



STRATEGIC PRIORITIES IN INTERACTION BETWEEN EDUCATIONAL SERVICES AND AGRO-INDUSTRY LABOR MARKET

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ABSTRACT

The paper considers the strategic priorities of the interaction between the labor market and the educational services market aimed at correcting the imbalance in the labor market in the field of agriculture. The study was conducted on the basis of a set of general scientific methods using strategic and sociological analysis. The main strategic priorities of interaction between the labor market and the educational services market in order to improve the competitiveness of graduates of the vocational education system in the modern labor market have been identified. The paper highlights the role of informal education in ensuring human development as a subject of labor.

Introduction

In modern conditions, the problem of determining priorities for ensuring the interaction of the labor market and the educational services market is one of the key ones on a global scale. So, taking into account the increasing requirements of governments to ensure the high-tech component of the growth of the knowledge economy, the world-leading universities are constantly looking for opportunities for strategic partnerships with various enterprises. Objectively, this is due to serious challenges associated with the latest technological trends, the limited resources available, the need to focus on a small number of "growth points" that could give maximum returns in a relatively short time.

According to experts, in the near future, a significant number of new professions may be among the most demanded in the labor market, and due to the booming digitalization of the economy and its transition to "Industry 4.0", meta-competencies or "soft" competencies are supposed to come to the forefront. This is already creating serious challenges for entities that determine the policy in the field of employment and education and ensure its implementation [1].

The formation of priorities for the interaction of the labor market and the market for educational services directly depends on the goal-setting system of the socio-economic development of the state, which allows you to "tune" this interaction taking into account existing opportunities and changing conditions, as well as in order to foresee the future and focus efforts on critical projects, which creates prerequisites for the application of innovative development tools, in particular such as foresighting [5].

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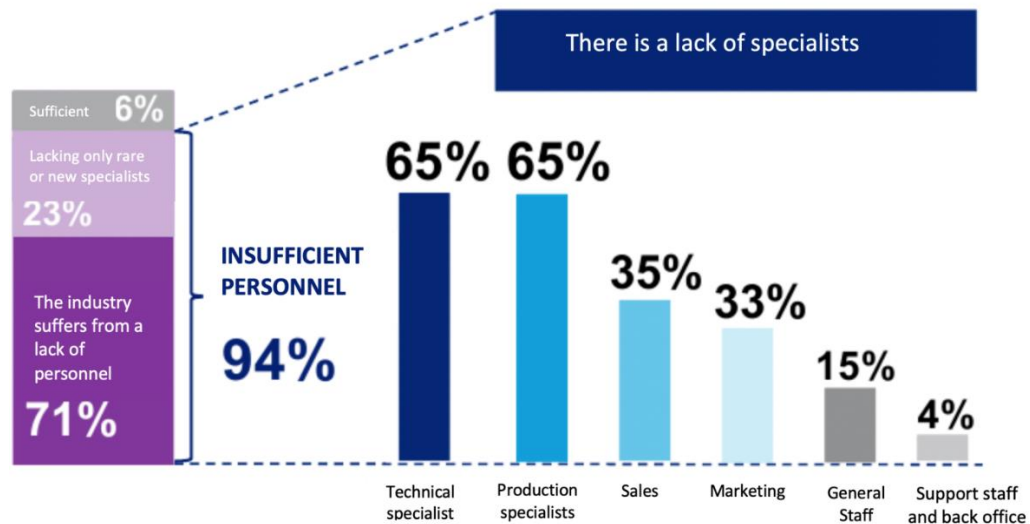
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1. Method

Problems of labor market imbalance are noted in various spheres and sectors of the economy of our country, and the agricultural sector is no exception in this case.

A study by HAYS Recruiting Experts Worldwide provides data on current trends in the labor market in the agricultural sector of the Russian Federation and related industries. The study is based on data from a sociological online survey from July to September 2016, consisting of Russian (52%) and international (48%) companies in the agricultural sector and related industries.

Figure 1 - Respondents' assessment of the situation with qualified personnel in the agricultural sector [4]



2. Results

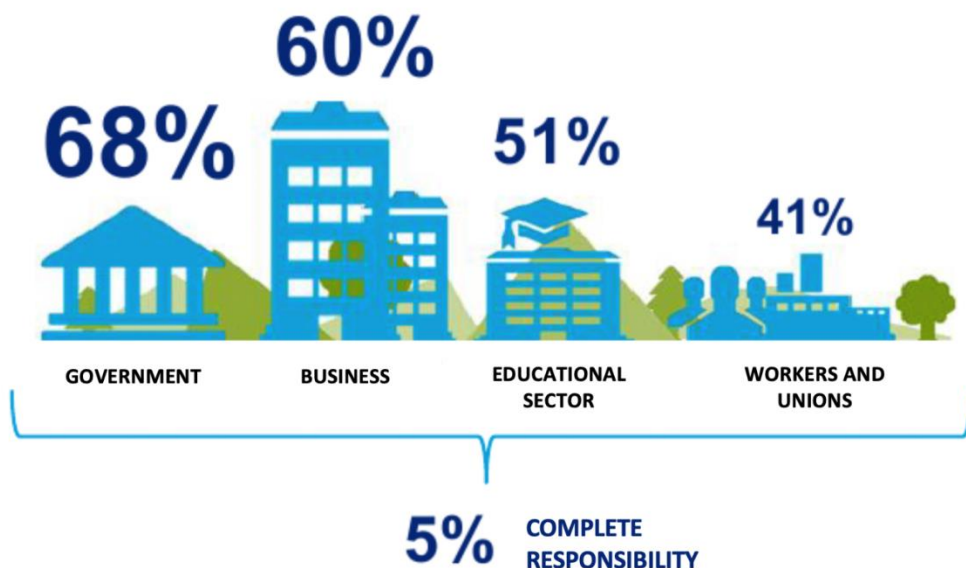
Almost the absolute majority of respondents (94%) indicate that the agricultural sector lacks qualified personnel, and only 23% of respondents identify a shortage of specialists in rare or new professions. Thus, the absence of technical specialists and production specialists can be called as a key problem that impedes the full development of the agribusiness sector as a whole (Fig. 1). Moreover, the state of this problem is more acute in Russian companies than in international ones: 80% of Russian companies feel a problem with a lack of qualified personnel versus 63% of international companies.

