

Areas of Improve the Labor Potential of the Region in Conditions of Sustainable Development

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Abstract: The article deals with the problem of modern labor potential management in the region. The analysis of existing approaches of scientists to the concept of the labor potential in the region is presented. The authors formulated the conceptual and terminological apparatus of the labor potential of the region. The main elements of the labor potential of the region are highlighted. In the course of the analysis of the labor potential of the Vladimir region, it was concluded that the labor force in the region was decreasing. There is a tendency for the emigration of citizens from the Vladimir region to neighboring regions. Another problem of reducing the labor potential of the region is a decrease of the number of students in higher education. Thus, the article summarizes the identified trends and formulates proposals for increasing the labor potential in the Vladimir region and regulating the labor market in the area.

1 INTRODUCTION

In the modern Russian economy, labor resources are considered as the main reserve for increasing the efficiency of economic activity. Human resource is the basis for the development of man and society, the creator of all material and spiritual benefits. This is the main productive force, which is expressed in the opportunities and abilities of each employee or society as a whole to carry out and improve labor activity, to strive to increase its efficiency. Thus, the labor force continues to be the main capital of the market economy.

One of the factors in increasing the competitiveness of the economy of any region is the effective use of labor potential. In turn, this contributes to the growth of socio-economic development: an increase in revenues of local budgets, a decrease in unemployment, ensuring the social development of the population and an increase in the standard of living.


Labor potential researchers in the region note various imbalances in the regional labor market. There is an uneven ratio of supply and demand for qualified labor resources, an increase in tension in the


labor market, regional differentiation of the quality of life of the population. Thus, a conclusion is made about the ineffective use of labor potential in the region. One of the important tasks in the system of labor potential of the region is the study of its current position and the development of strategic directions for its improvement or growth. Therefore, the study of regional labor potential keep one of the actual problems of modern society.

The reproduction of labor resources in modern conditions is associated with the employed labor force in the region. Research in this area reports on the migration of personnel from the Vladimir region to other regions over the past few years. Consequently, the need to strengthen competition actualizes the problem of increasing the efficiency of the use of human resources in the region.

2 RESEARCH METHODOLOGY

In this regard, the task of developing directions for the effective development of the labor potential of the region becomes actual. In our opinion, the conceptual

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aspects of determining the direction of development of the labor potential of the region should be considered on the basis of a systematic approach.

The methodological basis of the research is the materialistic approach and the dialectical method. The theoretical basis of the research is the patterns and laws of the functioning of the modern economy. The research was conducted on the basis of methods of qualitative and quantitative analysis, economic and statistical methods were used.

3 THE CONCEPT OF LABOR POTENTIAL

Currently, the concept of "human resources of the region" does not have a precise scientific formulation. Therefore, it is necessary to determine the conceptual and terminological apparatus of the labor potential of the region on the basis of existing scientific works, as well as a aggregate of indicators for its formation.

Most scientists consider labor potential at the enterprises area, since the very concept of "personnel" or "staff" is usually used in microeconomics as the workers of an organization (Zhigun, 2020).

Considering the essence of the labor potential of the region, Tarakanova L.N. in her research take notice to quantitative parameters that characterize the number of active population size (Tarakanova, 2010).

Also, regional labor potential Akperov I.G. and Bryukhanova N.V. interpreted as an economic category or system of socio-economic components of the labor sphere of society, which are in complete interdependence, which determine the nature of production relations and depend on them (Akperov and Bryukhanova, 2014).

This position is occupied by F.V. Potudanskaya. The author consider that the concept of labor potential can be use both at the enterprise sphere and at the regional sphere. In her research, the labor potential of the region is defined as a part of the labor force with certain knowledge, skills, abilities, competencies acquired and accumulated as a result of general and special education (Potudanskaya et al., 2018).

Mukhametova A.D., conducting a research of the modern understanding of the labor potential of the region, defines it as a dynamically developing magnitude, a economic category that performs the function of labor activity and the reproduction of modern potential (Mukhametova, 2015).

In our opinion, the labor potential of the region is a combination of the existing or not yet realized quantitative and qualitative characteristics of the

able-bodied population of the territory (physiological, psychological, as well as intellectual abilities and innovative skills of society), which directed at increasing the efficiency of labor and economic potential using technological, innovative, social and productive opportunities.

The quantitative characteristics of the labor potential contain the economic and demographic base of indicators: the labor force that the region has to meet the demand in the labor market; migration flows to neighboring regions; the state of the labor market; labor productivity of one employed worker of working age; the level of economic activity of the population; gross regional product as an indicator of the efficiency of using labor potential, etc.

Qualitative characteristics are the physiological and psychological potential of the population, technological capabilities (tools), social indicators of the standard of living in the region and innovation potential, including intellectual, scientific and technical resources that contribute to the development of innovative activities in the region.

