає зростання глобального громадянства та глобальної відповідальності як нових нормативних рамок у соціальному розвитку, підкреслюючи роль міжнародних організацій, неурядових організацій та громадянського суспільства в подоланні глобальних криз. Також досліджено, як цифровізація послуг та розвиток штучного інтелекту змінюють і механізми надання соціальної роботи, і набори навичок, необхідних сучасним практикам. Молодь представлена як найбільш вразлива та найдинамічніша група учасників цієї глобальної трансформації, при цьому особлива увага приділяється потребі в освітніх, психосоціальних та системах підтримки зайнятості, адаптованих до їх реальності.

Через критичне вивчення економічних теорій (наприклад, Хекшера-Оліна, Столпера-Самуельсона), емпіричних тематичних досліджень та інституційних оцінок у статті сформуовано заклик до переосмислення глобальної соціальної політики. Запропоновано орієнтований на людей та чутливий до розвитку підхід до надання соціальних послуг, який інтегрує цифрові інструменти, деколоніальну педагогіку, міжкультурні компетенції та міжсекторальну співпрацю. Зроблено висновок, що побудова ефективних, сталих і підзвітних соціальних послуг в епоху глобалізації вимагає не лише міжнародних стандартів і політичної волі, але й інтеграції місцевих знань, інклюзивного управління та етичного реагування на глобальні відмінності.

Ключові слова: глобалізація, глобальна відповідальність, концепція сталого розвитку, ООН, глобальне громадянство.

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Introduction. Over the past three decades, the accelerating flow of goods, capital, information and people across borders has fundamentally altered the

terrain on which social services are designed and delivered. While globalization was initially theorized primarily in economic terms, its social dimensions

now frame the everyday realities of service users and practitioners alike. Transnational policy agendas such as the **Millennium Development Goals** [28, pp. 4–9] and the **2030 Sustainable Development Goals** [26, pp. 7–12] have foregrounded social inclusion, poverty eradication and universal access to basic services as collective global responsibilities. At the same time, widening inequalities, demographic shifts, migration and rapid technological change have intensified demand for adaptable, culturally responsive and digitally mediated social work interventions. This article investigates how these intertwined processes of economic, political and crucially social globalization shape both the needs of diverse populations and the professional practices intended to meet them, with particular attention to the Global South/North divide, emerging accountability challenges and the skill sets required for next-generation social workers.

Elaboration extent of the problem

The impact of globalization on the development and transformation of social services has received growing attention in recent decades, particularly in the context of the UN's global development agendas. While substantial literature exists on the economic dimensions of globalization, its specific implications for social work, service delivery, youth engagement, and the sustainability of welfare models remain underexplored or unevenly treated across different regions. This article addresses this gap by providing a multi-level and interdisciplinary examination of how globalization processes – economic liberalization, cultural exchange, technological advancement, and migration – reshape social needs, service structures, and institutional responses. While previous studies have analyzed elements such as poverty, inequality, or migration in isolation, this article integrates these factors under the broader umbrella of social globalization. It emphasizes both macro-structural dynamics and micro-level consequences, drawing on theories from political economy, social development, and welfare studies to elaborate the depth and complexity of the problem.

Goal and Objectives. The primary goal of this research is to analyze the influence of globalization on the evolution, challenges, and future direction of social services, with an emphasis on its implications for social policy, youth engagement, digital transformation, and professional social work practice.

Objectives:

To define the concept of social globalization and differentiate it from other dimensions of globalization.

To evaluate how global economic policies, labor market changes, and migration affect the organization and delivery of social services.

To assess the effectiveness of international frameworks such as the MDGs and SDGs in guiding people-centered and sustainable development.

To analyze how digitalization and technological innovation are transforming social work practice and service accessibility.

To identify the challenges and opportunities for social workers, especially in the Global South, arising from globalization.

To propose policy recommendations and conceptual frameworks for more inclusive, resilient, and globally coordinated social services.

Methods. This study employs a qualitative, interdisciplinary, and document-based research methodology. It synthesizes insights from theoretical literature, global development reports, economic models, and institutional data to examine the multilayered effects of globalization on social services. The primary method used is comparative analysis, drawing on both Global North and South perspectives to identify patterns, divergences, and emerging trends. The study critically engages with official documents from the United Nations [e.g., MDGs, SDGs], empirical research on labor markets and inequality, and scholarly discussions on global governance and social responsibility. In addition, case studies from both developed and developing countries are used illustratively to ground theoretical claims and highlight lived realities. The approach combines political economy analysis with social work theory, offering a holistic view of how globalization impacts both structural systems and individual experiences.

