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**LABOR POTENTIAL OF FORMATION AND DEVELOPMENT OF THE SERVICES SECTOR
IN THE REGIONS OF THE RUSSIAN FEDERATION**

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Abstract

The social life and production processes become more complicated in the modern conditions, which is accompanied by further specialization of activities. The intensified international competition leads to tougher competition in national labor markets. There is a growing instability of many enterprises and thereby of the existing job system. New forms of labor organization are emerging, focused on greater flexibility in hiring forms (including the wider use of part-time employment). Inequality in wages is increasing, the role of trade unions is decreasing, and a noticeable feminization of jobs is observed in developed countries. As such, it can be stated that a fundamental restructuring process is taking place in the labor market.

Keywords

Labor potential – Services sector – Labor market – Wage

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DR. VLADIMIR YURIEVICH MOROZOV / DR. NATALYA VLADIMIROVNA KHAVANOVA
DR. IRINA ANDREYEVNA ROZHDESTVENSKAYA

Introduction

In the most general terms, the labor market is viewed as a system of social relations of hiring and work force supply or sale. It is an integral part of the market economy structure and functions along with other markets: materials, consumer goods, securities, etc., though being the most important and complex element of market relations. It depends on a number of factors that have both objective and subjective effects on the labor market. The first and foremost is the inseparability of the object of sale – labor – from its owner, an able-bodied person. The second is a significant sociopolitical aspect of economic relations regarding the labor sale. This is due to the interweaving of interests of employers, employees, and the state, which are the main participants in the labor market.

Methods

Any project requires management. In any organization, management is a process of interaction among the managing system, the managed system, and the external environment. The managing system issues certain commands that the managed object accepts for execution. Management is a process of selecting and implementing the best (according to some efficiency criteria) managerial decisions from a certain set of possible ones, in accordance with the purpose of the system, with due consideration of limitations, and based on information about the state of the managed object and the environment. Methods of comparison and generalization were used when analyzing approaches to project management.

Discussion and results

The labor potential of the work force is a fundamental nonmaterial component of the development in any sector. Its parameters predetermine the results and development opportunities of other forms of the intellectual potential of the region. There is a certain hierarchy among the accumulated qualitative characteristics of the labor potential of the work force. The primary factors are the following:

- the general cultural level of each work force class, formed by the entire complex of living conditions: economic, social, household, etc.;
- the level of general and special education received throughout the life of workers (with due consideration of its quality); and
- accumulated experience of the work force¹.

The above three factors are independent qualitative characteristics of the work force (the degree of their practical implementation is very broadly regulated by the state of motivation for the activity, the effect of which being determined by the economic mechanism). Of course, this also applies to the country's population. It is obvious that the issues of the formation of the labor potential adequate for the market economy needs are becoming increasingly relevant in the context of the development of a service economy. In this regard, the authors consider it appropriate to propose a concept for the formation of the labor potential of the regional labor market in the context of the economy servicization².

¹ I. V. Bushueva; O. I. Vapnyarskaya y N. A. Platonova, "Kontseptualnyye polozheniya servisologii", Service plus num 1 (2011): 4–11.

² I. V. Bushueva; O. I. Vapnyarskaya y N. A. Platonova, "Kontseptualnyye polozheniya... y E. G. Zhulina; N. P. Lukyanova; T. L. Myagkova y G. A. Khachatryan, Kachestvo zhizni naseleniya: grani problem v fokuse preobrazovaniy. Saratov. 2012.

This task primarily requires to conceptually revise the definition of the labor potential structure. In order to consider the concept of labor potential, it is necessary to determine what this definition means³. For example, M. Magomedov defines labor potential as a multilevel, integral category that describes the quantity, quality, and measure of the ability to perform socially useful activities of a part of the able-bodied population that is willing and ready to work, determining the possibilities of activating other components of the economic potential through a certain system of forms and relations of employment⁴.

V.A. Kamenetsky interprets the labor potential more widely, considering it as an element of economic potential designed to activate the material, natural, financial, and other economic resources of a particular business entity in order to reproduce the necessary conditions for human life and to increase prosperity; it is measured by physical indicators reflecting the measure of the ability of the economically active population to achieve certain results and to ensure the functioning of the social and labor sphere⁵.

