

Competitiveness of the Micro Level Is a Foundation of Russian Economic Development

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Abstract: Competitiveness is explored in light of the interaction of its individual levels. Competitive advantages of market actors are considered as a basis of competitiveness of the country as a whole. Proposed the use of modern information technology to provide competitive advantages and employment of disabled persons. Designated some specific areas of labor adaptation of persons with disabilities.

Key words: Levels of competitiveness • Competitive advantage • Labor adaptation of the disabled

INTRODUCTION

Modern society lives under cruel competition, where the basis for promotion is the presence of competitive advantage.

The problem of improving competitiveness is extremely important since the country's further development is directly linked to the formation of long-term competitive advantages, as well as an effective mechanism to manage it. In solving this problem, one of the most complex components is a competitiveness of market members, it can be considered as the foundation for providing sustainable development of the country. In the Russian Federation, there are currently about 13 million disabled, which is about 8.8% of the population [1] who are also involved in the formation of the profile of the competitiveness of the state as a whole.

The competitiveness of a good, a company and a country analyzed very often and comprehensively. The fundamental works of M. Porter [2], F. Hayek [3] and many others are dedicated to problems of studying the competitiveness. The essence of competitiveness is seen as a relative category in the work of M. Porter, R.A. Fatkhutdinova [4] etc. Nevertheless not enough attention is paid to such a component as a competitiveness of separate market actor, because, ultimately, it is impossible to build a competitive economy without competitive participants. In this connection it is appropriate to consider the different levels of competitiveness and their

interaction, as well as to pay attention to a particular segment of the micro-level, namely, persons with disabilities, in order to provide competitive advantages.

The Main Part: Issues related to the integration of persons with disabilities into society, as well as various aspects of the employment of disabled people researched in the works of V. Andreev [5], V.N. Goncharov [6], O.A. Paryagina [7], O.M. Vinogradova [8], T.A. Dobrovolskaya, N.A. Demidov, N.B. Shabalina [9], etc. In modern society, disability is paid a lot of attention, but there remains a need in complex solution with issues related to social justice and improvement of competitiveness of these citizens.

In economy it is decided to allocate several levels of review: the macro-level, meso-level and micro-level [10]. Separating as objects of consideration the different levels of the economy and society, it is important to note that each level has its own competitiveness and all levels are closely interrelated. Each should have their competitive advantages that will ensure the competitiveness of the whole at the macro-level. Thus, the micro-level and individual actors, with their strength, contribute to the formation of competition; motivate individual members to advance their skills and level of achievement.

At the meso-level, they will have to compete as employees of companies representing the interests of their specific businesses. The competition among the companies, in turn, will ensure the development of

enterprises, industries and regions. The aggregate competitiveness of these participants and the institutions of management generate competitiveness at the macro-level, i.e. at the level of the country as a whole.

However, the effect is not limited on movement at only one direction. The competitiveness of the country will have an impact on the establishment of formal and informal rules for all members and at all levels, thus influence on them.

Affecting issues of levels competitiveness, it should be noted that one cannot make it competitive in a whole, if its individual members in the vast majority will not have a significant competitive advantage. It means that the state can be competitive if the industry, regions, enterprises and individuals will be in a strong competitive position.

It turns out that a fundamental factor which determining the competitiveness of the country, is the competitiveness of its inhabitants. Special attention should be paid to this issue for people with disabilities, as they are the least protected and most vulnerable. But they are also involved in the formation of micro-level competitiveness and further up the chain to the competitiveness of the macro-level.

According to All-Russian Public Opinion Research Center 87% of Russians believe: people with disabilities in our society are faced with injustice. But the attitude towards them, according to the respondents, in recent years improved [11].

In society also been noticed an increase in understanding of the necessity in special programs to support people with disabilities. In 2010, 90% were for support of them, despite the high cost and in 1991 the need for such measures considered necessary 76%. At the same time, the numbers of those who do not see the necessity for the creation of such programs fall (from 10% to 3%) [12].

