

Quality Formation of Working Life of the Youth

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Abstract: From the middle of the twentieth century the continuous growth of interest to a problem of quality of working life is observed. However, despite of active discussion and studying of a problem, there is no understanding, which factors influence the formation and development of quality of working life, both in separate organization and in separate categories of employees. The purpose of this study is to research a problem of formation and development of quality of working life of youth in the modern conditions and to determine the main tendencies which define the quality of working life of young generation. Authors study the status of youth employment on the example of Russia, as the basic element of quality of working life. Scientific novelty of research consists of formulation of the important theoretical and scientifically practical problem, how the conditions of quality of working life influence decision-making process of the youth in the sphere of employment.

Key words: Quality of working life • Employment • Level of youth unemployment

INTRODUCTION

From the time in the 70-s years of XX century when the concept of formation and development of the quality of working life (QWL) occurred, considers an individual as a creative personality, who can optimally realize their abilities with the creation of favorable conditions in the workplace. The idea of the concept was originally built on enough high level of life of the population, achieved in the West. Therefore, to increase the return of the labour activity they began to consider not only the wage growth motives, career of the employee in the organization, but also the satisfaction with the achievements in the process of work as a result of self-realization and self-expression. We share this point of view and note that Russian practice differed from the Western one at the time of the emergence of the QWL concept and it differs today, which requires an additional research.

Today the interest to the problem of improvement of QWL is determined not only by the needs of the practical use of research materials, but also by the need to develop a theoretical basis of the processes and systematization of the received knowledge. The concept of QWL arose from the practical research experience and needs the fundamental theoretical basis at this stage of development. Understanding the essence of the quality of

labour life entity, parameters and factors which are most important in the processes of formation and development of QWL allows you to understand the mechanism of QWL formation better. This, in turn, brings us closer to a better implementation of the theoretical research of QWL, as well as the prediction of the factor impact on the development of QWL in organizations.

QWL is formed as a result of the impact of many different factors. It determines not only the need for the systematization and classification of factors, but also a critical analysis of the factors from the position of the formation of QWL. Such approach will allow identifying the most significant factors influencing the development of QWL. At the same time, the analysis of the factors forming QWL is complicated due to the fact that there is no clear definition of the set of components which form the QWL entity. The development of these components is affected by the industry which the company belongs to, the life cycle stage of the organization and time (specific period of the enterprise activity research). It is obvious that even with the limitation of the QWL component analysis only with this set, the system of components is constantly being transformed. All of the components that determine QWL are characterized by a high degree of uncertainty. Summarizing all the above you can give the following definition of the entity QWL.

The quality of working life - this is the level of satisfaction of the needs of the employee performing labour activity in the organization, which is regulated under certain standards established by the subjects of social and labour relations in the conditions of uncertainty and risk.

The generalization of the research results (Certo, Luthanc) allows to distinguish the most often specified components as the most significant for understanding the essence of the QWL entity. Such QWL components are: fair wages, safe and healthy working conditions, the employment guarantee and work content [1, 2].

Issues of Formation QWL of Youth: The very posing of the problem of formation QWL of youth is relevant for the following objective trends, existing in Russia and the economically developed countries. Firstly, with the increase of the level of socio-economic development of society there is a tendency of increasing of the age of the professional work beginning. In the beginning of XX century it was 16-18 years on the average, now it is higher by almost 10 years. Secondly, the demographic situation worsening - the share of indigenous people of the senior age is steadily growing.

In terms of ambition level assessment of young specialists by QWL parameters the results of the studies of 2011, presented by the company PricewaterhouseCoopers are interesting [3] The analysis was conducted among respondents from 75 countries at the age of no more than 31, who have completed their education in 2008-2011. It has shown that 95% survey participants want to maintain the balance between personal life and work. In the system of values of QWL components 22% of the respondents have identified the possibility of training and professional development, 19% reported a flexible work schedule in the category of employment conditions and 14% pointed out the remuneration of labour.

In the system of values of the respondents from Russia remuneration takes the second place (20%) and 11% noted a flexible work schedule. The study concluded, that in conditions of crisis young people (72%), starting their work, reduced the level of ambition for QWL components such as the size of labour remuneration, industry and place of work, additional benefits and bonuses. Among the respondents from Russia there are more people willing to make concessions in respect of such QWL categories as the professional growth opportunity - 27% (for all participants -14%), reduced benefits in the implementation of the work activities - 19%

of young Russians (all participants - 17%). There are 18% willing to have a work not corresponding to their dream in the Russian research segment and 14% in the rest of the world. The number of respondents with a high level of claims and ambitions in the beginning of work career, not quite ready to go on the compromise was below 22% among the respondents from Russia against 28% for the whole world. Another important conclusion, which was made in the course of research by the specialists of PricewaterhouseCoopers in respect of the general evaluation of the results of the work activities - 67% of all respondents expect that they will be able to financially live better than their parents. In Russia such expectations reached 91%.