It is difficult to disagree with these definitions, but the authors believe that they require some detail and refinement. In general, the concept of the development potential of the service sector includes the following three main components:

- demand potential, which implies the feasibility and possibility of developing a particular sector or group of services in terms of the availability of demand for their product;
- production potential, understood in the broadest sense as the presence of entrepreneurial activity in the region aimed at the service sector and supported by regional and local government, combined with the production base; and
- labor potential, assuming the availability of labor resources that may be involved in activities in the service sector⁶.

The authors include three elements in the labor potential: demographic potential, educational potential, and adaptive potential. These three categories are interconnected.

The demographic potential describes trends in population movement in the region (population growth, gender and age structure, etc., reviewed over time)⁷.

Educational potential is an integral characteristic, which includes students of all types of educational institutions related to training for the tertiary sector and school

³ E. G. Zhulina, N.P. Lukyanova, T.L. Myagkova, G.A. Khachatryan. Kachestvo zhizni naseleniya...

⁴ I. V. Igolnikova; I. A. Matyushkina y O. M. Mikhaleva, "Vzaimosvyaz intellektualnogo kapitala i nepreryvnogo professionalnogo razvitiya: teoreticheskiye aspekty", Contemporary research and innovation num 8 (2016). Available at: <http://web.snauka.ru/issues/2016/08/70653>

⁵ I. V. Igolnikova; I. A. Matyushkina y O. M. Mikhaleva, Vzaimosvyaz intellektualnogo kapitala... y E. V. Levina, "Kreativizatsiya rynka truda kak sovremennyy faktor konkurentosposobnosti stolichnykh megapolisov", Economics and society: contemporary development models Vol: 9 num 2 (2019): 177 – 192.

⁶ Zh. A. Ermakova; E. V. Shestakova; V. B. Kondusova, et al. Modernizatsiya sistemy upravleniya personalom i razvitiye ekonomiki regiona Moskva. Moscow: 2019 y L. S. Morozova, Formirovaniye rynka truda regiona v usloviyakh razvitiya servisnoy ekonomiki. Ph.D. Thesis. Moscow, 2006.

⁷ Economics of Grids, Clouds, Systems, and Services. 14th International Conference, GECON 2017, Biarritz, France, September 19 – 21. 2017 y A. V. Koyvunen, "Cloud technologies as an instrument for accumulation of professional information", Lifelong Learning: Continuing Education for Sustainable Development num 13 (2015): 190 – 192.

graduates with and without vocational guidance, on the one hand, and the possibility of obtaining professional knowledge related to activities in the tertiary sector the region, on the other hand.

The adaptation potential implies the availability of an unemployed population ready and able to reorganize and adapt to the emerging conditions. The overall relationship of these elements is shown in Figure 1.

In general, the adaptive and educational potential considered in terms of the human factor represent a category that various authors call labor reserves.

They include graduates of educational institutions and military personnel subject to dismissal (for various reasons), housewives who decided to work, as well as detained persons who were amnestied or are awaiting early release.

