

System of Corporate Education as a Framework for Mobility of Large Russian Companies' Specialists

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Abstract: The article investigates the system of corporate education as a framework for mobility of large Russian companies' specialists. The authors consider the current problems of the development of large Russian companies, analyze the model of business development in Russia and make recommendations for the development the system of corporate education.

Key words: Corporate education • Mobility of professionals • Large Russian companies • Competence approach • Information network project.

INTRODUCTION

Urgent problem for the development of large Russian companies is to develop new approaches to teaching staff on the basis of improving the system of training and retraining, which plays a critical role in ensuring staff mobility, sustainability and competitiveness of business. Investments in the development of the education system are considered a priority for large companies, which form the strategy and seeks to maintain market share in the limited growth of the Russian economy.

During the time allotted for major modernization transformations in Russia failed to implement structural reforms, so commodity dependence of modern domestic economy increases, disparities in income and institutional development are enhanced and the level of development of the business environment is deteriorating. Existing imbalances could make major factors prolonged stagnation band entered into by the Russian economy.

Economic stagnation led model of economic growth, supported by high world prices for raw materials and the problems associated with limited skills availability. In order to give an impetus to economic growth and avoid stagnation and recession, you need a set of measures aimed at modernizing the system of retraining.

Among the main factors behind the stagnation of the Russian economy, experts distinguish internal factors, which include the low level of development of the business environment and uncomfortable business environment [1]. Under the conditions of formation of innovation-oriented model of the global economy, large infrastructure sector companies increase the cost of training an effort to form their own educational centers, ensuring the development of intellectual and human capital. However, the cost of training of skilled personnel of large companies increased.

Russian corporate sector is relatively highly concentrated. According to the World Bank, the share of 25 % of the companies with the highest income more than 80 % of industrial production, other sectors of the economy even higher concentration, such as in the food industry 25 % of companies provide 96 % of the issue, in the chemical industry, this level is 97 %, in the manufacture of coke and refined petroleum is 99.5% [2].

Implementing the strategy of development, big business wants to attract the best managers and professionals with innovative skills. Increase the level of competence of experts contributes trend toward individualization of educational processes, the formation of flexible educational systems, to develop a mechanism to adapt them to modern market requirements based on

the development of modular training programs, experience in implementation which presents the most concentrated on the U.S. education market.

Flexible business education program developed on a modular basis for managers and professionals of large companies contribute innovatization and customize the education market.

Advantages of the modular system of training and retraining is to develop a new format of education, which involves modification of the learning process due to the prevailing demand for business education, as well as individual capabilities consumers of educational services.

Large Russian transport companies solve problems associated with mobility of staff in the conditions necessary transition to innovative development strategy, which is implemented by industry leaders to ensure the sustainability of the business.

Innovative technologies that are introduced in the training of industrial and transport corporations are developed through interaction systems of large companies and business schools for the needs of professional training and retraining of staff.

Many programs retraining within corporate universities have emerged on the basis of the transfer and implementation of innovative teaching technologies from foreign business partners, primarily automotive companies that participated in the formation of Russian car assembly plants.

Motivational factors, stimulating the creation of centers for training and retraining, often act enlarging business processes related to attracting investors or merger of several business units in order to concentrate production and capital problems attracting staff with the necessary level of competence, the transition to a system of qualified management staff that in modern conditions is a factor of strategic advantages, as well as the problem of forming a dynamic concept of business development.

Tasks that solve centers of training and retraining of large companies and corporate universities, focused on the implementation of the concept in a short time learning organization that provides dynamic business development.

Corporate training centers and universities large companies provide training for expanding and re-start production. These centers focus on educational technology and knowledge transfer point projecting growth of a new model of professional education.

Own corporate university, even big business is quite difficult to create, but its formation, despite the need for significant investment, reduces inefficient costs that

companies suffered due to dissipation of resources by external educational organizations on the training of specialists.

Usually large corporate universities are formed gradually and gradually expanding their operations and parallel development of production, when the process of learning technologies and develop continuously to achieve the objectives of the project moderators, speakers investors.

With the formation and development of corporate universities have problems not only with the development of training programs, the selection of teachers, but also with teaching staff retraining themselves. Many large enterprises have already at the stage of creation of educational centers are faced with the problem of limited faculty, successfully combining theoretical and practical skills.

It is good practice corporate universities retraining of teachers within the most successful programs of well-known foreign business schools for effective organization of the educational process. Feature of the business programs of corporate universities is mainly their practical- applied nature.

Direction and content of training programs are formed in accordance with the needs of corporate structures and learners themselves, as well as the terms of individual training programs, including the format and timing of training. Business education from the very beginning was formed as a practical- application format with high flexible component. It wishes and preferences of business structures retraining program contributed to the rapid modernization of the vocational education system that can quickly respond to the social and economic needs on the basis of the rapid development of educational programs.

Interaction of corporate universities with business schools and other educational centers provides increased flexibility and access to education, increasing demand for training programs, motivating the formation mechanisms for growth and professional development rationing qualifications system by eliminating duplication of qualifications in teaching.

When forming the institutional management system of training and retraining, in our opinion, should be considered in the distribution of geographical zoning business schools. Orientation for the target customers is important to harmonize the theme and structure of the programs with the local corporate community and plan the preparation of engineering personnel as close as possible to those corporate structures in which these professionals can be employed.

To reduce the time and cost of training and retraining of specialists necessary to create corporate universities that implement effective practice- learning applications directly in the workplace, conduct targeted retraining with new technological requirements and changes. In enterprise systems, additional education students provide new knowledge, but also provide an opportunity to do an internship in the workplace under the guidance of experienced mentors.

