Regional Aspects of Labour Management

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Abstract: The authors study the basic aspects of the formation of the regional labor market. The specificity of labor demand and supply. Analyzed the underlying factors of the labor management at the regional level. Particular attention is given to the youth sector of the labor market in the region.

Key words: Labor market • Labor management • Region • Labor • Youth labor market

INTRODUCTION

Regional labor market is characterized by a specific form of labor demand and supply. The demand for labor in the modern Russian regional labor market significantly differentiated by the following parameters: professional qualifications to the employee, age and gender status, wages, working conditions, job security, regular payment of wages, etc. At the regional level, the impact of economic factors in the formation of labor demand is mediated by specific territorial characteristics of education in the sectoral structure of its manufacturing complex in the level of economic development of production and non-production areas in the level of modernization and technical re-equipment of the economy. Part of the data is due to the central features of the policy of regional development. Analysis of regional factors that determine the future demand for labor testifies this factor will decrease. The result of transformation of labor demand in regions with attractive investment status will be the creation of upgraded from the sectoral and skill mix, adequate anti-crisis modernization.

Specific Features of Regional Labor Market: Labor supply, quantitatively estimate the size of the economically active population, is due to demographic factors. Increasing influence on the formation of labor supply have a professional and territorial mobility of the work force. The key to the growth of the labor activity of the population have a level of wealth and traditions of the population.

Perspective in Russian conditions have active measures to complex regulation of labor demand and supply. Currently, the IRS most jobs are created by small and medium-sized rather than large enterprises. This is a promising area for Russia, however, requires not only considerable financial cost, but also qualified personnel for a variety of counseling services. Formation of the labor force in the region has a number of particularly stay defining features of reproduction, migration between regions, the structure of education and training, etc [1].

Monitoring the state of contemporary Russian labor market allows us to state the discrepancy in demand for stuff because of its proposal by region, size and professional qualification of the labor force. The key trend of transformation of labor demand in the Russian Federation supports professional qualifications. In the domestic labor market has formed a relatively stable demand for representatives of the two polar groups of hired labor. One is a highly mobile in the production and social workers on the other workers with low adaptive capacity for organizational and technological innovation. In Russia there is no significant reduction in demand for the second group of workers, along with that there are processes of general deskilling of labor. One is a highly mobile in the production and social workers on the other workers with low adaptive capacity for organizational and technological innovation. In Russia there is no significant reduction in demand for the second group of workers, along with that there are processes of general deskilling of labor.

Against the background of increasing labor demand and the number of job seekers unemployed hardly reduced. The reason for the failed recruitment - failing the

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expectations of potential employees and employers. Imbalances in labor demand and supply determine, on the one hand, forced unemployment and on the other, a personnel shortage. The situation on the regional labor market is predetermined reasons listed above and demographics. Reproduction of frames required profile and complicated skill mismatch of labor preferences of pupils, students, young professionals the realities of the labor market. Such a task cannot be effectively addressed without creating a single information space, giving system- holistic view of the issues and trends of social and labor issues.

The active investment activity aimed at the modernization of production and the introduction of advanced technology, modern equipment will inevitably cause the elimination of a large part of inefficient jobs, changing the structure of employment and, as a consequence, the release of the workers.

However, despite the relative stability in the labor market in some Russian regions, there remain a number of unresolved problems:

- The high unemployment rate, calculated according to ILO methodology;
- The decline of employment in rural areas;
- Inadequate supply of qualified personnel, aging and outflow of personnel from the socio- economic sphere;
- Shortage of staff in the service sector and the professions working in the urban complex;
- Low level of training of shopping centers, car dealers, auto service stations, catering.

The state of the national labor market and the processes in the area of employment are among the key socio-economic parameters. On the one hand, the labor market - an element of the economic system, the functioning of which depends strongly on the development of the economy. On the other hand, it mediates the impact of this development on the quality of life of the population and the characteristics of social processes, showing the contradictions. In this context, the investment attractiveness is a key factor in the development of the labor market. The labor market should be seen as a process of long-term relationships to market participants, formed under the influence of government and market regulators in the face of fierce competition not only at the stage of hiring labor, but also the subsequent labor process.

The labor market plays a key role in addressing adaptation process collective reproduction of the labor force, employment and labor relations to the complexities of the anti-crisis modernization in Russia in overcoming the current inefficient system of employment of the population, the stagnation of its industry, functional and professional tour, enhancing the competitiveness of workers. On the one hand, the labor market appears an integral part of general economic system and serves as an important tool for solving economic problems on the other - and the performance characteristics of the labor market are the most important social indicators. The progressive development of regional labor markets will contribute to a civilized and open-Russian labor market.

The dualism of the modern Russian labor market is in short supply highly skilled blue-collar occupations, on the one hand and the surplus of specialists with higher education, on the other. Demand in Russia for highly skilled workers remains at a very high level. Correspondence of vocational training needs of the economy serves the strategic objective of development of Russian regions. The quality of training some of the graduates of vocational training does not meet the regional level of development of production though the modern employer requires professional generalists possess knowledge, skills and professional qualities of the individual.

Manufacturing process requires a professionally trained worker wielding related specialties and relevant professional reputation. The imbalance of specialists with higher education and the number of specialists with basic vocational education suggests that the market for professional education has ceased to meet the requirements of the regional economy on the number and quality of human resources. The imbalance of supply and demand as human resources professional and educational qualification featured reinforces sectoral mismatch personnel on the labor market.