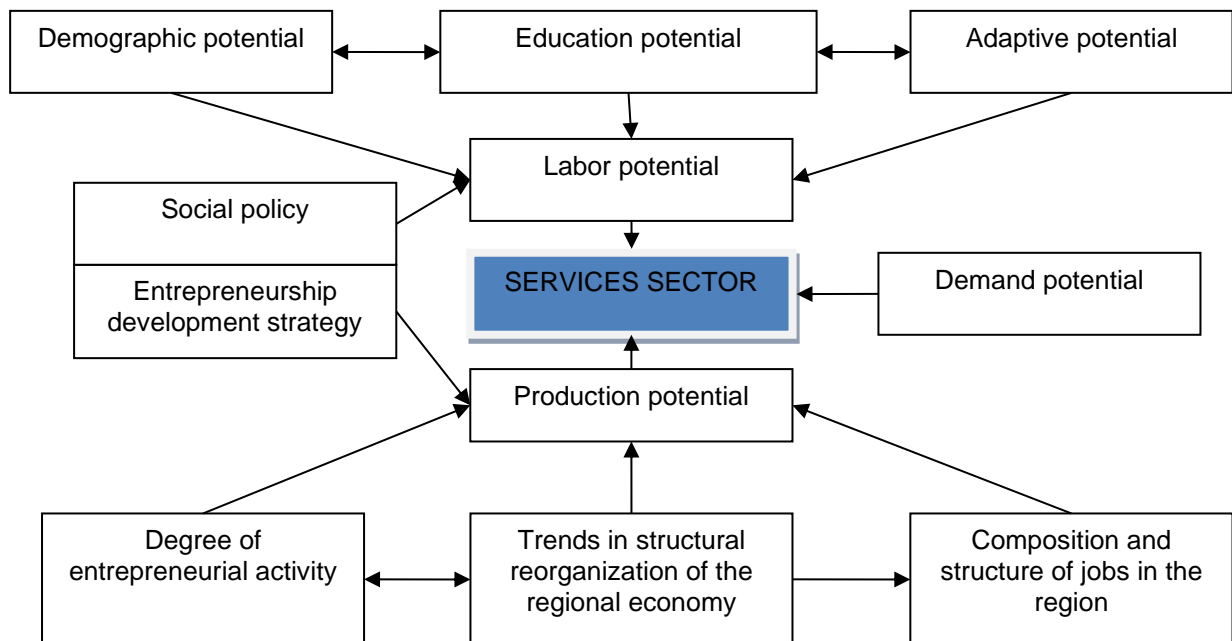


Figure 1
Conceptual chart of forming the labor potential of the regional services market in the context of the service economy development⁸

The authors also believe that the category of adaptive potential should also include the unemployed, both actively seeking for a job in their specialty and those ready for retraining. In the opinion of the authors, this is the main driving force for the development of the services sector in the region, since this category has experience and their labor behavior has largely been formed. However, referring to experience and labor behavior, the attention should be paid to the facts that the main contingent of workers in the modern national economy was formed in the pre-perestroika period. Based on the assumption that labor motivation and labor behavior of a person are mainly formed during the education period, which lasts about 12 years, it can be assumed that about 80 % of the currently

⁸ L. S. Morozova, Formirovaniye rynka truda regiona v usloviyakh razvitiya servisnoy ekonomiki. Ph.D. Thesis. Moscow. 2006.

employed population have an attitude towards work during the pre-perestroika period. It is impossible to ignore this circumstance when shaping a socioeconomic policy, and a policy of employment of the population, in the first place.

The people who are forced to continue to work today were regarded as "cogs" of the production mechanism due to the prevailing technocratic thinking in society. At the same time, the employees were mostly in agreement with this situation and its assessment. At the same time, almost no attention was paid to the fact that a human was primarily a spiritual being, and this determined their attitude to work, good faith, responsibility, etc. The attitude to a worker as to a "cog" was also determined by the type of social reproduction, which in the pre-perestroika period was mainly extensive: the expansion of production was mainly due to the reproduction, "replication" of existing technologies and tools⁹.

The type of employment corresponding to such production can be described as industrial, i.e., the employees whose labor activity is associated with material production prevail in the professional structure. The composition of these employees is dominated by engineering specialists (their share reached almost 10 % of all those employed in social production), while representatives of the work force of traditional professions, with a significant proportion of low-skilled and unskilled personnel, prevail among workers.

The evaluation of the working class indicates its youth. It has existed relatively recently. The workers of Russia made up only 10 % of the total population in 1923, about one-third by 1939, and two-thirds of the total employed population by 1990. A worker in the second or even in the first generation, as well as a significant part of the intelligentsia, is a massive phenomenon in Russia. Parents of only one-third of the current urban population lived in cities in 1990. This situation was determined by the intense nature of the country's industrialization. Therefore, self-awareness in this quality is not very deep and superficial for a significant part of the working class and the intelligentsia; they easily lose their newly acquired professions today, as an intellectual becomes a small trader, etc.¹⁰.