Among the QWL components in the young people's QWL assessment the greatest impact in the world has a lack of youth employment.

Youth Unemployment: The problem of unemployment exists in any country of the world to some extent. However, the most dangerous tendency, from the QWL point of view, in our opinion, is a massive rise in unemployment among young people. At the end of 2010 the global youth unemployment rate amounted to 12.6%. In the report materials «the problem of youth employment: prospects for achieving decent work in a changing world» submitted on 6 February 2012 by United Nations Department of economic and social affairs, there is a large increase in unemployment among young people over the past 20 years. «In 2010, the overall level of unemployment among the youth in the Middle East was equal to 25.5% and 23.8 % in North Africa.

The level of unemployment among young people in the countries of the European Union increased from 15.8 % in 2008 to 21.0 % in 2010 - 2011. And it reached record high levels in several European countries, including the Baltic States, Greece, Spain and Portugal. In the second quarter of 2011 the share of unemployed among young people in these countries amounted to 45%. In the countries of Eastern Europe and the Commonwealth of Independent States the level of unemployment among youth in 2011 amounted to 19.4 % in average» [4]. This situation in respect of the most mobile and active part of labour resources is dangerous. Low initial opportunities for youth in the beginning of the working career determine the significantly lower QWL level in the future.

The data presented in Table 1, show that the level of unemployment in Russia in the age of up to 24 years was 43% in average for the period from 2007 to 2011 while the highest value of the index of unemployment were recorded in 2009 and amounted to 47.7%.

Table 1: Unemployment rate by age in Russia [5]

Year	Total	Including at the age of, years									
		up to 20	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-72
2007	6,1	25,0	12,2	6,1	5,4	5,2	5,2	4,8	4,3	3,1	2,6
2008	6,3	25,8	11,6	6,6	5,5	5,3	5,0	4,7	4,9	4,1	3,8
2009	8,4	31,1	16,6	9,1	7,4	7,1	6,4	6,5	6,5	5,9	4,4
2010	7,5	31,9	15,1	8,2	6,8	5,9	5,6	5,8	5,8	5,1	4,1
2011	6,6	31,0	13,6	7,2	6,1	5,2	4,8	5,0	5,4	4,7	3,6

Table 2: Unemployment rate by education in Russia, in percent

Year	Total	Of them have education						Do not have basic general
		Higher professional	Secondary professional	Primary professional	Average (full) general	Basic general education		
2007	6,1	2,8	4,3	6,2	9,5	13,1		14,3
2008	6,3	3,4	4,7	6,6	9,7	14,7		16,3
2009	8,4	4,6	6,4	9,1	12,6	17,7		21,5
2010	7,5	4,0	5,8	7,9	11,6	16,8		19,8
2011	6,6	3,6	5,1	6,7	10,4	16,2		19,9

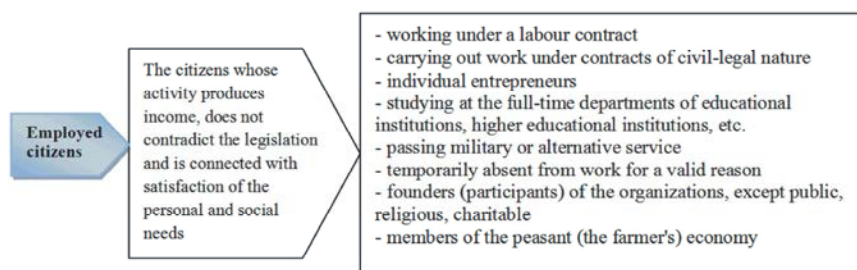


Fig. 1: Citizens recognized employed by the legislation of the Russian Federation