Russian and international companies have different approaches to solving the problem of a lack of qualified personnel. So, if in most Russian companies this problem is resolved through the recruitment of interns (that is, through short-term training at the workplace), whereas in international companies, priority is given to increasing the budget for training employees (Fig. 2).

Figure 2 – The ways to solve the problem of lack of qualified personnel by Russian and international agricultural companies [4]



Figure 3 – Responsibility for improving the situation on the labor market [4]



As you know, the Russian market of educational services for almost the last decade has been “overheated” by such areas of training as “management”, “jurisprudence”, “economics”, while the labor market is experiencing the need for specialists in the real sector of the economy.

The successful entry of young people into the labor market largely determines their further activity in the socio-economic sphere. Therefore, the degree to which educational programs focus on the needs of the economy of our country, taking into account the “signals” of the labor market are becoming key

indicators of the effectiveness of the vocational education system, and the problem of ensuring the interaction of the educational services market and the labor market is now becoming particularly relevant.

The current practice of enterprises in the agricultural sector of the economy is experiencing an acute shortage of various types of working professions, which are far from new. However, the vocational education system is not involved in their preparation. This situation clearly indicates the discrepancy between the structure of vocational training and the demand on the labor market, which has developed as a result of inadequate management of the process of vocational training of the population of our country.

The identification of the causes of structural and qualification imbalance in the labor market, the selection of the target ones allows us to determine the main priorities (directions) of activity (Table 1).

Table 1 - The main causes of structural and qualification imbalance in the labor market and strategic priorities for addressing them

The reason for the imbalance in the labor market	Strategic priorities
Lack of generalized (reporting) and forecast information on the state of the labor market	Providing an information basis for the interaction of the labor market and the educational services market
The existing system of career guidance does not provide high-quality professional choice	Creation of conditions for the ability to make high-quality professional choice
Insufficient level of practice-oriented training for graduates of the vocational education system	Providing the practical components of quality training
The existing practice of self-assessment by vocational education institutions of the results of their own work (quality of training of specialists)	Providing an objective and independent assessment of the level of mastery of professional competencies
Excessive supply on the labor market of lacking demand and unpromising professions	Providing retraining and entrepreneurial training

Thus, the sequence of processes of interaction of the subject markets is determined by the objective course of human development as a subject of labor.

The presented strategic map (Table 2) shows the possibility of consolidating the activities of stakeholders in one strategic stream and obtaining, on this basis, the results of eliminating imbalances in the labor market.

Table 2 – Priorities system for the interaction of the labor market and the educational services market and the expected results from their implementation.

Strategic priorities	Expected results
Providing an information basis for the interaction of the labor market and the educational services market	Ensuring the involvement of the parties; creating the basis for decision making; increase the effectiveness of interaction.
Creation of conditions for the ability to make high-quality professional choice	Ensuring compliance between the needs of the labor market, the requirements of employers, individual interests and abilities of an individual.
Providing the practical components of quality training	Ensuring the practical orientation of vocational education, facilitating the "study-to-work" transition.
Providing an objective and independent assessment of the level of mastery of professional competencies	Conducting a comprehensive independent assessment of the educational results of graduates on a competence basis; development of an independent qualification assessment system
Providing retraining and entrepreneurial training	Realization of entrepreneurial potential, the formation of an entrepreneurial culture; increasing job opportunities.

When organizing work based on the priorities of interaction, presented in table 2, the use of socially-oriented design tools can be productive in order to prepare young people to enter the labor market, satisfy their request for social activity, and create entrepreneurial competencies.

It is necessary to take into account the peculiarities of modern youth, the generation of millennials, since it has already entered the labor market. In the 2000s, the youngest generation came to the world, which is commonly called centinal (generation Z). Its representatives are currently receiving education, including professional education, and are also beginning to enter the labor market. The factor of intergenerational differences is important, because teachers, mentors, career counselors, psychologists often belong to other generations and may have difficulty working with young people [9].

Concluding the consideration of the problem, it is necessary to focus on ensuring the involvement of all organizational units - both the labor market and education - in the processes of interaction. For this, it is necessary to ensure the delegation of tasks and responsibilities, as well as to build a system of motivation, communication of the markets in question to reduce the likelihood of a possible strategic gap.

Conclusion

Based on the foregoing, it seems possible to draw the following conclusions:

1. Today, in connection with the positive sectoral dynamics of the agricultural sector in our country, the agenda includes addressing the imbalance of the labor market and determining strategic directions for the interaction of business and the education system in the field of economic activity under consideration.

2. The determination of the priorities of the interaction between the labor market and the market of educational services that are fundamentally important for eliminating the existing imbalance of demand and supply on the labor market will allow it to be transferred to a higher strategic level, to obtain strategic interaction effects, which include results that achieve the achievement of the strategic goal, taking into account the general and the specific interests of the parties.

3. The prospect of further studies of the considered problem is the objective need to develop a mechanism for regulating the interaction of the labor market and the educational services market with the specifics of the agricultural sector of the economy.

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