

MANAGEMENT STRATEGY FOR REGIONAL LABOR MARKET (CASE OF THE KRASNOYARSK KRAI)

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ABSTRACT

Krasnoyarsk Krai being one of the largest industrial regions in Russia occupies the leading position in the RF economic development. Having rich natural resources, it is characterized by low population density; large differences in social and economic development of its territories.

A number of investment projects being under implementation now are of high importance for both the Siberian Region and Russia as the whole.

The paper explores discrepancy between the natural resources abundance, good investment development potential and problems in the cadre provision. The paper substantiation the need to develop the efficient strategy of the regional labor market, taking into consideration the specifics of the regions where social and economic development is based on raw materials extraction and processing. To conclude, creating a long-term human resources strategy based on preserving of highly-qualified local cadre alongside with attracting additional human resources from neighboring regions can provide opportunities to implement large-scale goals in regional economy development into life. A specially designed system of motivation and remuneration is offered.

Keywords: Management system for regional labor market, investment projects, methods and models for cadre demands development, highly-qualified labor.

INTRODUCTION

Nowadays Krasnoyarsk Krai's economy faces a number of challenges – to further increase capacity, investment and implementation of a new model of economic growth based on the activation of the new factors of competitiveness. As in the whole country, the share the economically active population in the Krasnoyarsk Krai has been reducing and cadre provision, innovation and investment development are of vital importance to in solving economic problems. This substantiates the need to develop a new conceptual approach to labor market governance systems with maximum consideration of the regional specifics.

Major investment projects such as the Vankor field development, integrated development of the Lower Angara region are being implemented in the region. The Angara-Yenisei cluster actually creates the second largest economy of the region. This

project is very ambitious; the total volume of investments is about 300 billion rubles. It involves the construction of about ten mining and processing enterprises, new roads, bridges and power facilities on the Yenisei areas Motyginsky and North-Yenisei regions[1], [4]. It is obvious that the implementation of such large-scale projects demands a system of long-term planning of staffing and well grounded estimates in the staffing requirements. The program of social economic development of the region is expected to create high-tech industries and skilled jobs. It also involves producing products with high added value in deep processing of raw materials, mechanical engineering, including a service for the extractive industries.

The strategy of social economic development defines the goals, objectives and main directions of the creation of labor market management system aimed at ensuring a long-term solution to the problems of skilled labor provision to solution of major problems of regional economy development and involvement of additional labor resources[3], [4].

METHOD AND MATERIALS

In the framework of labor market management system the regional implements a significant number of programs that contribute to staffing needs of economic development of the region in the basic sectors of the economy, in the field of vocational training, employment promotion, social services.

Inter-agency cooperation in the area of staffing includes the following measures:

- Implementation of an inter-agency plan for staffing of investment and innovation projects of the Krasnoyarsk Krai;
- Creating the informational portal “Human Resources of the Krasnoyarsk Krai”.

Issues of staffing based on forecasted demands in cadre are solved via implementation of major investment projects, as well as at the level of large companies. Regional Labor and Employment Agency developed action plans for their staffing.

The Krai has organized collection of information about employers' demands in skilled labor, with separate databases formed for a number of industries:

- current demand is estimated and met by generated employment services (AIS “Register in promoting the employment of recipients of public services”), as well as ministries of specific industries and spheres;
- data on the forecast parameters manpower are gathered at the level of municipalities in cooperation with the Ministry of economy and regional development of the region (AIS “Monitoring of municipalities”).

The methods and models of formation of forecasting staffing needs, considering the specifics of regional economic development (in the framework of research projects) have been developed .

As a part of the strategy of formation and distribution of the labor force by the Agency of Labor and Employment Krasnoyarsk Krai implements a complex of measures on employment in accordance with the staffing needs of the economy.

Despite the considerable amount of work performed by regional authorities and entrepreneurs in the field of staffing of the regional economy a number of problems still exists:

- The main problem is the imbalance in the demand and supply in labor force. The shortage of labor in the region has been increasing.
- Active development of many regions with more comfortable climate compared to Krasnoyarsk Krai use inter-regional migration for labor market provision, thus enhancing competition for skilled labor.
- Low social potential of many jobs in the region (lower wages of specific professions, worse working conditions, career opportunities, etc.) do not contribute to the consolidation of staff and attracting young employees.
- Because of changes in the economic structure of production, deskilling and de-professionalization of cadres has emerged compounded by unsustainable competitive position of individual enterprises.
- Because of demographic changes an increase in the demographic burden on the economically active population takes place.
- Control over the structure and quality of the new and modernized jobs on the part of labor market management bodies (absence of necessary statistics, the regulatory framework, and the establishment of new industries with low labor utilization) is insufficient.
- Coordination of existing programs and other activities on the staffing of individual industries (investment projects, enterprises), the development of vocational education, occupational safety and health management, promote employment is insufficient.
- When making decisions, significantly changing the structure of employment (placement of large investment projects, modernization of industries and individual enterprises) a preliminary estimation of the opportunities to provide highly qualified labor in terms of calculating existing availability of labor, their possible redistribution, attractiveness of new jobs, etc.) is not carried out, not data on projected staffing requirements for the period of the project (construction and operation of facilities) are not estimated.
- The forecasted data on the staffing needs for the long term are not enough accurate, the information on staffing requirements for the same company, the investment project is different at the level of municipalities, ministries. Prompt updating of the forecast data is not provided.
- The composition and distribution of the labor force at the municipal level (data on the structure of employment of the resident population, outside, inside the municipality) lack data.
- The lack of approved methods of formation of forecasting staffing needs, the development of the forecast balance of labor resources at the regional level (taking into account the territorial distribution of the labor force).
- The number of young people – potential primary and secondary students of vocational education has been reducing due to demographic factors and low prestige of working professions.