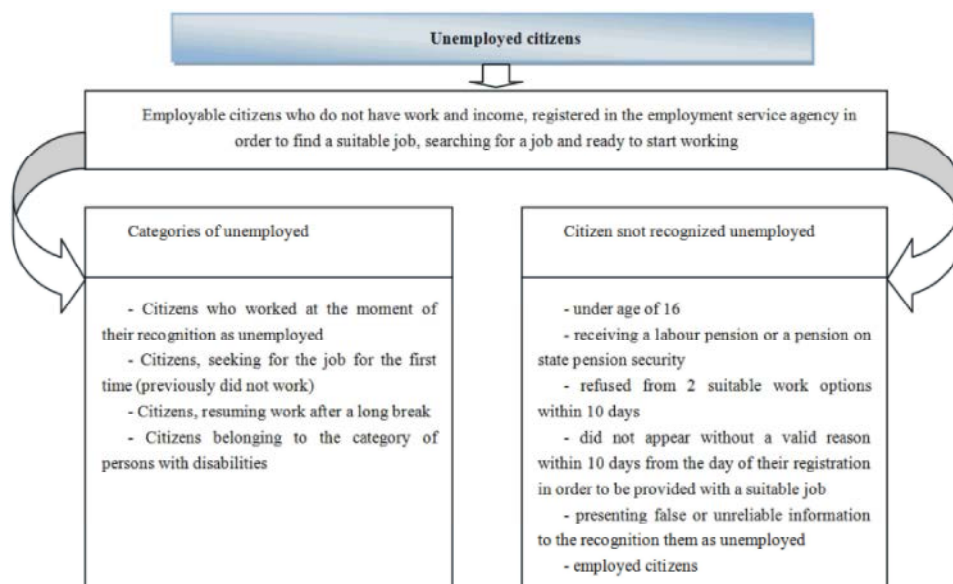


Fig. 2: Citizens recognized unemployed by the legislation of the Russian Federation

Analysis of the state of unemployment in the age category up to 24 years o should be complemented by considering the norms of the current law in the issue of

the status of unemployed. Figures 1 and 2 show the categories of citizens who are considered to the employed or to have the status of unemployed in accordance with

Table 3: The structure of the unemployed by the presence of work experience in Russia, in percent

Year	Work experience	No work experience
2007	67,9	32,1
2008	71,5	28,5
2009	74,4	25,6
2010	73,8	26,2
2011	72,8	27,2
For reference, 2012r I-III quarter	69,6	30,4

the Law of the Russian Federation from April 19, 1991 No 1032-1 «On employment of the population in the Russian Federation».

Thus in the statistics presented in table 1 does not reflect the data of the young people involved in searching for a job and ready to start working in case if they are studying at the day department of the educational institution. Hence the real level of unemployment among young people is above the official statistics.

The youth in terms of QWL formation and development problems research is a special group among all age categories of the employed population. Youth employment is determined by the level of education and in terms of QWL should provide the best competitive advantage in finding a job upon completion of the education process. In this study, we do not consider the fact of receiving of education as a basic element of the human capital formation of the personality, the result of which is possible in the future. We want to assess the position of the youth by such QWL indicator as the guarantee of employment at the moment of the beginning of labour activity.

The analysis of data of official statistics on the number of the unemployed by education, Table 2 and the level of unemployment by the presence of work experience, Table 3, does not give an unambiguous answer to the question about the degree of influence of the higher professional education on the benefits of in search of work as a whole and on a speciality in particular.

On the one hand the level of unemployment among persons with higher professional education for the period 2007-2011 is on average 5 times lower than among persons without general education. On the other hand, the difference in the level of unemployment among persons with higher and secondary professional education does not exceed 2 % in the analyzed period. Based on the current structure of the unemployed by the presence of work experience in Russia, every fourth unemployed person had no experience of work at the time of their recognition as unemployed, which indirectly indicates the low demand on the labour market of young specialists.

CONCLUSION

The concept of QWL modifies in time and space. The elements of the QWL formation and development changes a result of changes in the formal and informal rules (institutions). In addition to natural causes, connected with the general development of the society, the causes of the institutional changes are: changes of policy, changes in labour legislation, changes of demand and labour costs, changes in the sector structure of the market, behavior and preferences of employers in relation to the structure of the employees, as well as the stereotype alteration of the public consciousness regarding work.

Formation and development of QWL in Russia directly depends on the state of the institutions or the institutional environment in the aggregate. Lack of development of infrastructure necessary for conducting and development of entrepreneurial activities, determines not only the problem of functioning of business, but also the lack of interest of employers in the QWL development. We have a closed circle of problems: lack of business infrastructure forms the sustainable unwillingness and inability to invest effectively in the QWL development on the part of employers, respectively, we get a lower return and implementation of labour potential and low rates of productivity, indicating low overall economic results of activity of Russian organizations. In this situation QWL of all workers including young people will be low.

In our opinion, the development of the institutional environment of QWL formation should focus on the improvement of the general conditions for conducting business, on the functioning stability of the main subject of the QWL formation - organization. In accordance with Chris Argyris's organization theory for the development of worker's personality in the organization there should be a constant and predictable development of the organization itself. The conditions, when employers are interested in raising the work effectiveness of the employees at the expense of formation and development of QWL, are formed only under such a condition. The high QWL level in the real sector of the economy will increase the attractiveness of jobs and the younger generation will consider more alternatives of career building and working life.

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