

Problem of Occupational Guidance of the Youth as a Factor of Economic and Innovative Development of the Russian Federation

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Abstract: This study deals with the problem of occupational guidance of the youth as a factor directly effecting the economic and innovative development of the Russian Federation. The youth is the future of the nation and therefore it is necessary to take measures to regulate the choice of their own profession or else the labor market will not be able to meet the country's need for the necessary skilled personnel. Occupational guidance of the youth begins to turn into economic needs of society. Young professionals are an important resource for the implementation of the strategic objectives of the economy modernization. The study describes ways of solving the problems of occupational guidance of the younger generation.

Key words: Occupational guidance, youth, occupational guidance system algorithm, modernization, implementation

INTRODUCTION

The youth is a particular socio-demographic group of people which plays a crucial role in the formation and use of labor resources of society as a whole. Currently, the efficient use of youth labor resources as a growth factor of the market production and the innovation development of economy becomes more and more urgent.

One of the most important state tasks is the organization of effective occupational guidance of the youth. Occupational guidance promotes acquaintance of the graduates of educational institutions with the world of professions and choice of their professional career as well as the influences on the formation of the country's labor force, employment system and ultimately, the economic and innovative development of the country. That is why the developed countries lay particular emphasis on occupational guidance work with young. It is systemic and is constantly being improved reflecting the changing needs of the economy and society in the professional staff.

Today, the problem of occupational guidance of young people in the Russian Federation is reflected in the following negative circumstances:

- The 80% of university graduates do not work in their specialty
- Irrational use of budget funds
- Shortage of skilled labor

- Reduced general quality of higher education and differentiation of educational institutions and programs by the quality of education provided
- Mismatch of jobs obtained by graduates and the specialty which they studied as a result the devaluation of higher education
- The younger generation unemployment

Socio-economic need to make every man take his place in the occupational structure is particularly acute in this situation. Correct solution of these issues will to a certain extent make the basis for further development of scientific and technical and economic potential of our country.

PROBLEM OF OCCUPATIONAL GUIDANCE OF THE YOUTH IN THE RUSSIAN FEDERATION AND WAYS OF SOLVING

According to data presented in Fig. 1 there is a strong tendency to increase in the number of people employed in the state economy who have a higher education. In particular in 2000, the number of persons with higher education and employment in the economy was 24.7% in 2013 this figure increased up to 31.7%.

We figure that this trend is not already a positive factor that can positively influence the economic and innovative development of the state.

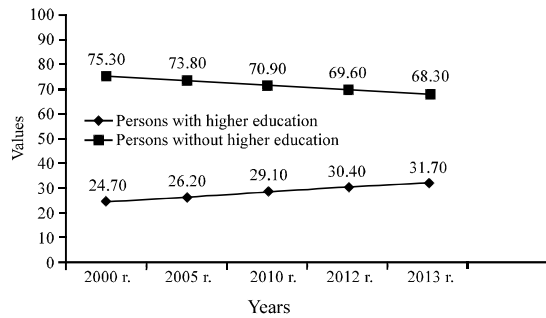


Fig. 1: Dynamics of employment distribution in the economy by the level of education in the Russian Federation

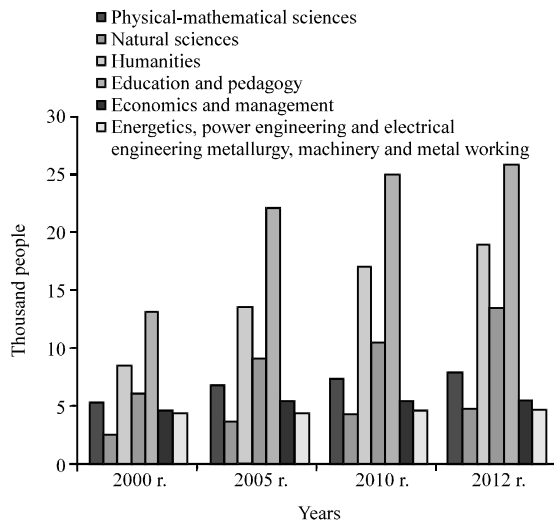


Fig. 2: Dynamics of producing bachelors and masters by the state and municipal institutions of higher education in program track in 2005-2012

Now, young people consider higher education as a necessary social attribute only that helps them to be in trend to higher education. In general, the number of Russian citizens with a higher education has doubled as compared to the period of the Soviet Union. However, according to available data of Rosstat, 55-80% (depending on specialty) university graduates in Russia do not work in their specialty.

