

An innovative market mechanism for the digital transformation of services in the labor market

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Abstract. The author has developed an innovative market mechanism «Information and communication platform «Experimental site 5.0», which provides an affordable and effective tool that allows representatives of the active working-age population through a digital platform to gain access to the development of new professions, gain the necessary experience, effectively use professional skills and improve individual labor productivity, which, as a result, will help to reduce the unemployment rate at the regional level, increase the competitiveness of enterprises of the project participants and accelerate the processes of digital transformation of the labor market.

Keywords: labor market, innovative mechanism, digital transformation.

1 Introduction

One of the most important human needs in the modern world is the need for self-realization. That is why a person, being busy with a job that he likes, experiences special joy and satisfaction from the results of his activity. In this connection, it is so important to provide the active working-age population with effective socio-economic mechanisms and, importantly, equal access to them, in order to provide opportunities for professional implementation.

The current economic situation has become the cause of unprecedented changes observed in the labor market, expressed in a multiple increase in the unemployment rate in a number of regions of the Russian Federation [1, 2].

Labor market participants, which are understood as both jobseekers and employed employees, are currently in deliberately disadvantageous positions in the process of searching for or changing jobs. Due to the lack of effective and affordable market mechanisms that allow the device or transition to the desired job, job seekers are completely forced to put up with the unsatisfactory conditions they face in the current economic situation in general, and employers in particular [3, 4].

According to the author, the labor market can function successfully only if the needs and interests of all its participants are met.

The proposed innovative project of the digital platform «EXPERIMENTAL SITE 5.0» is designed to make a qualitative transformation of human capital and digital transformation of the labor market by providing access to the active working-age population to newly

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created experimental sites, in order to develop human resources, reduce unemployment and the possibility of professional implementation project participants.

The project «Information and communication platform «EXPERIMENTAL SITE 5.0» in 2020 was recognized as the winner of the XVI republican competition «50 best innovative ideas for the Republic of Tatarstan» [5], thereby confirming its relevance, as well as, according to the author, the ability to reduce the level of social tension, producing a qualitative transformation of human capital and the labor market as a whole.

The requirements for the participants of the modern labor market, more than ever, have actualized the need to realize the internal potential and increase individual labor productivity as a competitive advantage in striving for a device in the desired sphere of professional activity [6-8].

According to the author, potential participants in the project "Information and communication platform «EXPERIMENTAL AREA 5.0» are: enterprises of all sectors of the economy interested in attracting professional and talented personnel in order to increase competitiveness and form the personnel core of the organization [9, 10]; active representatives of the able-bodied population, aiming to effectively use the internal potential and acquired skills for the purpose of professional self-realization [11-13].

At the same time, the proposed project is very attractive for the active working-age population, due to the provision through a digital platform, access to the development of new professions, which is especially important in light of new economic realities [14, 15].

2 Methods

At present, the overwhelming majority of employees, both state and commercial enterprises, sooner or later think about changing the field of professional activity in order to realize their internal potential, effectively use the accumulated experience and acquired professional skills [16, 17].

However, we often have to deal with such a phenomenon as «economically inactive (passive) population», which in the labor market means people who, being at the age most likely to find employment (traditionally, according to international practice, from 15 years of age and above), do not exhibit desire to get a job (profitable employment) or, on the contrary, express a similar desire, but do not search for work of different status in employment [18].

According to the author, this is due to the lack of open and accessible socio-economic mechanisms, due to the absence of which, only a few are able to independently make the transition to the sphere of professional activity they are interested in, having engaged in a search for it in advance, collecting information and, in rare cases, acquiring a preliminary labor experience in the field of professional activity proposed for the transition. For the sake of fairness, I would like to note that a certain circle of applicants still has the opportunity to obtain preliminary work experience in new areas of professional activity without losing their current job, but this phenomenon is exceptional, for example, «programs for the development of top managers» [19].

The proposed project is designed to make such opportunities publicly available, i.e. to provide equal opportunities for every active representative of the able-bodied population to be professionally realized and to effectively use the internal potential in order to achieve high results in professional activity [20, 21].

The implementation of the project involves the creation of pilot sites, access to which is realized through a digital platform that ensures the interaction of applicants and the employer in order to:

1. Implementation by the applicant of the search for the area of professional activity of interest among the employing companies registered on the digital platform, with the further passage of the internship course.