Results. The research demonstrates that globalization has a profound and ambivalent impact on social services. On one hand, it has expanded the scope for international cooperation, introduced new digital tools, and stimulated innovation in service delivery. On the other hand, it has intensified socio-economic disparities, weakened national control over welfare systems, and exposed vulnerable populations – especially youth, migrants, and low-income families – to new risks. The study finds that while developed countries have managed to adapt through institutional resilience and civil society engagement, many developing countries struggle with instability, stratification, and exclusion. The concept of global citizenship is gaining ground, but its effective implementation requires transparent governance, ethical accountability, and local adaptation. The research also highlights the necessity of rethinking social work education and practice to include digital literacy, cross-cultural competencies, and policy advocacy in a global context. Ultimately, the findings confirm that social services in the 21st century must be both globally informed and locally grounded to meet the complex challenges posed by globalization.

Globalization and social development

Globalization today permeates economic, political and cultural relations, exerting profound effects on human well-being. Because the present analysis focuses on social work, it is useful to disaggregate the concept of “social globalization”. Drawing on the KOF Globalization Index, social globalization can be defined as the degree to which personal contacts, information flows and cultural proximity transcend national boundaries [5, pp. 16–20]. This

tri-dimensional construct provides an analytical lens through which to trace how intensified cross-border interactions influence family structures, labor markets and the demand for social protection. Globalization has deeply penetrated economic, political and cultural relations in our time.

In the 21st century, globalization has already become an irresistible force. When talking about globalization in social work, it is necessary to focus more on social globalization. In this regard, it has not only positive but also negative sides. Considering its economic, social and cultural aspects, it is possible to see that it does not remain without impact on people's lives, but also has a profound impact on them. These factors pose great challenges and difficulties to social work. If earlier the policy of states was mostly national, limited in scope, now making decisions alone, making any decision without studying the opinions of neighboring states and international organizations can bring great problems. Along with local factors, external factors also play an important role in modern policy-making, including in the social sphere. Social globalization implies a people-centered policy and the development of society. Seen through this lens, the 21st-century policy environment is no longer purely national. Decisions on education, health or income security must account for external shocks – global financial crises, pandemics, forced migration – whose ripple effects undermine local coping capacities.

The United Nations' successive development agendas underscore this interdependence by setting people-centered goals that require coordinated action across governments, NGOs and the private sector. Entering the 21st century, the UN adopted new development priorities – the Millennium Development Goals. These goals impose specific requirements on the UN member states and mechanisms for their implementation. Here, the specific goals are the development of human potential and the creation of the necessary conditions for this, covering many issues from the state's policy related to a person from birth to death, from healthy nutrition to higher education.

Globalization is turning the world into a borderless space by leading to changes in the economic, political and cultural spheres. Here, previous institutions, norms and rules no longer play an important role, new behavioral patterns and values are emerging. Social globalization encompasses human development, population-oriented development and related processes. In this regard, a new development paradigm is needed to increase the positive effects of globalization, increase its benefits to people and society and reduce its harmful aspects.

Since the last century, work has been started in the UN and other international organizations in this regard and action plans have been prepared. In 1972, the UN Stockholm Conference on Human Development [27, A/CONF.48/14/Rev.1] was held, where the Action Plan was adopted and the Environment Program began its work. It can be said that the foundations of the concept of Sustainable

Development were laid with this conference. Relations between the UN and NGOs on global cooperation began to form. In 1987, the World Commission on Environment and Development, chaired by Gro Harlem Brundtland, published its report "Our Common Future" [29, pp. 55–60]. This report can also be called the concept of sustainable development. There, sustainable development was defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

The report addressed global problems such as poverty and destitution and proposed ways to reduce them without affecting economic development. Conferences on the same topic were held in Rio de Janeiro in 1992 and in Johannesburg in 2002. Since 1990, the United Nations Development Programme has been publishing Human Development Reports. Also, the World Summits for Children and Women were held with the same and similar goals. In March 1995, the UN World Summit for Social Development was held in Copenhagen [28]. The main topic of the summit was poverty and unemployment, and global action in this direction and mechanisms for equitable social development for all were discussed. In June 2000, there was a Special Session of the UN General Assembly [30] was convened in Geneva to discuss the results of this summit. The session reviewed the implementation of the commitments made by the participating states and made amendments to some of the commitments.