It should be noted that all Russian enterprises acute shortage of specialists, for example, in 2012 at the Russian enterprises lacked about 8 million people. Request is for a number of jobs and enterprise companies filed with the employment service.

Effective mechanism for harmonization of supply and demand in the labor market may make a road map of a national system of qualifications, the development of which the Russian Union of Industrialists and Entrepreneurs and the Agency for Strategic Initiatives. The main task of institutional design roadmap is to develop an effective system of interaction between government and business in the market of business education that meets the interests of consumers of educational services.

This institutional harmonization mechanism of supply and demand in the labor market will contribute to an effective model of cooperation between the companies, the public, business and government in the development, reproduction and assessment of qualifications and competences for the formation of a high level of competitiveness of domestic products in the global consumer market.

Creation of the National System of Qualifications as a coherent system of legal and institutional demand management skills of workers from the labor market and offers qualifications from the education and training system [3].

Strategic advantages of establishing a national qualifications system in the Russian market of educational services associated with greater transparency on the labor market, due to the system of information support of large companies the business environment, reduction of information asymmetries in the labor market. These activities will contribute to the creation of a favorable business environment due to the formation of knowledge communications and the dissemination of relevant information on the structure of the needs of businesses and professionals in companies with a certain level of competence.

Qualifications includes all aspects of the country, which lead to the recognition of learning, i.e. ways to develop and put in place a national or regional policy on qualifications, institutional arrangements, quality assurance processes, assessment and awarding processes, skills recognition and other mechanisms linking education and training to the labor market

Russia has a different model of business development, characterized by lower growth rates associated with the inefficient allocation of resources, low diversification of production associated with a limited release of new products, lack of innovation component of business development.

The domestic industry has reached institutional constraints for growth associated with the level of development of the business environment and business climate, incorrect financial strategy, the low investment attractiveness, hence a certain resource limit of possible development: capacities are loaded, low unemployment, wage growth outstrips productivity.

Big business has more resources for the formation of local centers retraining, recruitment of highly qualified staff and their development. In large corporations, striving to develop, professional staff must have a high level of knowledge in order to ensure the competitiveness of the system in the future development of the company.

Competitiveness of large industrial companies as their integrated property is determined primarily the level of competences and quality specialists introduction into production the latest achievements of scientific and technical progress. In the transition to the new industrial economics concept of competitiveness identical to the concept of the production capacity of the staff to the development of best practices, new skills, creates new knowledge and skills.

For the formation and development of specialists' competence in the industrial sector there is knowledge management system based on a quality selection, placement, training, training and retraining. Knowledge management system within the corporate university provides a steady growth in expertise of employees due to the fact that its foundation supports resource management major competitive enterprise, namely: human capital.

To create an effective management system in such a resource needs an effective exchange of information between the company, teachers, researchers, scientists and other agents of the education market. Organize such an exchange is possible within the corporate university,

which is an innovative system for training of workers and specialists of large companies on the job. As part of the corporate university formed the core of a learning organization that provides information exchange between corporations and between the corporation and the external environment.

Creation of training centers and corporate universities promotes continuous updating of knowledge and the development of modern business skills of employees, increasing their level of competence. High level of competence of specialists contributes to their productivity and performance of the company through the development of intellectual capital and corporate culture.

In order to reduce the cost of retraining workers and specialists, the training center of the company is formed as an integrated system that combines the diverse formats of learning through information and networking tools and remote education system. Constraint model of education within the corporate centers acts a certain fragmentation and segmentation obtained specialists skills. this knowledge is usually aimed at developing specific competencies.

Competence-based approach used in the training and retraining, means designing streamlined institutional knowledge management system in large corporate network structures interacting with universities and other educational institutions. For example, the company "VimpelCom" actively cooperates with the Southern Federal University and instrumentally provides its information and communication strategy development.

For the development of information and network development concept Southern Federal University and the company "VimpelCom" signed an agreement aimed at implementing strategic communications application project University, is built on the global social network Facebook. Objective of the project is to develop a virtual educational playground Southern Federal University, ensuring the formation of an information portal for effective communication with business partners and other stakeholders in the education market. "VimpelCom" acts moderator information environment and will provide advertising and information support new mobile Internet service.

Such interaction between business and the university will form a mechanism to market information and educational services based on the adapted software that promotes the formation of a network of educational space and a set of educational programs and their subsequent linguistic diversification.

Development and implementation of information and network project will not only post information about current research developments, grants, start-ups, Southern Federal University, but also to form teams for

interdisciplinary research, expand close integration links teachers and researchers and corporations represented on the local and global market, to embark on distance education projects.

Interaction of JSC "VimpelCom" and the Southern Federal University will implement the major innovative information network projects for the effective development of internal and external communications, contributing to the growth in the consulting component of the development of regional business.

Contribution to the development of Russian educational services abroad, will allow expand communication links with foreign partners and will promote the educational system in the world of professional standards. To implement the concept of corporate identity, marketing strategy of business education should include the following: creating a loyal and motivated team, the introduction of long-term incentive system through a corporate motivational Fund and comprehensive training of staff within the corporation [4].

This the competitiveness of the graduates of the Southern Federal University and other regional educational institutions innovative type increase. The knowledge management system is based on the basic concept of corporate identity, a deep understanding of the importance of high education in the development of human capital and considering the skill of workers and large industrial corporations as the basis for the formation of competitive strategy of economic agents and strategic resource development.

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