Thus, young people often get their education only because of a diploma that is the trend of “education for education” is formed. As a result of this trend, the state loses money invested in their education, the labor market has shortage of necessary human resources and the youth cannot find jobs in their specialty.

During the period of 2000-2012, the maximum increase in the number of students was shown in the humanities

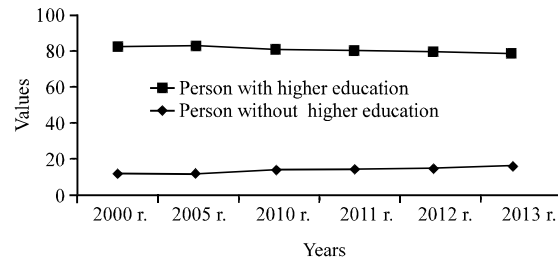


Fig. 3: Unemployment distribution by the level of education in the Russian federation (%)

(law mainly) and “Economics and Management” spheres (Fig. 2). However, according to the monitoring findings conducted by the Ministry of Education and Science in 2015, the highest number of unemployed young people were studying “Economics and Management” (32% of the total number of unemployed) and “jurisprudence” (18% of total unemployed). This creates a paradox, that the most popular specialties are the lawyer and economist which are also the occupations with the highest number of unemployed.

The negative phenomena of such “popularity” is a stagnation in the number of students of such fields as “science”, “energy”, “metallurgy”, etc. This shows that Russia “produces” economists and lawyers rather than engineering professionals who could provide an innovative and economic development through the creation of new technologies and processes.

Graduates, who have received highly-desired specialties are more likely to get a job in their specialty. At the same time, the results of many studies show that special knowledge is rewarded by the labor market only if used for its intended purpose, i.e., if the graduate works in his/her specialty.

They also have less risk of getting the workplace, where neither their education nor human capital will be in demand (Roshchin and Rudakov, 2015).

Accordingly, the labor market clearly indicates the absence of demand for these specialties, however, high school graduates choose particularly these professions. In turn this demand generated by young people will be satisfied by higher education institutions that inefficiently spend thereon the budget funds. The presented thesis is confirmed by the dynamics of increase in the number of unemployed persons with higher education (Fig. 3).

According to previously designated monitoring, the maximum level of employment (about 80%) is among young people having studied engineering specialties. Accordingly, the specialists of this certain category are required by the labor market and for the economic development of the state. The profession of this profile

also offer the highly competitive salaries. For example, initial salaries of the specialists in the aeronautical and space engineering are about 70 thousand rubles, nuclear energy and technology-about 43 thousand rubles.

In addition, the “fashion” for higher education reduces the number of necessary specialists with secondary vocational education which are the key employees in any production process. This category of professionals often provides operation of the most complex and innovative technology and equipment. In 2000, the number of people with secondary vocational education employed in the economy was 30.9% and by 2013 this figure dropped to 25.8%. Therefore, we can state that the country has been losing a layer of highly skilled production workers.

Occupationally guided youth policy must create conditions for a successful self-determination of people in their lives in the choice of future profession and sphere of activities. Occupational guidance of youth shall include a system of specific measures aimed at preparation of young people to a conscious choice of profession as well as involve provision of occupational information, occupational consultancy and occupational selection (Antipiev, 2012).

In terms of modern Russia it is necessary to carefully address the problem of occupational guidance of young people. After studying theoretical materials and analyzing the situation in the country, the following ways of solving this problem are possible:

- Establishment of mutually beneficial cooperation between the organizations which are the direct consumers of qualified personnel and the institutions which bring out young professionals. For example, the cooperation of Kazan State Research Technological University which produces highly skilled professionals in the field of chemical engineering and PJSC “Kazanorgsintez” which main activity is the production of polymers
- Material encouraging of young employees at their early professional career. For example, the provisions of the collective agreement of PJSC “Kazanorgsintez”: “to provide material support to young employees who returned to the company after their dismissal from the Armed Forces to allocate 10% of housing on account of allocated quotas under the social mortgage program for young employees, etc.” By the way this collective agreement took the first place in 2015 in the nomination “for effective protection of social and labor rights of youth” at the national contest held by the Federation of Trade Unions of the Republic of Tatarstan

- Use of economic incentives to improve the effectiveness of youth employment policy including tax exemptions that increase the interest of enterprises in the provision of employment services for young people their vocational training and retraining (Dunaeva and Salakhutdinov, 2010)
- System of assistance and labor adaptation at the workplace. Organization of seminars, conferences, workshops contributing to a more rapid adaptation and development of young employees in the company
- Implementation of various forms of support for young professionals to acquire housing. Despite the reform of housing and communal services, the housing and rental prices continue to increase, thus, making the problem urgent
- Introduction of a system of compulsory distribution of graduates. This will ensure the effectiveness of budget spending on education as the graduates will work (for example, 5 years) in their specialty. A positive moment for the youth will be the guaranteed employment and necessary experience required for further professional development (Hayrullovi, 2013)

Lack of youth occupational guidance control system has caused great economic damage to the entire country as a result of the growing youth unemployment with unmet demand for labor in a number of professions and the low labor efficiency. Unemployed youth contributes to the growth of criminal activity in the community, making the crime a serious threat to the economic, social and political stability of the country.