All these steps were very useful in the direction of social development, because social globalization is the sum of the processes leading to the achievement of human-centered development, a transformation on this path. Human-centered development is an alternative strategy for equitable development conditions. The 1995 Copenhagen World Summit [28, pp. 6–10] established clear goals for people-centered development and a mechanism for supporting them. The UN General Assembly members made commitments there, which were supplemented and revised at the 2000 Geneva Summit. The commitments [30, pp. 12–15] included eradicating poverty and unemployment, ensuring social inclusion, respecting human dignity and worth, ensuring gender equality, providing quality education for all, and expanding local, regional and international cooperation in these areas. The program was primarily targeted at poor countries in Africa and Asia.

Social impacts of globalization in developing countries

Here we will discuss the potential impact of globalization on many areas of society, especially on issues that are important to all. According to the theory of comparative advantage, both trade and foreign direct investment stimulate specialization in local labor market activities by taking advantage of the abundance of workers in developing countries, thereby opening up job opportunities in the country. Economic theories such as the Heckscher-Ohlin model

(Heckscher & Ohlin, 1991) and the Stolper-Samuelson theorem (Stolper & Samuelson, 1941) anticipate that countries with abundant low-skilled labor will benefit from trade and foreign direct investment, whereas skill-biased technical change may widen wage gaps. Empirically, however, social workers in many low- and middle-income contexts encounter a different reality: the same liberalization processes that attract investment also foster precarious employment, irregular hours and volatile household income.

Rising economic insecurity manifests on the ground as family stress, increased incidence of intimate-partner conflict and greater reliance on community-based assistance – issues those frontline practitioners must navigate daily. However, contrary to the Heckscher-Ohlin hypothesis, and when analyzing some studies conducted on this topic, it can be seen that the job opportunities arising from increased trade are not entirely positive for the developing country [20, pp. 18]. This can lead to turbulence in the country's labor market, a gap in traditional jobs, and learning new professions, the time and resources spent on this are also a separate problem. When we look at the increase in employment as a result of globalization due to competition, we should also see that new technologies replace old jobs, resulting in the loss of many people. If financial liberalization and an increase in interest rates are added to this, then the problem of unemployment becomes even more serious. Such cases have been observed frequently in Latin American countries.

On the other hand, the Stolper-Samuelson theorem emphasizes that trade and foreign direct investment opportunities reduce domestic income distribution and inequality by taking advantage of the low-skilled labor potential in the country and creating demand in this area. Although it is an interesting approach, there is also a very strong argument to the contrary. Feenstra-Henson model [10, pp. 5–6] offers an interesting approach in this area. Accordingly, low-skilled workers in a developed country can be considered high-skilled in the labor market of the developing country receiving the investment, and accordingly, by directing production to such countries, inequality can increase in both types of countries. The skill-based approach can also lead to an increase in this inequality. Because it leads to extreme division, stratification in the work environment and can lead to difficulties in the general work environment.

Globalization also has significant effects on poverty reduction. Poverty reduction is, of course, beneficial for the development of every country and society, and the opportunities created by globalization should be used for this purpose. It is also clear from the experience of developed countries that as countries, peoples, and communities become globalized, this has a positive effect on poverty reduction and economic and social development there [21, pp. 16–18]. It has been observed that the opposite of this process is also true. True, although globalization is not the main reason here, it is one of the factors

here. Globalization actually has a profound effect on labor productivity; on the one hand, this leads to an increase in wages, on the other hand, it leads to the disappearance of some jobs [31, pp. 10–11].

Although the liberalization of capital leads to positive economic effects and an increase in income in relatively stable, resource-rich countries, this can also have the opposite effect in some poor countries with no resources. Because there are many differences even among poor countries, and evaluating them according to the same criteria can lead to wrong conclusions. From a service-delivery perspective, therefore, macroeconomic models need to be read alongside qualitative evidence on how job instability disrupts parenting routines, mental health and children's educational outcomes. Integrating labour-market analysis with household-level assessments enables social workers to design interventions that couple employment services with psychosocial support and childcare solutions.