Thus, the labor potential of region are a difficult economic category with many territorial characteristics and processes inside the region, which requires an effective management system for these processes.

4 RESULT OF THE RESEARCH

To provide the region with a strategy for effective the labor potential management, it is necessary to accurately determine its current state on the basis of socio-economic indicators.

Therefore, before to form the ways of developing the labor potential of the region, let us single out the main negative trends, which are unfavorable prerequisites for reducing the level of development of the labor potential of the Vladimir region.

The population size in the able-bodies age determines the maximum value of the human resources of the society. Therefore, we will consider the labor potential of the region in terms of its quantitative (labor) resources. Table 1 presented the size of the labor force (Regions of Russia, 2020).

Dynamics of labor resources of the Vladimir region, thousand people.

Table 1: Dynamics of the size of the labor force in the Vladimir region, thousand people

Indicators	2011	2015	2019	Growth rate, %
Labor force	761,8	758,5	719,7	94,5
Employed people	728,7	717,7	690,5	94,8
Unemployed people	44,3	42,3	29,0	65,5

As can be seen from Table 1, the size of the labor force is declining markedly. The decrease in this indicator over 9 years was 5.6%. In 2011, the size of labor force personnel was 761.8 thousand people, but in 2019 this indicator dropped to 719.7 thousand people. The reason for the decline is demographic changes in the consist of the region's population. The aging of the population is one of the main factors in the decline in this indicator. At the same time, labor activity decreases, which leads to an outflow of the population from the labor force (Anoshin and Pugina, 2020).

Together with the reduction of the labor force, there is a decrease in the number of employed and unemployed. Thus, over 9 years the number of the employed population decreased by 5.2%, which is 38.2 thousand people.

However, along with the reduction in the labor force, in the Vladimir region there is a decrease in the number of unemployed citizens, as evidenced by the downward trend over the analyzed period. The number of unemployed decreased by 15.3 thousand people, which is 34.6% less than in 2011.

Also, in parallel with the reduction in the number of people employed in the economy, there is a decrease in the number of unemployed citizens in the Vladimir region. This is evidenced by the data in Table 1. The number of unemployed decreased by 15.3 thousand people, which is 34.6% less than in 2011. This trend is positive, as it reduces the burden on the employed population and increases the labor potential of the region. The decrease in the number of unemployed occurs not only due to demographic changes, but also due to the gradual activation of the potential labor force, the expansion of the labor market and the implementation of municipal programs to promote employment (Anoshin and Pugina, 2020).

It is known that in most regions there is a socio-economic gap against the background of large territories such as Moscow, St. Petersburg, where the standard of living is many times higher than in poor regions. The imbalance in the quality of life is a

problem for the development of the labor potential in a small regions.

This trend is also actual for the Vladimir region. Recently, there has been a migration outflow of labor resources from other regions to larger and more perspective centers. As a rule, these are megacities, centers for the extraction of raw materials, where the conditions of work and wages are the highest. Among the migrants leaving the region to neighboring regions, the largest share are young workers of working age. Due to the continuous outflow of labor resources from one region to another, imbalances arise in the labor market, which significantly reduces the labor resources of the region.

According to FSSS (Federal State Statistics Service), since 2011 in the Vladimir region there has been a negative growth in the migration flow. In 2019, there is a positive migration increase (2693 people). Such migration disparities arise as a result of interregional migration (Federal State statistics service, 2019). Let's consider them in more detail in tables 2, 3 and 4.

Table 2 presentation the dynamics of migration growth in the Vladimir region from 2010 to 2019 (Federal State statistics service, 2019).

Table 2: Dynamics of the net migration rate in the Vladimir region, person

Region	Year		
	2011	2015	2019
Vladimir region	-252	-1542	2693

As can be seen from Table 2, there is a dynamics of negative the net migration rate. For 9 years, the region has seen a reduction in labor resources. These are mainly citizens of working age from 15 to 64 years old (Federal State statistics service, 2019).

In 2019, the share of people working age (for men - 16-59 years old, women - 16-54 years old) leaving an region in other regions of the country amounted to 70% of the total number of the economically active population. Among shifting labor resources, there is an outflow of researchers and scientists who are part of the innovative potential of the region's development.

The positive increase net migration rate in the Vladimir region in 2019 is explained by an increase in the migration flow from outside Russia (people coming into an area from abroad is 6.2 times higher than the people leaving an Russia), as evidenced by Table 3.

Table 3: Dynamics of international movements in the Vladimir region, person

Indicators	2011	2015	2019
People leaving outside Russia	262	949	1115
People coming from outside Russia	2732	2527	7246
Net international migration rate	2470	1578	6131

In 2019, the number of people leaving outside Russia increased by 4.2 times compared to 2011. The number of people coming from outside Russia increased 2.6 times over the same period. Thus, there is an increase rate of the number of persons in the Vladimir region from abroad. This is evidence of an increase in the outflow of citizens in the Vladimir region.

