Imbalance in estimates of the cost of the youth in the labor market of employers and job seekers as a factor of unsustainable socio-economic development

Evgeniy Bikmetov, Konstantin Grishin, Marina Bogatyreva, Alla Boduleva, and Anna Shestakovich

1 Ufa University of Science and Technology, 450076 Ufa, Russia

Abstract. The authors' research is devoted to the study of career expectations of young professionals entering the labor market in terms of the cost of their labor. The heads of enterprises and scientists are faced with the acute question of how to learn to understand the behavior of new actors in the labor market in order to effectively use their potential. The situation on the labor market in Russia remains unstable and variable. There is no balance between supply and demand for certain professions, so it is difficult for a young specialist to find a job in their specialty.

From the position of sustainable socio-economic development, management decisions should balance the needs of the future and the present in the labor market, which corresponds to the use of investments (investments in labor capital), in view of technological progress and ongoing institutional changes.

The materials of the empirical base of the study are the results of monitoring resumes of applicants on the labor market in a number of labor-surplus and well-provided regions by gender and certain age groups, salary expectations depending on education, as well as by working conditions (salary) from employers indicated in vacancies according to the Scientific Research Center data in the field of career guidance and labor psychology.

1 Introduction

Social, political and economic instability, uncertainty and a significant lag in the training of specialists by the education system from the actual needs of the labor market have a negative impact on the further professional future of young people. Young people play an important role in the economic life of the Russian society that is the key to its future. This future directly depends on the health, values, level of education, demographic, socio-cultural and economic activity of young people.

The strengths of the youth generation are social activity, dynamic labor mobility, willingness to participate in innovations, which

* Corresponding author: bicprof@mail.ru

© The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (https://creativecommons.org/licenses/by/4.0/).
creates the prerequisites for the formation of civil society, the accumulation of the country's strategic resources.

The post-Soviet period of development of Russian society reflects the simultaneous influence of various factors: the transition in the second half of the twentieth century to the consumer society and the inability of the Soviet economic system to meet the needs of the end-user; the formation of new generations (X, Y and Z) in the conditions of saturated markets and the transition to metamotivation in the knowledge society; the rapid development of telecommunications and information technologies in view of the technological and communication aspects, i.e. infrastructure and access to data, studying and manipulating public opinion.

One can find a number of signs of the influence of the saturated market paradigm and the Internet of things, or “connected factories” [1], robotization and an unconditional basic income on the self-determination of young people in the labor market.

In particular, young people have high expectations from the employer, inherent to the concept of a creative economy of knowledge with high-tech production systems, whereas employers see young people as a “labor resource” or “labor force”.

Young people, recent graduates of educational institutions, are characterized by subjective factors that worsen their positions and opportunities in the labor market. They are manifested in the lack of experience in working life, building relationships in labor organizations, weakening the orientation towards long-term employment in one workplace, instability of behavior, increased emotionality.

Modern employers operate with the concepts of “human capital” and “talent management” as a resource for creating value for business [2], i.e. young employees should be useful and profitable [3].

2 Literature review and methods

Labor market studies are interdisciplinary in nature, they rightly point out the need for a multi-paradigm approach. Methodology, more adequate models of the labor market should be based on a combination of economists' work on instrumental behavior and efficiency, on the one hand, and a sociological analysis of the social structure, relationships and complex interweaving of motives that take place in all real situations, on the other hand [4].

The connection between the processes of labor mobility and the labor market is indicated in the resources [5-8]. The problems of youth labor mobility in modern conditions, their behavior in the labor market and employment are considered in the works [9-15]. The disproportionate distribution of production resources, cultural and educational institutions in the regions of Russia makes it necessary for a young person to spend a different amount of effort to achieve their life goals [16]. A dynamically changing market environment emphasizes the ability of the individual to adapt and influences government programs to activate citizens for their self-employment.

In their employment policy, European states are focused on active support of young people, including motivational aspects (entrepreneurship, development of skills and qualifications, an effectively functioning system of education and encouragement for lifelong learning). The emphasis is made on the responsibility of the employee for the development of their career, which implies, among other things, their ability to arouse the interest of the employer. However, most researchers rightly point to the unpreparedness of young people for the current realities of the labor market. The desire of some young people to find their place in the labor market through informal employment and internal migration does not fully solve the problem of employment.