Global Responsibility

In industrialized societies, social issues are resolved through discussions with political parties, civil society institutions, trade unions, and sometimes business organizations. In cases where the state has undertaken this alone, this has often resulted in failure, further division of society, and deepening stratification. For this reason, cooperation between state and non-state institutions on important socio-economic and political issues is important. With the expansion of neoliberal reforms in the world in the 1970s and 1980s, the aforementioned dialogue expanded. The communist bloc still existed, and when the USSR collapsed, they had difficulty adapting to this new world, building their own social models, and carrying out reforms. Although these issues were later resolved in the Baltic and Balkan countries due to historical proximity and neighborhood with Europe, searches in this area are still ongoing in the Caucasus and Central Asia. All this has had an impact on members of society, families, and individuals. In some societies, this is observed in the strained family relations and the weakening of family values. As society develops, demands increase accordingly, and communities with insufficient resources and weak ability to resist are hit by these impacts. Therefore, today, the organization and support of Social Work is especially important in such communities. As a result of these impacts, internal and external migration and polarization are increasing in the country. At the same time, this can become a problem for everyone by leading to an increase in factors that disrupt social stability. If urbanization is not properly regulated, it results in an increase in poverty and criminal tendencies, as well as extreme polarization [26, p. 57]. This situation slows down the state's response process and the resolution process during any crisis.

The problem in this area is deeper in single-parent families, especially in families where the mother raises children alone. In such a situation, a woman must protect both herself and her children.

Poverty is more common in such families, because the woman's ability to both care for children and work is very limited. However, in such families, children receive more attention than in single-father families, and the family budget is saved more. For this reason, most states allocate female social workers to work with families. Despite all this, separation in families is a very negative situation and seriously affects the future health of these children, family values are violated, therefore, divorce should be avoided as much as possible.

Global citizenship

The world is developing at an unstoppable pace. In many areas, programs that replace humans are already operational. Artificial intelligence surprises us with new innovations every time. Technological change also resurfaces many social, political and moral problems. Many of the global institutions created 50–60 years ago are no longer able to adapt to these changes and are becoming useless institutions. Ideas and goals are changing rapidly, people are moving in pursuit of innovation. In the early period of human history, the idea of settlement, urbanity emerged (Ancient Rome and Greece). For about 2 thousand years, this concept of «subjection» covered only limited geography, ethnic borders and tribal associations. During the industrial revolution, traditional society collapsed with the expansion of markets, and this fragmentation gave rise to the emergence of new ideas for national identity and solidarity. As a result of prolonged physical and ideological struggles, the idea of citizenship emerged.

Citizenship combines 3 main, central issues: human rights and their equality, free and comprehensive political participation, and the state's provision of adequate standards of human well-being. About a hundred years later, after World Wars I and II, these ideas became relevant to the entire international community, and the idea of global citizenship emerged. The idea of global citizenship extends the classic triad of rights – civil, political and social – beyond the nation-state. We see this clearly in disasters such as famine, massacre, drought, epidemics and pandemics, since regardless of where in the world any of these situations occur, world states try to help that state(s) through the UN or directly. Non-governmental organizations sometimes participate in this issue more actively than states themselves. When we compare all this with 30, 50 years ago, we witness significant progress in the socio-economic field. Currently, the world's leading institutions and international organizations are working on numerous projects for the actual realization of global citizenship [32, p. 27].

Yet the legitimacy of global actors hinges on transparent governance. The allegations of sexual misconduct by Oxfam staff in Haiti, and the subsequent funding review by the UK government illustrated how lapses in accountability can erode public trust and jeopardize service delivery. In

response, many international NGOs have adopted independent safeguarding audits and publish annual impact dashboards to demonstrate compliance with human-rights standards. Embedding such accountability mechanisms is essential if global civil society is to remain a credible partner in meeting social-welfare goals.

The impact of globalization on social work and youth

In turn, although globalization has opened the way for the joint activity of theoretical and practical knowledge in the field of Social Work around the world, there is a disruption in this field unless there are coordinating institutions and organizations, specific goals and plans. On the other hand, the rapid scientific, technological, social and cultural changes taking place in the world make it difficult to keep up with them and show the importance of new approaches for social development. This change is happening so fast that it is difficult to predict what will happen even in a few years. Along with its positive aspects, changes also lead to an increase in social tensions and intergenerational struggle, which is difficult to manage later. If until now they were the main economic indicators in the development of society, now social and cultural factors have also been added to them. The recent tensions in countries with high economic prosperity can also be cited as an example of this (France, Germany, etc.).