The outflow of qualified citizens of working age is being replaced by low-skilled labor. On the other hand, international migrants contribute their income to the region's economy.

Despite the positive net international migration rate, in the Vladimir region continues to persist the negative dynamics of the migration outflow from our region to other territories, as evidenced by the data in Table 4.

Table 4: Dynamics of interregional migration flows in the Vladimir region, person

Indicators	2011	2015	2019
People leaving in other regions	13070	20206	19 996
People coming from other regions	10348	17086	16598
Net interregional migration rate	-2722	-3120	-3398

During the analyzed period, the number of people leaving the Vladimir region for other regions of Russia increased by 53% (+6926 people), while the growth rate of those leaving the other regions for the Vladimir region was 60% (+6250 people). Nevertheless, in the Vladimir region, increased migration activity continues to other regions.

The net interregional migration rate, in aggregate consisting of the number of arrivals (from other regions to the Vladimir region) and departures (from the Vladimir region to other regions) in 2011 turned out to be negative (minus 2722 people), which means a decrease of labor resources. In 2019, this indicator was minus 3398 people. Thus, this indicates an increase in the migration outflow of citizens to other regions.

One of the determining factors in the development of mechanisms for increasing the efficiency of labor potential of region is the growth of development of science and education.

So, another negative trend for the development of labor potential in the Vladimir region is the reduction in the graduation of specialists with higher education, as evidenced by the statistics of Rosstat (Federal State Statistics Service, 2019), presented in table 5.

Table 5: Graduation of bachelors, specialists, masters, thousand people

Region	2011	2015	2019	Growth rate, %
Vladimir region	11,4	7,8	6,5	57,01

The dynamics of the number of graduates of higher education tends to decrease. So, in 2019 year, the number of graduates of higher education decreased from 11.4 thousand people to 6.5 thousand people (by 43%) compared to 2011 years.

One of the possible reasons for this decline is the drop of the number of educational institutions and branches by 37.5% over the past 9 years. As a result, in the region there was a decrease in the teaching staff of educational organizations by 58% (Regions of Russia, 2020).

5 CONCLUSION

During the research, the following trends were noted that negatively affect the labor potential of the Vladimir region:

1. Reduction of labor resources in the regional economy against the background of a demographic decline (predominance of mortality over birth).

2. Maintaining the trend of outflow of labor resources from Vladimir region to neighboring regions of Russia, where the standard of living is higher.

3. Decrease in the number of students in higher education.

Thus, on the basis of the research, it can be concluded that there is insufficient use of the labor potential in the Vladimir region.

To improve the efficiency of the labor potential management of the region, it is advisable to create mechanisms for improving human resource management. At the same time, it is important to take into account the presence of the economic specifics of the region. This is necessary to ensure stable competitiveness in the regional labor market.

Building an effective model of labor policy to improve a labor potential of region is a rather complicated and time-consuming process, that requires an objective assessment of the socio-economic state of a particular region.

In our opinion, one of such mechanisms is the complex programs developed for the territories of municipalities and aimed at the development of the labor market.

In this regard, it is proposed to develop a labor retention program (consolidate) and attract human resources in the Vladimir region.

The purpose of this program is to preserve and improve the socio-economic situation of the Vladimir region, as well as create conditions for attracting young specialists to the region.

To achieve this goal, it is proposed to implement the following directions:

1. To develop measures of social and economic support for young specialists in all sectors: incentive supplements, lump-sum payments for employment, rent of housing for employees, transport benefits.

2. Creation of favorable conditions for labor activity of personnel: training of personnel in labor protection using modern technologies; elimination of harmful factors that pose a threat to the health of employees; providing free health spa vouchers for workers in hazardous industries.

3. To create conditions for the development and realization of the abilities of young professionals: assistance to young specialists in the transition to a self-employed; company presentations to students, an invitation to internship.

4. To organize activities for the vocational guidance of young people in the working professions and engineering specialties in demand at the labor market.

5. To consolidate labor relations with the administrations of neighboring regions in order to mobilize citizens from regions with surplus labor resources to the labor market of the Vladimir region.

6. Reimbursement by employers of the costs of wages to citizens from among graduates of professional educational organizations and educational institutions of higher education, proceed to do internships.

7. Attract highly qualified personnel on a contract basis with decent wages and high social support.

8. Establishing a more correct correlation between the specialization of university graduates and the needs of the labor market, as well as further support of young people in finding employment in their specialty.

9. To improve the quality of practical training of specialists at large industrial enterprises within the framework of the mentoring and apprenticeship system.

10. Attracting adolescents from 14 to 18 years old for temporary work on a contractual basis with the employer.

Thus, this program is aimed at preserving the labor resources in the Vladimir region and increasing the labor potential of this area.

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