All mentioned above problems justify the need for continuous improvement in the methods of development of labor market management strategy in the region, this issue being studied in the works of many scientists[5], [6].

The main directions of improving the strategy for labor market management are presented in Figure 1. Of particular importance is the creation of high-performance jobs and ensuring their quality through the development of social partnership in the labor market.

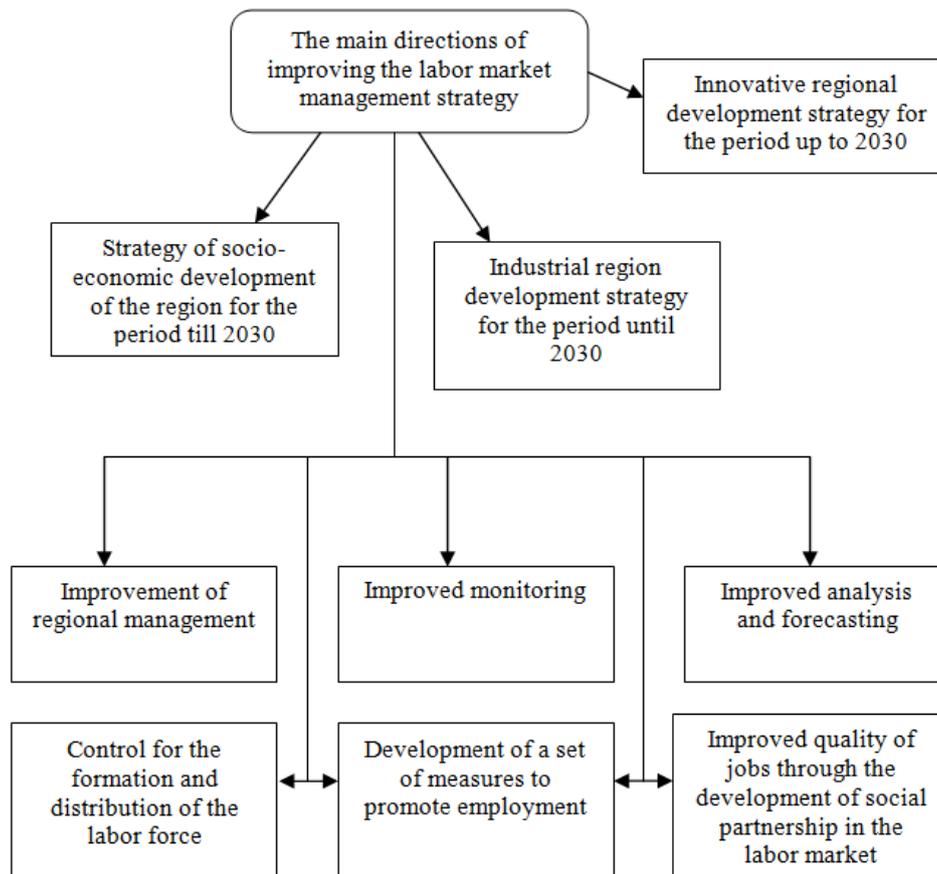


Figure 1 – The main directions of improving the labor market management

CONCLUSION

After exploring the discrepancy between the natural resource abundance, good investment development potential and problems in the cadre provision and staffing, the authors have concluded that the management strategy for regional labor market is to be target and reflect the specifics of staffing areas of new development.

The need to create conditions for securing the local population and attracting new labor force through the use of modern technologies, the creation of high-performance jobs is substantiated. Active investment activities, as defined in the strategic documents of the region implies greater responsibility for the quality of investors, jobs and environmental component technologies. To conclude, creating a long-term human resource strategy based on preserving of highly qualified local labor force alongside with attracting additional human resources from neighboring regions can provide opportunities to

implement large-scale goals in regional economy development into life. Of particular importance for the Siberian regions is raising the quality of life, thus compensating complicated living conditions. To this end, the development strategy is to include the indicators that define the quality of life and the ways of their implementation. A number of major programs of social and economic development and a specially designed system of motivation and remuneration can make Krasnoyarsk Krai attractive to professional to make a positive decision on employment in the region.

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