

Personnel Needs Regional Map as a Planning Element for Territories Sustainable Development

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Abstract: The article analyzes regional personnel problems in the context of regions sustainable development concept and essence analysis. The place and role of the personnel issue for regions sustainable development policy implementation are considered. The specifics of human resources distribution in the region, taking into account their socio-economic characteristics, are noted. It is proposed to create and maintain a regional personnel map as a way to minimize the young specialists personnel distribution problem across the region territories, on the higher education specific educational institution example. To implement this, as well as to solve other tasks related to ensuring the regions sustainable development, it is proposed to create regional Analytical personnel centers.

1 INTRODUCTION

State policy aimed at the territories sustainable development is one of the most important tasks faced by modern states, including Russia. State stable and sustainable development ensures national stability and creates reliable conditions for the further country development as a whole (Kuzmenkova, 2016). Measures for the sustainable development formation and further development should be implemented by highly professional and knowledgeable specialists. Kuttubayeva, T.A., in addition to the qualification, professionalism and education level, also additionally highlights territorial and professional mobility (Kuttubayeva, 2006)

This leads to the relevance of raising the personnel issue, which is hindered by the situation between the standard of living and large settlements infrastructure, which are not so many in the Russian Federation, and rural areas, that make up a large part of it (Ivanova, 2012), and the resulting economic imbalance (Scheblyakov, Farafontova, Kurbatova and Kuzhleva, 2020). The reasons are obvious. Low standard of living, low salaries, lack of comfortable

housing, unclear prospects for career growth and self-realization, etc. This is especially true in relation to the so-called "prestigious professions" like lawyer, economist, programmer, designer, psychotherapist, etc.

Modern research has shown that an extremely small number of young professionals who receive legal education or work in the legal field have a desire to work and live in rural areas and in region remote areas.

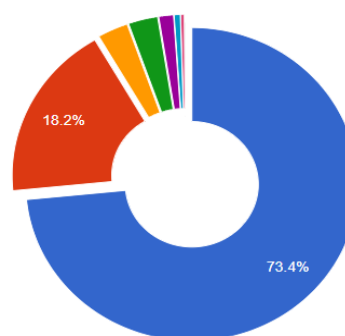




Figure 1: Distribution of the vacancy "Lawyer" by the Krasnoyarsk Region districts (Statistics, 2020).

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So, in 2020, the distribution of the vacancy "Lawyer" in the Krasnoyarsk Region was as follows:

- 73.4% - Krasnoyarsk (the regional center);
- 18.2% - Berezovsky district (the territory that actually became part of Krasnoyarsk);
- The remaining 8.2% account for vacancies in all other territories of the Krasnoyarsk Region, on the area of which as many as 5 Frances can be located (!).

This is due to a whole range of socio-economic problems that significantly affect the quality of life in rural areas (Kurbatova and Aisner, 2020). Young legal professionals do not see any prospects for professional and career growth. They often perceive their work in rural areas as a temporary, short-term phenomenon, and try to change their residence, try to live in urban settlements, where the quality of life and professional prospects are higher than in rural and remote areas of the Krasnoyarsk Region. As a result, rural and remote areas of the region are experiencing a "personnel shortage" in young lawyers, who, along with other professions young representatives, are the intellectual, economic and social reserve of society, its strategic human resources and human capital that can ensure the regions sustainable development.

2 METHODOLOGY

The research was based on scientific works, including fundamental ones (Salgiriev, 2019; Shchedko, 2016; Gusev, 2014; Minullina, 2008) on this and similar topics, as well as government bodies and organizations statistical data, the results of surveys and interviews conducted by the authors themselves and allowed us to formulate our own position on the issues under study. This allowed us to consider the issues raised in the article at the empirical and theoretical levels.

For this purpose, such general scientific methods as observation, comparison, analysis and synthesis, analogy and modeling, abstraction and concretization, etc., as well as private scientific-statistical analysis, monographic analysis, graphic and other methods were used.