It should be noted that in recent years in Russia problems of disability paid much attention at all levels. To promotion the employment of disabled persons are devoted programs implemented by employment centers. Employment of unemployed persons with disabilities in specially equipped for them work places is implementing since 2010 as a part of the program of additional measures to reduce tensions on the labor market of the Volgograd region.

According to the Message of the President of the RF to Federal Assembly, an order of the President and of the Government of the RF the State Program «Accessible Environment» was devised [13].

Despite the measures taken, remains unsolved the most important social problem - the creation of equal opportunities in all spheres of society. We can say that at the macro-level formed the general direction of social development strategies in this area. Now we need at the meso-level, i.e. at the level of regions and appropriate public institutions to provide work of studying, social and employment adaptation mechanism of persons with disabilities.

The State Program of the Russian Federation "Accessible Environment" for 2011-2015 notes that in 2008 the Russian Federation signed the Convention on the Rights of Persons with Disabilities on December, 13, 2006 [14].

The signing of the Convention confirms that people with disabilities should have access to workplaces based on their particular needs.

Employers rarely consider persons with disabilities as potential employees in their companies. This is largely due to the low level of competence and lack of competitive advantages besides the high costs of providing the necessary conditions for such an employee. Economic efficiency of such investments is negative.

Today, the list of available jobs is very narrow. It virtually ignores the new opportunities provided by the information space and modern development of technologies. It is necessary to expand potential of vocational rehabilitation, which will ensure the competitiveness of disabled people in the labor market. Especially attention should be paid to persons with disabilities self-employment.

More than a million Russian citizens each year become disabled and 54% of them are employable people [15]. Today, in the Russian Federation, there are 12.8 million people with disabilities. Among 2.57 million people with disabilities who are in working age, only 817.2 thousand people are employed, the number of unemployed people with disabilities is 1.8 million people, or 77% of the number of disabled people in working age. The level of employment of disabled people is half the level of employment of other categories of citizens [16].

It should be noted that the efforts towards training and employment of disabled persons are maintained by different organizations. So, for several years Regional Society of Disabled "Perspective" is implementing projects on activation of young people with disabilities. One of the components of the project is the seminar "Understanding problems of disability", which main purpose - to motivate participants to independent steps to defend their interests, to enter educational institutions,

to job search and active participation in public life. About 15 - 20% of the participants of the training program successfully find a job in the future [17].

As part of the Federal State Employment Service has long been practiced the use of Looking for work clubs. This form of fighting unemployment is actively developing in the most leading foreign countries. The Russian Federation is one of the followers of this experience.

Samara social organization of wheelchair users "Association Desnitsa" has added to the standard state program of Club seminars on topics "Understanding problems of disability" and "Formation of individual rehabilitation program."

Department of promotion employment of disabled people in Moscow implements interregional project "Transition to inclusive employment by improving the competitiveness of people with disabilities in the labor market", financed with the support of "USAID" (United States Agency for International Development). The purpose of the project is to develop employment models of disabled people with different disabilities, different levels of education, from different social groups, with the possibility of introducing in the regions [18-20].

In general, the work of public organizations contributes to the process of formation of motivation to employment, improving competitiveness and developing communication skills of people with disabilities. However, the fact that the employment of disabled people in Russia unreasonably low is obvious. It determines the need to increase the level of their professional integration, requires focusing on the process of re-education as a basis ensuring competitiveness in today's labor market, as in the world practice there is a close relationship between the level of education and degree of participation of the disabled in society.

To solve these problems it is necessary to improve the existing system of professional training of the disabled. The participation of people with marked problems in active economic life should contribute that they can improve their competitiveness, social activity, earn money and improve quality of life.

For the formation of motivation to work, active life position and professional orientation of disabled there is a necessity in mechanism of interaction between state and social organizations, which will increase possibility of the employability of disabled and enable them to have a full life and feel their social significance.

In order to increase competitiveness and social adaptation of persons with disabilities it is necessary to create a general accounting system database of disabled with professional knowledge and skills, as well as the coordinated activity of several structures: the educational centers, medical and social rehabilitation institutions for disabled and employment centers.