2. Obtaining information and gaining preliminary experience in new areas of professional activity, by taking an internship without losing the current place of work, according to the results of which, the program participant has the opportunity to conduct a comparative analysis of a group of factors and make a decision on the advisability of changing professional activities. In addition, the project participants have the opportunity during the internship to demonstrate to the employer all those qualities that, in their opinion, are competitive advantages relative to other participants in the labor market.

Thus, participation in the project significantly reduces the possibility of an erroneous choice, both on the part of the applicant and on the part of the employer, which, in turn, during a normal change in the field of professional activity, often leads to the dismissal of an employee due to dissatisfaction with mutual expectations and requirements of both the employee and leadership of the organization.

3. The employer, being a participant in the project, becomes an object of search for an audience interested in changing the professional field of activity (employed employees of other companies), and thus acquires the opportunity to enter a previously inaccessible share of the qualified personnel market, since in the current realities of the labor market, the company's personnel is replenished only mainly at the expense of job seekers who have already terminated their employment relationship with their previous employer.

The information and communication platform «EXPERIENCE SITE 5.0» is designed to change these rules, making it possible to include a huge, previously inactive circle of employed job seekers in the labor market. Figure 1 shows a schematic representation of the functioning of the operational mechanism of the proposed project.

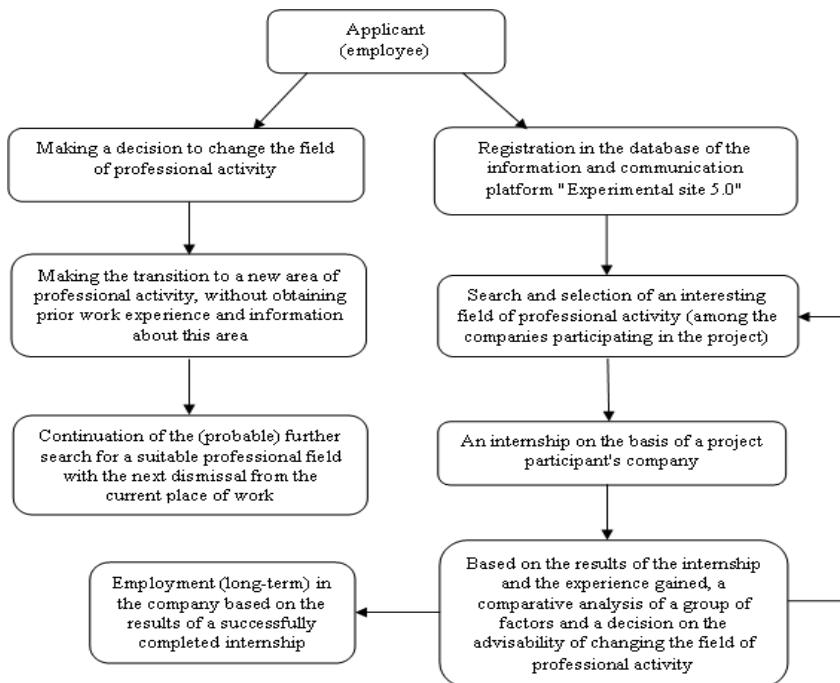


Fig. 1. Graphic representation of the functioning of the operational mechanism of the project «Information and communication platform «EXPERIMENTAL SITE 5.0» (illustration by the authors).

3 Results and discussion

The need to involve the largest number of labor market participants in the program is confirmed by the statistical data below, which, in turn, confirm the assumption of an acute shortage of modern and effective mechanisms aimed at solving the social and economic problems of the population arising in the new economic realities. Figures 2 and 3 show data on the dynamics of the number of unemployed and the unemployment rate in the Republic of Tatarstan.