3 RESULTS

Under sustainable development, the authors understand the state policy multidimensional direction, where a special role is assigned to the

personnel issue solution, organized according to the following scheme:

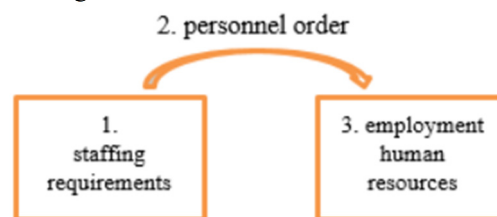


Figure 2: Stages of solving the personnel issue.

The stages content is built on the wave of a certain logic:

1) First, it is necessary to identify the region territories personnel needs for individual professions (and this should be done, including in the short, medium and long term);

2) Placing an order to regional educational institutions for the legal and other personnel training (while interacting with specific educational institutions, including the modernization of existing and the creation of new educational training programs);

3) Employment in the region.

An effective mechanism for their implementation is the use of an integrated approach that will reveal the problem from different sides, form the most optimal specific measures combination. This leads to the need for open, broad-format discussions involving regional and municipal authorities representatives, employers and employees, higher and secondary vocational educational institutions, students and the public, using the positive experience of other regions, including foreign countries.

However, in order for this not to be chaotic, it is necessary to create a regional center created at the level of a specific subject of the federation, which is designed to accumulate information about the supply and demand for certain professions, the necessary territories, acting as a coordinator, and in some cases, such interactions organizer. This Center is designed to:

- Develop a map of personnel needs for the region territories for the short-term (up to 3 years), medium-term (up to 5 years) and long-term (up to 10 or more years) perspective;
- Coordinate the personnel orders formation and distribution for educational institutions in the region.
- To update the issue of the need to develop and adjust educational programs aimed at training specialists, taking into account the region specifics and peculiarities, which should be

reflected in the curricula variable part, i.e. in the academic disciplines names and content.

For example, the Krasnoyarsk State Agrarian University trains bachelors in the field of "Jurisprudence" in the profile "Legal regulation of rural areas and agriculture sustainable development", within the framework of which the graduates are trained for the following activities types:

- Rule-making;
- Law application;
- Law enforcement;
- Expert advisory.

At the same time, Krasnoyarsk State University takes into account the Krasnoyarsk Region regional specifics and the university agricultural profile.

Similarly, the master's degree program in the field of "Jurisprudence" is developed: the profile "Land relations State legal regulation" is implemented in relation to the lawyers for rural areas training, based on the special socio-economic significance of land as legal relations resource and subject, as well as the university specifics.

The university administration is doing a lot to ensure that law graduates (as well as graduates of other fields of studies and specialties prepared at the agrarian university) are employed throughout the Krasnoyarsk Region, however, there is an acute lack of strong state support that would cover the political, economic and social aspects of this issue.

4 DISCUSSION

Territories sustainable development is understood by different authors as a combination of different elements. So, Antonova, M.A. understands the regions sustainable development as a combination of three elements: economic efficiency; ensuring equal living conditions; and environmental sustainability (Antonova, 2012). Tretyakova, E.A. Osipova, M. Y. distinguish economic, social and environmental elements (Tretyakova and Osipova, 2018).

Minullina, N.V. defines sustainable development as a transition from the economy of using natural resources to the economy of their reproduction, in which the future generations interests are ensured, highlighting the educational component as a separate element (Minullina, 2008).

This is facilitated by the lack of uniformity in the legal regulation of the Russian Federation state policy area. For example, the Urban Planning Code of the Russian Federation defines "territories sustainable development" as "ensuring ... safety and favorable conditions for human life, limiting the negative

impact of economic and other activities on the environment and ensuring the natural resources protection and rational use in the interests of present and future generations" (p. 3, p. 1).