**Territorial Principle of Training:** At the present stage of transition to the updated task of the territorial principle of training. This approach to training changes the purpose of vocational training, which is to create the conditions for a professional qualification that allows to engage in socially useful activity. In our opinion, the improvement of the territorial principle of vocational training should cover the following areas:
The restriction of training, not in demand in the labor market;
Elimination of duplication of training one-profile professionals;
Improving the coordination mechanism between employers, employment offices and educational institutions;
The formation of the bank's operational data about occupations and professions which have demand in the labor market in the region;
Regulation of the activities of state and non-state educational governmental institutions;
Assemble the territorial distribution of educational institutions of all forms of ownership;
Targeted training of highly qualified psychologists, professional counselors and staffing of their career guidance sub-tions of employment services;
Monitoring of the labor market to identify vacancies and retraining of personnel for their replacement.

Vocational guidance and training should be based on regular monitoring of the labor market in the context of professional qualification and forecasting demand for workers demanded by the market trades [2, 3]. In the labor market situation is changing rapidly, but in the meantime the labor market - the scope predicted. The ten most popular occupations fall near future.

Engineering field. According to forecasts of the leading positions will come Engineering related to industrial production. There is a shortage of professional engineers, technicians and supervisors in the workplace. Will be valued combination of technical, economic or legal education, knowledge of English and other European languages.

Professions near future associated with nanotechnology, which are based on work with molecules and atoms and use the most hidden and valuable properties of the substance. Nanotechnology - is the production of chips, nano-sized robots and engineering at the atomic level.

Specialties at the intersection of electronics and biotechnology. Biotechnology - Technologies that use biological systems and their components, they are widely used in agriculture, where with the help of genetic engineering produced genetically modified products. These technologies are used in molecular medicine and biopharmaceutical industries.

Marketing and sales. Marketer is the strategist of the company, administers the system, focused on the production of a variety of goods and satisfaction of the interests of producers and consumers, conducting market research, planning range and volume of production, determine the prices to stimulate sales.

Specialties associated with the service. Incomes are growing, the middle class is growing. One indicator of this trend-quality service. The demand for service-sector jobs will increase each year, with the growth rate of demand for service-sector jobs will outpace the growth needs of other sought-after professions.

Logistics. Russia's further integration into the world market will inevitably require the influx of professional logisticians. Logistics - the theory and practice of management of material and information flows in the movement of goods.

Ecology. The growth of harmful emissions into the atmosphere poses environmental problems on one of the first places in the future global world. On the one hand, will increase the demand for professional ecologists and the other - to expand the spectrum of requirements for environmental activists. Specialty ecologist will require knowledge of physics, chemistry and biology, computer modeling skills, processes taking place in nature.

Medical Specialties of searching means of prolonging life.

Chemistry. Experts in the field of chemistry will be needed in the energy sector. Humanity is working on the development of alternative energy sources. By 2015, the research and development of alternative, environmentally friendly sources of energy will peak - and chemists become professional elite.

Computer programmers as professionals, mediating and informing the business community and the employees of all the innovations of market interaction.

**Effectiveness of the System of Russian Vocational Guidance for Young People:** Thus, the Russian state policy in the field of education and skills development are not fully meet the needs of the domestic economy in the post-crisis phase of development. Therefore, the active participation of the state should be reflected in the coordination of public and private universities, development forecasts for the labor market, the allocation
of funds (grants, scholarships, grants) for training in scarce specialties, development of the system of preferential crediting students, etc. To improve the professional qualification of the workforce requires a balanced system of vocational training, including vocational training of young people, in-house training of staff and training services.

The main reason is a significant gap between the potential employee and the extent of its use, supply and demand in the labor market in quantitative and qualitative aspects of the acts lack coordination mechanism among the subjects of vocational guidance for young people. This interaction makes them inefficient and therefore unreachable goals. Moreover, in the modern control theory professional self-determination of youth is no single methodological basis that there is no viable way of management to ensure a balance between the professional qualifications composition of the working population and employment structure [4, 5].

As the analysis of the data of vocational training for the unemployed citizens in the Russian Federation, more than 40% of the unemployed are being retrained and in 2012 their number increased. Given the average age of the unemployed in Russia (34), this indicates that it is impossible to find a job for young professionals due to an incorrect choice of profession.

Up to 40% of graduates of Russian universities do not find jobs in their field. According to the Federal State Statistics Service in 2012 from 1 million 256 thousand graduates of 186.7 thousand, or 14.8% of the total, received after graduation job placement. The remaining 85.2% had to seek employment on their own. Only 20% of young professionals find employment in their field. Currently, the Russian Federation, about 70% of the economically active population work outside their specialty. The calculation of the efficiency of the system of vocational guidance for young people, taking into account the socio-psychological and economic criteria may express the formula:

$$E = \frac{\sum_{i=1}^{n} k_{ij} X_{ij}}{5}$$

where i, j- considered performance criteria;

ki, j - the weight value of each of the performance criteria; X ij - quantitative assessment of the effectiveness of each measure, reduced to a single scale with the number of grades of 5.

In this case, the calculation of weighted values of the performance criteria of the system was based on expert analysis on a 10-point scale in which 1 point raised the least important criterion, 10 points - the most important. After the evaluation criteria for the weight of each of them is calculated by dividing the amount of points i, j criterion for the sum total score of all criteria.

**CONCLUSION**

Development of employment should be focused on: the formation of an integrated system of vocational education, the corresponding development strategies of the labor market of the Russian Federation and its regions, development of organizational and methodological support measures for the development of vocational education, the creation of a system for evaluating the performance of professional self-determination, to ensure effective cooperation of the vocational education system based on optimization of the regulatory and legal framework, financial support of social and labor activities and strengthen the role of the state in the institutional environment of the labor market regions of Russia.

**REFERENCES**