One of the most important points affecting this is the increasing immigration from the poor “south” to the rich “north” as a result of globalization and the problems arising from it. An example of these problems is that globalization dictates its own rules to the international market and, as a result, limits the capabilities of nation states in this area. Although developed countries prevent some of these problems through strong institutions and an active civil society and create a defense reflex against others, developing and underdeveloped countries are sometimes crushed under this burden and face a deep socio-economic crisis. Increasing social inequality and strengthening stratification put material well-being more to the fore, and human values lose their importance in such societies. As a result, violence and crime increase and people lose faith in justice. In this sense, whether we consider globalization as a revolution or an evolution, the impact of global forces on social work, education, training, social workers and those who use these services is undeniable.

Experts such as [23, p. 149] believe that globalization has completely changed social work. In a work published in 2008 [24, p. 30] note the emergence of three new trends in this field and thus a new direction. According to them, the first of these is the materialization of welfare provision, in which the provision that should serve the welfare of the population is treated as a market product, and important services such as education and health are transformed into commercial products and become business tools. The second trend is that against

the background of materialization, states give more priority to economic development than social welfare, and as a result, problems such as poverty and social inequality lose their importance. True, in this case, the labor market may increase and people's employment may expand based on economic law, but this does not correspond to the demand of the people themselves, but to the market.

The third is new governance and the difficulties arising from this. The times are changing rapidly, and societies that cannot adapt to this experience serious problems. Leaders who are in line with the demands of the times and the wishes of the people must be raised, and this requires great effort and attention. Even developed countries experience problems in this area. Despite all these changes, in many parts of the world, social work professionals sometimes have difficulty adapting to these innovations, and technological development and its accessibility for everyone are very important. Today's social work is no longer the same theoretically and practically as it was 20 years ago. In this process, both the users of the service and those who provide it have gone through significant scientific and technological development [6, p. 35] further increasing accessibility. The necessary knowledge and skills are also subject to innovation and change over time.

Globalization has brought social work to our schools and homes. The transformation of social work into an independent scientific field is also directly related to these changes. To become a good specialist in this field, it is important not only to have theoretical knowledge, but also to be aware of worldview, modern technological innovations and experience. Youth, the impact of globalization on them, the establishment of a fairer and more inclusive system for young people, the creation and support of new opportunities for them are one of the main issues for achieving success in social work. Since young people are the driving force of society and are more open to innovations, their strengthening and comprehensive support are useful for both establishing a fair system and eliminating existing misconceptions, applying and developing new scientific-methodological and technical approaches. It is no coincidence that youth policy is a priority in developed countries. Modern researchers [25, p. 6], etc. pay special attention to this issue, believing that young people will contribute more to it from both a social service and scientific perspective.

Another important issue is the inclusion of Social Work as a subject in the educational process and teaching simple knowledge about it in secondary schools. At the same time, the application and adherence to global standards both make this process multifaceted and benefit the common system of values for the world. Despite all this, numerous differences remain, both theoretically and practically, between countries with greater wealth and development (global north) and less developed countries (global south). The main factor that makes

this so is that developed countries are closer to each other, are connected to a common system, and are more exposed to globalization. In African and Asian countries, both the excessive diversity (the presence of hundreds of peoples) and the lack of work that unites this diversity into a single value system slow down the process, which has its negative effects on the well-being and health of the population [32, p. 23]. One of the good features of globalization is that it seeks to unite the people of the world in a value system based on common benefits, and tries to make the world accessible to everyone.

Thanks to the opportunities provided by globalization, we, social workers and specialists in this field, can hold discussions with our colleagues anywhere in the world, accept innovations more quickly, and exchange experiences. Rapid scientific and technological change is generating both new risks and unprecedented tools for social work. Following the mass adoption of remote communication technologies during the COVID-19 pandemic, digital service delivery has moved from experimental to mainstream [3, p. 13]. Consequently, contemporary social workers must cultivate:

- Digital literacy for secure video-based counselling and mobile case management systems;
- Data-ethics competence to navigate AI-assisted eligibility assessments;
- Cross-cultural advocacy skills to engage diasporic youth who straddle multiple identities online and offline [2, p. 8].