The rural territories of the Russian Federation sustainable development concept for the period up to 2020 (approved by the decree of the Government of the Russian Federation No. 2136-p of November 30, 2010) was focused on rural territories and meant by their sustainable development "rural territories stable socio-economic development, increasing the production of agricultural and fish products, improving the agriculture and the fisheries complex efficiency, achieving the rural population full employment and improving their standard of living, as well as rational land usage". Almost word for word (but not completely!) this definition is repeated by the Strategy for Sustainable Development of Rural Territories of the Russian Federation for the period up to 2030 (approved by the decree of the Government of the Russian Federation on February 02, 2015 No. 151-p): "rural territories stable socio-economic development, increasing the agricultural production volume, increasing the agriculture efficiency, achieving the rural population full employment and improving their standard of living, rational use of land". Recognizing the role of the state in shaping the territory sustainable development, it should be recognized that in Russia there is no federal law that would comprehensively regulate these issues, combining urban planning, social, economic, personnel, educational and other foundations for such development.

The authors support the legislators position. They pay special attention to the personnel issues solution (which is reflected in the current regulatory legal acts). They agree with the opinion of the authors, who believe that staffing is the basis for the territories development and is multidimensional in nature. (Gorbunova and Shashlova, 2009; Vlasova, 2016; Gainov, 2015). At the same time, the authors understand the sustainable development of the Krasnoyarsk Region as a organizational, legal, economic and social measures complex system that allow for the prompt and effective resolution of economic, organizational, social and legal issues of ensuring vital activity and maintaining an adequate quality of life in the region territory.

The human factor is one of the most important elements of this measures system, as it manifests itself both at the organizational and executive levels (Kurbatova, Aisner and Naumov, 2020).

And this determines the importance of training personnel who could implement these functions.

For the territory (and the country as a whole) sustainable development in the legal sphere (law-making, law arrangement and enforcement), it is necessary:

1) To create the high-quality and material-supported normative legal acts at the level of the Russian Federation subject and at the municipal level. At the same time, these regulatory legal acts should not simply duplicate the provisions contained in the federal level acts, but should take into account the territories specific needs, ensuring their timely implementation by law enforcement agencies.

2) To assign tasks of providing the territory with appropriate highly professional personnel, first of all, to regional educational institutions. This applies both to the personnel training in narrow-profile professions (agronomist, veterinarian, etc.), and others, for example, in the field of law. To do this, it is necessary to adapt existing and develop new educational programs that take into account this specificity. An example is the Krasnoyarsk State University, which teaches lawyers for bachelor's and master's degrees, in profiles that have a regional aspect.

3) It is necessary to build a clear interaction between employers, educational institutions and the public (potential and real students, employees in the region).

At the moment, this is being prevented by:

- "Weak feedback from business structures that do not make specific requirements for the level and quality of training;
- The employers unwillingness to participate in the formation of practical skills in students, to provide their resources for the educational programs implementation;
- Business insufficient participation in the innovations development and replication received within the walls of educational institutions;
- Weak interest (largely due to a lack of understanding of the benefits) in creating a single educational, scientific and industrial space" (Gulyaeva, Buraeva, Vlasova and Grishaeva, 2014). It can be recommended that regional employers should adopt the foreign colleagues experience when they seek out future employees from school, paying for their further education at universities with the obligation of these students to work a certain minimum number of years with these employers in the future.

It is necessary to recall the positive experience of targeted training that existed in Russia earlier and

implied a similar approach. At the same time, special attention should be paid to local youth, based on the calculation that in the future, having graduated, many do not want to leave their small homeland for good, lose family ties (67% of the respondents answered this in the authors studying at the Law Institute of the Krasnoyarsk State Agrarian University from rural areas).

We believe that we should return to the young specialists distribution system, especially when it comes to students studying on a budget basis.