The mechanism of interaction between the participants implies appealing of disabled to or employment center, or in the medical and social rehabilitation institution, or directly to the educational center.

Each of these centers should perform their own goals.

Employment Center: forms databases of disabled who have received professional knowledge and skills for future employment, as well as information that reflects the statistics of demand from employers for labor.

Medical and Social Rehabilitation Center: provides psychological rehabilitation to help work both in team and in stand-alone mode, forms the desire for creativity and independent business activity, focusing on the professional features of the individual, stimulates labor motivation, adapts the disabled to the market economy terms.

Educational Center: provides professional learning of disabled, including retraining and advanced training of persons with disabilities in accordance with market conjuncture; provides economic literacy, the ability to find and use the reserves to work, provides the skills of commercial activity, allows to understand the market relations and forms of ownership.

A disabled person can get consultation from the Employment Center about the demand for a particular specialty in the market; undergo psychological and social rehabilitation of medical and social center and get professional training at the educational center for disabled.

Thus, the mechanism of integration involves close interaction of listed structures, providing not just a fact of improving competitiveness in the market of people with disabilities, but also their labor and social rehabilitation.

In order to improve the competitiveness of persons with disabilities is offered training, which consists of several stages:

At the first stage in the center of rehabilitation specialists test and train in order to detect the presence of motivation to work, level of education and professional preferences and inclinations. After carrying out these activities formed a group for obtaining special knowledge in various spheres of economic life.

In the second stage expected co-education of all formed groups to gain knowledge of the basic level in the following areas: organizational and legal basics of the market; taxes and taxation; basics of financial literacy; information and computer literacy.

Thus, on the second stage people with disabilities will receive basic knowledge that will form the foundation for further study in the chosen field.

The final stage involves learning disabled in three areas of professional activity:

- 1C Accounting 8.
- Online trading.
- Web-design.

The software system "1C: Enterprise" is designed to automate the management and accounting in enterprises of different industries, activities and types of financing includes solutions for complex automatization of manufacturing, trade and service enterprises, introduction of accounting.

"Online Trading" will provide general information about the financial market, the most common and perspective financial instruments and methods of market analysis at various levels. Knowledge in the field of stock trading will give the opportunity to work independently in the securities market. People with disabilities themselves will be able to create a work place, because they will become participants of the market, having a computer at home and Internet access.

The study of web-design (web-development) will provide initial theoretical and practical knowledge, skills of creation electronic pages with the use of both long-standing and new technologies of creation electronic pages.

Knowledge in these areas will let people with disabilities to start working in the Internet space. This will reduce the high level of social dependence and forced self-isolation of disabled; create conditions for the development of inclusive education, ensure availability of employment.

Resume: Solving the problem of building a competitive society and economy should be systematic. Micro-level, which consists of individual market actors, is the foundation which provides the potential growth of the economy and development of the society. It is necessary to expand the limited opportunities for people with disabilities, the share of which in Russia is approaching 10%. To do this, the existing employment programs should be carried out with modern technology, use the possibility of creating remote workplace, consider the Internet space, not only as an opportunity for communication, but also as the working platform. Technological process contributes to the formation of new needs in the market and the creation of workplaces, which can be used as an opportunity for disabled people to improve their quality of life. It is important to understand that each person has any competitive advantage or the potential for its formation. When we can build a system to ensure long-term competitive advantages for everyone, then we can talk about the competitiveness of the country.

CONCLUSION

In today's society accumulated considerable experience in providing labor rehabilitation and employment of disabled persons. Many countries have special programs that include positive measures to increase the share of people with disabilities in the labor force. These measures include: quoting the number of workplaces at the enterprise, additional equipment of workplaces, the creation of special departments of labor rehabilitation for persons with disabilities in the labor exchanges, the employer tax breaks, etc. For major changes related to labor rehabilitation of disabled, complex solution is needed. There are needed conditions to improve the competitiveness of persons with disabilities. With modern technology, we can maximize the potential of these people.

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