

Operation and Development of the Regional Labour Market

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Abstract: The authors examine the key patterns of development and operation of the regional labor market post-crisis stage of modernization, consider organizational and economic mechanism of regulation of employment is the effect rated the application and use of key structural elements of the development (financial, human, investment, information, organization) that can help reduce strain in employment in the region.

Key words: Regional labor market • Unemployment • Social and labor relations • Human resources • Employee • Employer

INTRODUCTION

To create optimal conditions for the functioning of the regional labor market, there are different directions. The main focus is on the macro- and meso-level is to reduce unemployment. Methods, techniques and ways of dealing with this problem are varied and largely related to the functioning of the regional specificity of the local labor market. A long-term strategy, the main to: strengthen the structural and investment policy, rapid economic growth and structural transformation of the economy on the principles of effective socially-oriented market economy.

Creation of Optimal Conditions for Regional Labor Market: We single out a number of general measures, which are used to control the actual situation of the employment of vulnerable groups of the population:

- Job quotas;
- The creation of new jobs by organizing specialized areas, industries, small businesses development, self-employment, etc.;
- The use of flexi-time, part-time and whether indivisible;
- The creation of centers of vocational rehabilitation and adaptation;

- The establishment of preferential queue for employment;
- The establishment of the list of professions and work with the predominantly to fill this category;
- Stimulating the interest of enterprises to employ a socio – of vulnerable populations;

The creation of favorable conditions for the acquisition of patents and licenses for individual career for these categories of population, etc.

The effective employment of the majority of citizens of the above categories difficult due to: low competitiveness of the citizens of these categories on the labor market in the region, the lack in most areas of specialized enterprises and specialized jobs (for the disabled); failure and untimely provision of benefits local budgets to businesses who take on the disabilities, lack of a mechanism to encourage employers, the host to work the citizens of these categories, due to the quota and submitted of their mandatory fees in the event of failure or inability to you complements the established quota for employment of citizens of these categories, the refusal by employers in employment for unemployed job because of a criminal record and the loss of skills previously obtained their qualifications, lack of benefits provided to businesses to hire persons who are released from prison, the increasing number of young people starting career

with low levels of education and has no desire to continue learning; inadequate funding measures of active employment policy of the regional, city and district budgets, etc. [1].

Of great importance in terms of adaptation to the new socio-economic conditions of society, plays professional orientation. In this case, it becomes obvious that, along with the traditional core element of vocational guidance, the network professional self-determination of students, has become more urgent work with the adult population and especially with those of its categories that are already out of work or in the near future time to lose it. This activity has received considerable attention in all programs to promote employment in the country as a whole and its separate territorial entities. The only thing we would like to draw your attention to is the need to unite the efforts of all departments of career guidance in the region under a single principle, namely-regional executive bodies.

Carried out within the framework of career-oriented activities counseling precedes professional training of unemployed citizens and the unemployed. The main purpose of this training is the creation of conditions for everyone who is in need of professional qualifications, which would be involved in socially useful labor activity, taking into account the specific situation of the labor market region. Formed in the present system of vocational training for the unemployed is one of the links in continuing education and in honors complements existing educational structures, provides temporary employment, reducing tensions on the labor market. The involvement of non-employed people in the field of education, even without a guarantee of employment, with acts of labor activity of the population and promote vocational rehabilitation of the employee, the preservation of its social status [2].

Depending on the needs of the regional labor market, the unemployed and unemployed citizens, according to their basic training, interests and individual characteristics, it could be a variety of types and forms of professional training: initial training, re-training or re-training, obtaining a second (related) professions or profession; training for existing profession or professions [3].

The instability of the economic situation and the uncertainty of predictions concerning the number of the unemployed and their composition under require multivariate approach to training and retraining of redundant workers and the unemployed. With unemployment in the range of 2-3 % persons with no

occupation, can be sent to the primary training is required in the labor market careers in vocational schools, technical high schools, training centers combination, in training in-house or in the employment service centers. For persons with training, for which there is no suitable work or who have lost the ability to work on the same qualifications, shall be given the opportunity to be retrained.

Such retraining workers or increase their skills, as well as training a second profession instrumental in enterprises, vocational schools, on the cross-industry, industry courses and training centers. More suitable for professionals faculties and training institutions, specialized faculties of universities or their training centers. At a higher level of unemployment and the deficit of jobs priori areas include education and training for the unemployed self-business, entrepreneurship in small and medium business. Naturally, one can not underestimate the training for new jobs, especially among young people, who will soon become the main socio-demographic groups experiencing problems with employability.

Staffing in the Labor Market: To meet the needs in the retraining of the labor market need to accelerate the development of regional educational systems in the Russian Federation. In this process should involve high schools, secondary vocational schools, training institutions, including non-state (business schools, universities, colleges, etc.). The terms of their joint activity with the employment service determined by the relevant treaties. Can be created and their own training centers. The development of training programs and training is recognized abroad by one of the key areas of active policy to fight unemployment [5].