The object of the study is young people in labor-surplus and labor-sufficient regions of Russia. The subject of the study is the career expectations of young professionals in assessing the value of their work.
The purpose of the study is a comparative analysis of the career expectations of young professionals who demand jobs in assessing the cost of their labor and the conditions of employers who form the offer (vacancies) depending on regional characteristics.

The study was carried out using a systematic, comparative, statistical method, methods of systematization, generalization, expert assessments, grouping, content analysis. The study is based on official data from Rosstat. At the first stage, an analysis of the youth segment by gender and individual age groups as of January 1, 2022 was carried out in Russia as a whole and in its regions. The sample consisted of representatives of the youth segment of labor-sufficient regions (Volga Federal District - the Republics of Tatarstan and Bashkortostan) and labor-surplus regions (North Caucasian Federal District - the Chechen Republic and Ingushetia) (Table 1) [17]. The next stage is the process of forming a sample of job seekers in the labor market in the above regions by gender, certain age groups, salary expectations stated in the summary for the 1st quarter of 2023, as well as working conditions according to wages in vacancies from employers in the above regions and the data for Scientific Research Center in the field of career guidance and Labor Psychology [18] and special linguistic ontology "Magucha", which provides machine reading of vacancies and resumes from the portal "Work in Russia" [19].

3 Results and discussion

The results and findings in this article are a continuation of the study of labor migration of young people, undertaken earlier, reflected in publications [20-22].

We consider the structure of the youth segment by gender and individual age groups as of January 1, 2022 in the above-stated regions and in Russia as a whole. The youth segment in the republics is heterogeneous and differs significantly in terms of gender and age. For example, in the Republic of Ingushetia, according to Table 1, we observe a predominance of women in each age category. In the age category of 14-17 years women predominate men by 2.6 thousand and in the age category of 18-22 years, there are more women than men by 5.1 thousand; in the age category of 23-29 years, there are 4.9 thousand more women than men, and in general, in the youth segment women prevail over men by 12.6 thousand. In the Chechen Republic, the ratio of men and women was distributed in all age groups without significant differences, as well as in the Republic of Tatarstan. But in Tatarstan, in the age categories of 14-17 years there is a predominance of men over women by 4.1 thousand people; in the age category of 18-22 years the situation is the opposite: here, on the contrary, there were more women than men by 3.9 thousand. Thus, in general, the situation is leveling out, and the ratio of men and women looks more or less even. In Bashkortostan, a different picture is observed. Here, there is a noticeable predominance of men, in general and by age groups: there are more men than women by 9 thousand people. In the group of 14-17 years men prevail over women by 3.8 thousand; in the age group of 18-22 years there are 3.2 thousand more women than men and in the category of 23-29 years again men predominate women by as much as 8.4 thousand people. In the republics of the North Caucasian Federal District - in the Chechen Republic and Ingushetia, the percentage of young people in the total working-age population is much higher than in the republics of the Volga Federal District - Tatarstan and Bashkortostan. The highest segment of able-bodied youth in the Chechen Republic is over 46%. Ingushetia was in second place, the percentage of young people of working age here amounted to just over 41% of the total number of able-bodied ones. Bashkortostan holds the third place with 31.2% of able-bodied young people in the general mass. In Tatarstan, the youth segment made up less than 30% of the total number of able-bodied citizens. We analyze the salary expectations of young applicants by age in the above regions, stated in the resume for the first quarter of 2023, according to the Scientific Research Center in the field of career guidance and Labor...
Psychology and using special Magucha linguistic ontology, which provides machine reading of vacancies and resume from the portal "Work in Russia".

The data in Figure 1 show job seekers' salary expectations by gender and by age.

Fig. 1. Salary expectations of applicants in the youth segment in Russia as a whole for the first quarter of 2023. Source: Figure is based on the results of the investigation conducted by the authors of the article.

In the age range of 18-22 years and 23-29 years, women, largely than men, qualify for wages of up to 50,000 rubles; men are more likely to apply for higher wage jobs in this age range.