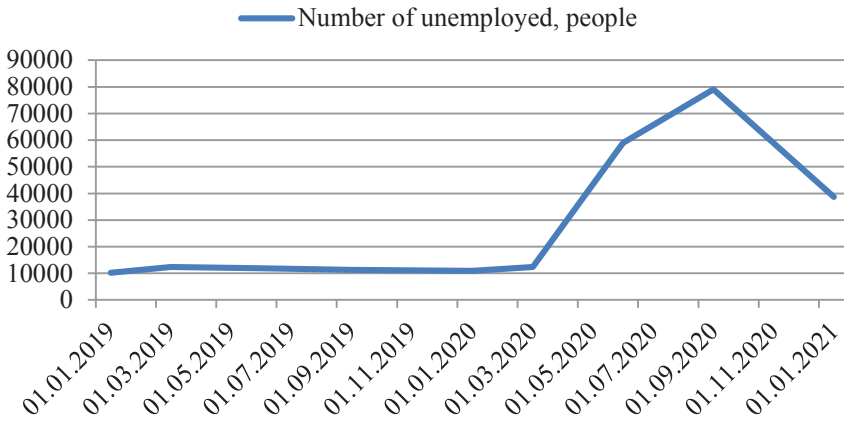


Fig. 2. Dynamics of the number of unemployed in the Republic of Tatarstan (illustration by the authors).

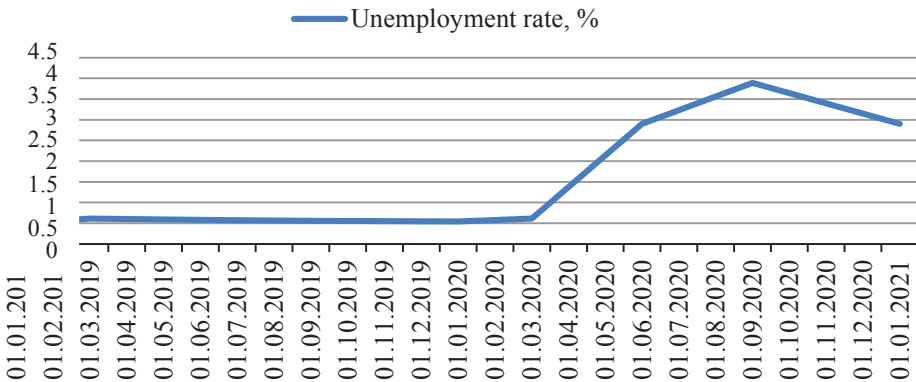


Fig. 3. Dynamics of the unemployment rate in the Republic of Tatarstan (illustration by the authors).

As can be seen from the graphs presented, against the background of the pandemic, unemployment in the Republic of Tatarstan in 2020 increased significantly. Peak rates in 2020 fell on the beginning of autumn, when there were just over 79 thousand unemployed in Tatarstan [22].

However, by the end of 2020, the situation stabilized slightly, although it still remains tense.

Alarming statistical data observed in the Republic of Tatarstan, and in a number of other regions, according to the author, should become a call for the working-age population to be

active, in an effort to master new professions and gain the necessary experience, including through a digital platform developed within the framework of project information and communication platform «EXPERIENCE SITE 5.0», designed to help in the implementation of previously acquired professional qualities and skills of applicants, to meet the need for professional self-realization.

The lack of a sufficiently quick reaction to changing market conditions leads to the fact that individual enterprises «do not keep pace with the movement of the innovative economy, since they are constantly faced with a number of financial, organizational and other barriers, to overcome which it is necessary to study foreign and domestic experience in introducing innovative technologies» [23].

One of these technologies, we see personnel audit and, on its basis, the optimization of human capital in the professional sense.

The author notes that the proposed project «Information and communication platform «EXPERIMENTAL SITE 5.0», which is an innovative digital market mechanism that contributes to the effective use of labor potential, both in the interests of enterprises, an employee and society as a whole, primarily has a socially oriented vector of development which seeks to solve the following tasks:

- to develop human resources at the regional level, by providing the active working-age population with access to the development of new professions;
- to provide the active able-bodied population with the opportunity to professionally realize themselves, effectively use the accumulated experience and increase individual labor productivity;
- to increase the competitiveness of enterprises by forming a high-quality personnel core of the organization;
- to accelerate the process of digital transformation of the labor market;
- to increase the economic activity of the able-bodied population;
- to reduce the unemployment rate at the regional level;
- to reduce the level of social tension.

4 Conclusions

Thus, the implementation of the proposed project provides access for representatives of the active working-age population to experimental sites through a digital platform, which in turn, being an innovative digital mechanism, will solve pressing problems in the field of labor relations, will help accelerate the processes of digital transformation of the labor market and create preconditions, for a qualitative breakthrough in the process of accumulating and using human capital.

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