Their implementation is particularly effective in terms of major structural reforms, when employment opportunities are strictly linked to the overflow of work in the new, progressive industries and sectors of the economy, with the development of human resources. But the reform process in Russia has its own specifics that create some difficulties for the Western experience. For example, the system of training and retraining of personnel in the country designed primarily for mass profession and not on the demand in the labor market, which requires flexibility and responsiveness to changing market conditions.

Russian schools are focused on the primary training of young people and skills on existing specialties and for the most part they are not willing to retrain the adult population has been left without work or returning to the

labor market after a long hiatus. In turn, the federal employment agencies do not yet have developed training center network, effective teaching methods, qualified teachers, reliable information on the qualitative and quantitative characteristics of the demand for labor in the labor market. Foreign experience shows that only cooperation occupational education (higher, secondary and post-graduate education) and enterprises to successfully implement the aims of the training staff for the modern market economy. The initiator and coordinator of this cooperation can be a public service for employment and its regional bodies.

For the effective functioning of the regional labor market need to be more constructive creation of the system of training and retraining of personnel with the use of the capacities of educational institutions of vocational education, professional development, training and in-process of creating their own training centers, public service employment. It takes several times to increase the number of unemployed persons in vocational training, to expand the size of learning the basics of business and non-profit entities in the rapidly developing fields of economic activity, attracting, especially those who for a long time looking for work and youth.

Career guidance services in 2011 were 125.2 thousand people. The effectiveness of ongoing training remains high : of the 15.8 million people completed the training of 78.4 %. Training, retraining and advanced training of unemployed persons was carried out on 94 professions and specialties in 67 educational institutions that have passed competitive selection. In the development of programs of vocational guidance in the labor market needs and young people. She is interested in the professional training of a market economy and the public sector to subsidize in-house training and in the implementation of the measures that would stimulate her employment in enterprises, contribute to youth entrepreneurship in the service, tourism and other areas [4].

Labor Market of Krasnodar Region: One of the key solutions to this problem is to increase investment activity. The decrease in investment activity leads to a reduction in the introduction of new jobs, as well as the deterioration of the quality of existing ones. In the long term balance between modern and technically outdated, unhealthy workplaces will only increase. In the Krasnodar Territory in 2011, investment in fixed assets of large and medium-sized organizations from all sectors of the economy accounted for 78.3 billion p. or 98 % compared

to 2011 to the present, most of the investment is financed by equity of 56%. In the Krasnodar in 2011, employment centers was aimed at training 15.8 thousand (in 2010-16.5 thousand).

The share of investments financed from the budget, amounted to 13% of the fixed capital investment. In the Krasnodar region a regional preferential treatment to investors, the formation of the investment image of the Kuban. In the Krasnodar region, Sochi annual International Investment Forum. Of great importance for the development of the regional labor market will have the Winter Olympic Games to be held in 2014 in Sochi. In this regard, Sochi became the center of attraction of huge investment of resources, which in the future will give infrastructural basis for the growth of the city and the region. According to experts at the Olympic project in the Sochi area has created more than 300 thousand jobs.

In substantially the regional economy, employment and the level of well-being determines the agro-industrial complex. Nearly half of the working population of the Krasnodar Territory (47 %) live in rural areas, while only in it are located 9955 enterprises, accounting for 19% of the total number of enterprises. Of great importance is the development and strengthening of agro-industrial complex, which has significant advantages, based on climatic characteristics of the region. This will facilitate the creation of new and preservation of old jobs, which in the long run, reduce unemployment and increase employment [4].

In the Krasnodar region in spite of the difficulties of youth employment, the improvement of the economic situation in the province and the high mobility of young people have contributed to a steady decline in their share in the total number of unemployed. Vocational training or re-training in the workplace is universally recognized as one of the most effective tools in the fight against unemployment. Founded on the basis of social partnership, it provides for the conclusion of agreements with employers on the guarantee of further employment for persons who have successfully completed a course of training and public authorities undertake to pay part of the employee's earnings during the training in-house.

As a result, the social partnership of government, business and vocational schools can in the shortest possible time either creates the unified system of continuing professional education in the labor market. Kuban for this experience is very useful and it is possible to use. The strategy further reduce unemployment in the region should be based on the "politics of the two hands ": a combination of measures to counteract the

reduction of employment with the accelerated restructuring of the employment by stimulating growth of investment business in the field of economic breakthrough and massive retraining.

CONCLUSION

To achieve equilibrium system of regional labor market must activate each of its subject: themselves unemployed, government employment, employers and trade unions. The transition from a policy of containment of rising unemployment in the region to a policy of prevention and minimization of unemployment is the most pressing issue of local employment, as well as other departments and the social partners, which are designed to solve these problems.

So, for the effective functioning and development of the labor market in the region in the post-crisis modernization is necessary to: improve the efficiency of investment policy; perfection of the system of training and retraining of the labor market with the potential of education vocational education, training, learning and in-process own training centers of public service

employment; balanced development of public works to improve macroeconomic policies to promote economic growth through sound employment; optimization of state support for small businesses; harmonization of the system of social partnership.

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