4) Regional authorities should independently develop programs of assistance to young professionals, fixing them by law, providing for the funds allocation for this from the budget

5) It is important to develop personal motivation and form value, cultural, civic-patriotic and other personal attitudes, and this should be done from the kindergarten stage. In the future these qualities should be developed more.

In particular, in relation to the legal profession, it is noted that its prestige in terms of promoting justice, protecting people in difficult life situations, etc. is currently very low in Russia; and lawyers themselves are often perceived by the population as "reshalas", cynical and corrupt people.

6) The desire for a decent salary and the need for housing are not the only conditions that determine the graduates willingness to go to work in the region. High wage in the absence of opportunities to spend it, as well as housing, which often needs to be repaired, offset these two conditions with the third one, that is the need for infrastructure. This was expressed by 21% of junior students and 78% of senior students from among the 220 students studying at the Law Institute of the Krasnoyarsk State Agrarian University, interviewed by the authors during the study. These are high-quality healthcare institutions, a variety of shops and shopping centers, sports and other cultural and leisure facilities, cafes and restaurants, etc. Thus, this puts the availability of appropriate infrastructure in these territories among the priority conditions for the young personnel distribution across the region territories.

Therefore, it is necessary to raise its value in the eyes of society (and the lawyers themselves), through a number of measures:

- To increase the number of public appearances by lawyers;
- To popularize the jurisprudence through modern technologies that allow the population free legal education development, i.e. casts, podcasts, video clips, video lectures, mobile applications created under the guidance of

persons who are well-known and deservedly respected in the field of jurisprudence;

- To conduct legal lectures for the population on the basis of educational institutions;
- To use civil society institutions for this purpose;
- To expand the "legal clinics" capabilities (for example, there are only two of them in the Krasnoyarsk Region, on the basis of the Law Institutes of the Krasnoyarsk State University and the Siberian Federal University).

7) Along with the region specifics, it is necessary to take into account the specifics of the profession in certain areas and spheres.

For example, agriculture is often characterized by a more complex management system compared to other sectors of economy. This affects the organization and content of the legal service itself in rural areas, which has historical prerequisites. Thus, according to the Instructions on the procedure for legal services to collective farms, approved by Order No. 265/25 of the Ministry of Agriculture of the USSR and the Ministry of Justice of the USSR dated November 16, 1984, various forms of legal services to collective farms were previously used in agriculture, i.e. a collective farm legal adviser, a head collective farm (state farm) lawyer (legal group), a legal advice to the bar association lawyer and other forms.

In connection with the abovementioned, we consider it appropriate to form a personnel distribution map for each region in the territory. It is advisable to implement the following model:

- The personnel needs awareness in the short-term (up to 3 years), medium-term (up to 5 years) and long-term (up to 10 years or more) perspective;
- The development of a program to meet these needs by analyzing the services educational market, the specific employers financial capabilities and (or) regional and (or) municipal budgets;
- Drawing up a map of personnel needs based on geographical, demographic and other maps of the region;
- The roadmap development (estimates preparation, calculation, the planned number of people employed for specific jobs, the mechanism for organizing this, educational institutions involved in the project, etc.).

This activity should be carried out by relevant specialists working on a permanent basis, with the involvement of employers and employees representatives in certain types of professions, as well

as educational institutions located in the region and their students. In this connection, we propose to create a regional Analytical personnel center in each Russian Federation subject, with the appropriate competence for solving this type of tasks, but also responsibility for the improper execution.

5 CONCLUSIONS

Of course, such a direction of Russian state policy as the sustainable regional development formation as the basis for creating an economically strong, socially protected and politically stable state is a reflection of the natural development level that the Russian Federation has achieved to date.

However, there are still many unresolved problems in this area, there is a lack of regulatory legal acts at different levels, and there is a lack of understanding on the part of different subjects and, primarily, authorities, in solving quite certain issues. We believe that it is necessary to conduct scientific research on this topic, that will help to identify problems and find ways to overcome them and contribute to the regions sustainable development formation.

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