An assessment of the current situation cannot be complete without due consideration of the change in the concept of "equality of the people". It was understood not only as equality of the people before the law, court, and duties in relation to the state, but also as economic equality in the pre-perestroika period. However, there were almost no real opportunities for this: people's abilities and capabilities were different. Accordingly, the effect of their economic activity was not the same, and hence their income. An attempt to resolve such a contradiction led to leveling the distribution of income inherent in the socialist economy. This caused the decline in activity of the most prepared part of the employed population, a decrease in production efficiency and, as a consequence, the need to abandon the broad interpretation of the "equality" category.

High mobility is the most important characteristic of a modern worker in the world. This indicator is very low for the employed population in Russia. This is not only due to the use of traditional technologies. The previously established system of labor relations made

⁹ The official publication of the Federal State Statistics Service "Russia in Figures – 2017". Available at: http://www.gks.ru/free_doc/doc_2017/rusfig/rus17.pdf y World Bank Statistics. Available at: www.worldbank.org

¹⁰ E.T. Ting. Is servicization a win-win strategy for sustainable biz? Available at: <http://blog.kenan-flagler.unc.edu/is-servicization-a-win-win-strategy-for-sustainability/>

the position of an enterprise veteran more advantageous. The system of material support for a person and their social services was entirely determined by the length of service at the enterprise. It determined the provision of housing, a preferential ticket to health institutions for the worker and their children, enrollment to nurseries and kindergartens, etc. Moreover, the pension amount was also determined by the length of service at one enterprise, institution, or organization. The maximum pension amount increased by 10 % for more than 20 years of continuous service at one enterprise. It was considered prestigious to work at the same enterprise from the beginning to the end of the career. Upon retirement, former employees continued to enjoy the same benefits that enterprises provided to their current workers¹¹.

There were almost no employment problems in pre-perestroika times. The economy was constantly experiencing labor shortages. This situation allowed workers to dictate their working conditions and wages, threatening with dismissal. At the same time, enterprise managers lured workers from other companies offering higher wages and various benefits. There were situations when people regarded their work as a place where they received money but did not work and could increase their wages without further training or improving knowledge. All this corrupted the working class and caused a violation of labor and technological discipline and a decline in product quality. Since consumers purchased goods directly from the state through its various bodies, the population was forced to purchase what they were offered by domestic producers in conditions of state monopoly of foreign trade. They did not have direct contacts with consumers, including consumer goods, and did not depend on their real demand. Labor shortages, lack of employment problems, equalitarian distribution, and provision of "free" benefits to the population (housing, education, medical services, etc.) have created social dependency. People bought cars and built houses, but queued for housing.

The pre-perestroika method of economy suppressed the initiative of the able-bodied population. This practice yielded success in the conditions of an industrial society – especially in the conveyor production. On the contrary, the formation of the information society, where the employees' creativity and initiative play the most important role, led to a clear contradiction between the former "positive" qualities of socialist workers with the prospects for the production development¹². The vast majority of Soviet people turned out to be untenable when they faced the need to be active and independently solve their life problems. The proportion of youth in the economically active population is not so large. As such, the possibilities of self-realization are very limited today. It is not only about personal social experience, but also about the consciousness and willingness to accept coming changes. The current situation is also described by general negative trends in terms of the well-being of the population. The population with incomes below the subsistence level is currently almost 18 %, according to the Federal State Statistics Service. The ratio between the minimum and average wages, pensions, benefits, and cash incomes of the corresponding groups of the population has significantly worsened. The stratification of the population by income has increased¹³.

Let us review the history of employment.

¹¹ E. T. Ting. Is servicization a win-win strategy for sustainable biz?...

¹² M. Manpreet, Uberization and Servicization. M. Manpreet. Available at: <https://medium.com/@kellogite/uberization-and-servicization-dda08fa6f2b3>

¹³ A. K. Sen, Collective Choice and Social Welfare. San Francisco: Holden Day and London; Oliver and Boyd (Reprinted Amsterdam: North-Holland), 1985.