Expanding international cooperation can ensure a more successful fight against negative situations and crimes around the world, which is important for social work. Although each country has different standards in this area, building a society based on common goals, social welfare, and sustainable development is one of the priorities of most countries. In this regard, it is important to impart basic knowledge about social work to children from an early age, from the secondary school period, and to educate them in this spirit. According to Dominelli [22, p. 353], International Social Work is a suitable concept for responding to the opportunities, challenges, and threats brought by the forces of globalization. Educational curricula in the Global South and North alike are beginning to incorporate these competencies, often informed by decolonizing pedagogies that foreground local knowledge and resist Universalist assumptions [19, p. 168]. The International Social Work approach, in addition to combating the personal, social, and political threats of globalization, also forms a response to the effects it creates in people and communities through social workers, strengthening understanding and analytical skills in this field. All of these problems can also affect social workers regardless of where they are located, so it is important for social workers to have international cooperation and a response mechanism in this field.

Conclusion. The organization and progressive development of social services represent a critical

axis within contemporary social policy discourse, particularly in the context of a rapidly globalizing and interconnected world. In the current socio-political climate, the strategic importance of social service systems continues to rise, as governments and supranational bodies seek to respond more effectively to evolving social needs, demographic shifts, and cross-border challenges. This article situates its analysis within the European context, focusing on the legal and institutional underpinnings of social service systems across member states of the European Union. The primary objective of the study is to conduct a comprehensive examination of the normative frameworks and implementation mechanisms that guide social service delivery within Europe, with particular attention to the extent to which the core principles of the common European social model are reflected and operationalized across diverse national contexts. While social policy remains largely under the jurisdiction of individual member states – a reflection of the EU's commitment to the subsidiarity principle – the coordination of social services has increasingly become shaped by a shared legal and political architecture. Instruments such as the European Social Charter, the European Pillar of Social Rights, and the broader European Social Framework offer a cohesive normative template that encourages convergence in values such as social inclusion, equality of access, and the protection of fundamental human rights. They exert a powerful guiding influence by establishing benchmarks, indicators, and incentives for policy alignment among member states.

The study underscores that despite the formal autonomy of national systems, there exists a growing convergence around certain quality assurance mechanisms, financing models, and performance evaluation tools. This trend has been facilitated through EU-level strategic initiatives, including the Open Method of Coordination, as well as through financial instruments such as the European Social Fund Plus (ESF+), which incentivize innovation and foster policy learning across borders. At the same time, significant heterogeneity remains in how different country's structure, finance, and deliver social services. Variations exist in the mix between public and private provision, the decentralization of service delivery, and the degree of universalism versus means-testing in access criteria. These differences, underscore the importance of context-sensitive policy analysis.

In a broader global framework, the challenges facing social services are magnified by the dynamics of globalization. On one hand, globalization expands opportunities for international cooperation, knowledge exchange, and the mobilization of transnational resources. On the other hand, it intensifies structural inequalities, exacerbates socio-economic vulnerabilities, and exposes social systems to external shocks. In this context, the

study argues for a nuanced understanding of social globalization, conceptualized as the intensification of cross-border flows of people, ideas, norms, and technologies that influence the organization and provision of social services. International frameworks such as the United Nations Sustainable Development Goals (SDGs) offer valuable platforms for promoting inclusive development. However, their impact is contingent upon the presence of robust accountability mechanisms, participatory governance models, and localized implementation strategies that are sensitive to cultural and institutional diversity. Doing so necessitates the integration of decolonial scholarship, the recognition of indigenous knowledge systems, and the inclusion of the lived experiences of precarious and marginalized populations in the formulation of social policy.

Mastery of digital competencies, cross-cultural communication, and ethically-informed practice is now essential for effective social service delivery. The digitalization of social services, accelerated by the COVID-19 pandemic, has transformed both the form and reach of social work interventions. Remote service provision, data-driven eligibility systems, and virtual case management are no longer experimental tools – they are integral components of the profession's infrastructure. As such, continuous professional development and critical reflexivity are indispensable for maintaining relevance and responsiveness in a field increasingly shaped by global forces. In conclusion, the study affirms that the strategic organization of social services within Europe – and globally – must be grounded in principles of equity, resilience, and human dignity. Only through the convergence of international frameworks, national innovation, and professional readiness can social services fulfill their transformative potential in promoting social well-being and sustaining democratic, inclusive societies.

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