The analysis of empirical data shows that the salary expectations of young people do not differ significantly depending on the region. There is only some activity in the regions of the North Caucasus, in particular in Ingushetia; some ambition among young applicants aged 14-16 is observed, possibly associated with labor surplus, high expectations or "Caucasian character". In Tatarstan, young people aged 14-16 are more willing to work for wages of up to 10,000 rubles than in other regions. And if in Russia as a whole almost 50% of women — young job seekers aged 23 to 29 years old — are ready to work for a salary of 31,000 to 50,000 rubles, then in the regions the situation is somewhat different. For example, in Tatarstan there are more than 60% of such applicants in this category; in Bashkortostan and Ingushetia - about 40%; in Chechnya even less - only 20%. Women in these regions are ready to work for wages of up to 30,000 rubles, unlike men who indicate the need to earn more as a percentage of the total number of male applicants in this age category.

We consider the wage and working conditions of vacancies from employers in the above regions according to the Scientific Research Center in the field of career guidance and Labor Psychology with the use of special linguistic ontology "Magucha", which provides machine reading of vacancies and resumes from the portal "Work in Russia".

The analysis of the situation on the labor market in terms of assessing the cost of labor for young job seekers shows that most vacancies in Bashkortostan and Tatarstan are with a salary of 10,000 to 30,000 rubles and there is an opportunity to find a job in these regions with a salary of 31,000-50,000 rubles and even higher in a number of vacancies. In
Chechnya, the situation is a bit worse, there are vacancies of up to 10,000 rubles, and from 10,000 to 30,000 rubles. The situation with vacancies in Ingushetia is quite complicated: there are practically no jobs for young applicants, which is generally confirmed by the statistics. The highest unemployment rate is observed in this region from year to year.

The systemic crisis experienced by the Russian society acts primarily as a crisis of people's value orientations that determine their economic and labor behavior, which causes an increase in economic visible and latent losses [23]. Sustainable socio-economic development of society is associated with the realization of labor potential, including the youth in the system of employment relations. However, the situation on the labor market in Russia remains unstable and unsustainable. There is no balance between supply and demand for certain professions, in labor cost estimates, so it is difficult for a young specialist to find a job in their specialty. Since there is currently such imbalance in Russia, the economy does not get the necessary personnel, and graduates of educational institutions are faced with the need to master new specialties demanded by employers, the market, which is not always successful. At the stage of admission to educational institutions, young people choose professions without taking into account their inclinations, abilities and market needs.

Consequently, professional marginalization is observed in the youth environment, manifested in the loss of previously acquired knowledge, skills, social identification with a particular professional group as a result of informal employment, a tendency to leave social production, and hidden unemployment. Eventually, social tension in the Russian regions is growing.

4 Conclusion

To sum up, in the course of studying the preferences of young job seekers from all the social groups that we are considering, specific regional features and the presence of disproportions in the labor market in the youth segment have been revealed. Based on a comparative analysis and generalization of empirical material, the conclusion is confirmed that the functioning of the labor market is influenced by both external and internal factors; there are both general and specific features of regional labor markets. Therefore, the state policy of labor market regulation should take into account the peculiarities and specifics of the functioning of the labor market of each specific Russian region. The regulation of labor movements of the youth should be carried out at all levels of social organization (from society to the enterprise). However, as an object of management activity one should consider not labor mobility in itself, but the socio-economic system and structure in which this process takes place. Sustainable development is associated with the reproduction of the essential forces of the youth, its labor potential. The desire to harmonize technological, socio-economic, demographic processes and labor mobility of young people ensures the sustainability of the development of regions and society as a whole.

5 Acknowledgements

The study was supported by the Russian Science Foundation, project No. 23-28-00444, “The influence of multi-contextual factors of regional entrepreneurial ecosystems on the development of youth entrepreneurship (based on data from the republics of the Volga and North Caucasian federal districts)” https://rscf.ru/project/23-28-00444/
References

2. S. Hauff, S. Kirchner, Management Revue 25(1), 27–49 (2014)
11. V. Vasile, V. Liviu, Annals of Faculty of Economics 1 (special). 251–263 (2011)
17. Classification of regions according to the availability of labor resources [Electronic resource]. URL: https://lektsii.org/7-8198.html (date of access: 05/22/2023)
19. Work in Russia. All-Russian database of vacancies and resumes [Electronic resource]. URL: https://trudvsem.ru/ (date of access: 05/22/2023)