The decline in real incomes of the population led to a sharp deterioration in the level and structure of consumption for the majority of the population; it also had significant impact on the dynamics of production (since it became the main factor in demand constraints), on the reduction in retail turnover, and on the increase in the gap in the living standards of the population and regionalization of the consumer market. The neediest strata, such as families with a high dependency load, single pensioners, disabled, and orphans, found themselves in an extremely difficult financial situation.

Along with the decline in incomes, changes also occurred in the Russian labor market.

Massive and long delays in the payment of wages were a characteristic feature of the Russian labor market until 2017. There has been a systematic increase in this process since 2012, and its largest increase was observed in 2016. The recorded wage arrears increased from 13.4 to 48.6 bln rubles in modern terms at the time.

The real wage arrears in the Russian economy are currently higher. Firstly, this is confirmed by the regular expansion of the list of included industries, but there are still no such industries as communications, forestry, geological exploration and hydrometeorological services, trade and catering. Secondly, this is confirmed by the limit of coverage in this case. Most industries are described by significant size of the excessive number of employees. According to expert estimates, the accumulated potential of inefficient employment amounted to 12.5 – 13 mln people over the past year¹⁴. The accumulation of inefficient employment reduces the mobility of the labor force, leads to a drop in labor productivity and skills of workers. However, the inefficient employment plays the role of a buffer between employment and unemployment in a crisis, preventing its snowballing growth and social tension in society.

A new trend is outlined in the dynamics of activity in the Russian labor market of the public employment service. This field has expanded in recent years, albeit unevenly in terms of the coverage of labor supply within primary employment and the demand for it. According to preliminary estimates, over the years, the coverage of labor supply has grown from 13 % to 35 %, and demand has grown from 6 % to 16 %.

There are two reasons for this contrast¹⁵. Firstly, it is the financial difficulties of the employment service associated with the formation and territorial redistribution of the employment fund. As a result, the arrears are growing in unemployment benefit payments and transferring contributions for the unemployed to the Compulsory Health Insurance Fund, etc. Secondly, these financial problems are combined with the deterioration of full-time job opportunities, as temporary jobs are becoming increasingly important in the continuing growth in demand for labor, as well as public works, which are now recognized as a form of employment: of 1.1 mln people with unemployment status, 6 % got part-time jobs¹⁶.

¹⁴ M. Manpreet, Uberization and Servicization. Available at: <https://medium.com/@kellogite/uberization-and-servicization-dda08fa6f2b3>

¹⁵ A. K. Sen, Collective Choice and Social Welfare...

¹⁶ A. V. Akhmetova y E. N. Kochetkova, Formirovaniye polozhitelnogo imidzha gosudarstvennoy sluzhby zanyatosti naseleniya kak faktor maksimalnogo ispolzovaniya trudovogo potentsiala v regione. Proceedings of the XV International Research-to-Practice Conference «Relevant issues in science and practice». Ufa, 2019, 105-110.

Conclusion

There have been no significant changes in the grouping of regions in terms of registered unemployment in recent years. The most favorable situation on the labor market has been observed in 25 regions, where the level of registered unemployment has been 1.3 – 3.8 times lower than the national average.

In the rest of Russia, a stable position has maintained in 16 regions, where the registered unemployment rate has ranged from 2.1 % to 2.7 %, and 35 regions have been of particular concern, where the registered unemployment rate has ranged from 2.8 % to 5.4 %.

The state employment service operates under the influence of two unfavorable factors. They are weak opportunities for full-time employment of people applying to its services and the lack of guarantee of timely payment of unemployment benefits.

In regard to the first factor, noticeable positive shifts can only occur in conditions of a serious purposeful structural reorganization of the economy. The normalization of the situation with the unemployment benefits payment is only real in the context of tightening the procedure for the appointment of these benefits (through differentiating the terms of assigning unemployment benefits and their size) and though a noticeable decrease in the upper bar of the possible amount of benefits. Under these conditions, the meager benefit fund, even if it remains of the same size, will be able to provide much larger share of potential recipients. At the same time, people who see the employment services firstly and largely only as the source of current income, will no longer apply to it.

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