In order to level the effect of the above negative trends we have developed and suggested the algorithm of youth occupational guidance system in the Russian Federation (Fig. 4). According to this algorithm, the state strategy implies a determination of specific issues related to the educational process, aimed at provision of the state economy with the necessary human resources and the formation of labor resources for stimulation of innovative activity. Within the framework of the presented system, the Ministry of Education and Science of the Russian Federation shall create the above strategy and bring it to all three education levels (high, secondary and primary).

Formation of strategy is based on the analysis of information obtained from the socio-economic environment (labor market, production, innovation sphere). These levels, in turn, provide information on the progress and results of its implementation. During the period of primary education, every young person is faced with the problem of choosing the vector of further training, the choice of future profession. At this stage, the

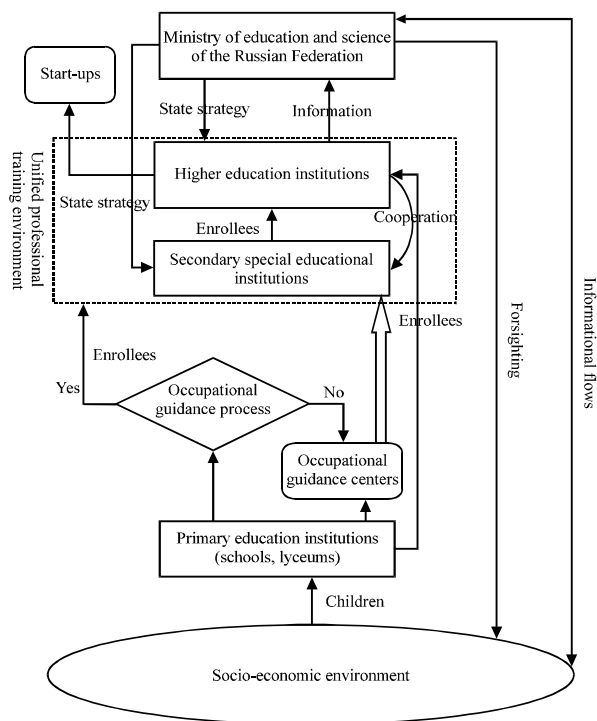


Fig. 4: Algorithm of youth occupational guidance system in the Russian Federation

mechanism of occupational guideline starts; if the graduate cannot decide, the occupational guideline center shall help him/her. In our opinion, this kind of centers should operate as an organization where young people can get both theoretical information about professions, reveal their personal predisposition and almost "feel" the different spheres of activity. To solve the latter problem, there is a need to create the so-called "cities of occupations" within the framework of these centers. Similar projects have been already developed on a commercial basis but it is necessary to express their social function as a mechanism of occupational guidance. In these "cities of occupations", both children and adolescents can play different professional roles, see the equipment in operation and get the basic skills and knowledge in the area of interest.

The proposed algorithm combines higher and secondary educational institutions into a single system of interaction within the framework of the educational process. This implies that specialized secondary educational institutions are the permanent sources of enrollees for their partners-higher educational institutions. University graduates will have the opportunity to enter the subject-oriented higher professional institution on favorable terms (for example, the evening or correspondence department) provided that they will be employed in their specialty.

Based on the graduation results it is proposed to provide the best graduates with opportunity of establishing the small innovative businesses-start-ups. The founders of such company must be the graduates, the researcher of the innovation project themselves as well as the university as the entity that represents the infrastructural and financial support. In our opinion, the implementation of this strategy requires to provide an opportunity for students to defend their own business-plan as the final study which could later be implemented according to the designated scheme.

Thus, we have proposed to form a system of occupational guidance based on the following triad: “educational institutions (high schools, technical schools, schools), occupational guidance centers, start-ups”.

CONCLUSION

Young people largely have the level of mobility, intellectual activity and health which distinguish them from other groups of population. Therefore, they are an important social resource, not only for the replenishment of the middle class but also for the implementation the strategic objectives of modernization of the Russian economy. There is a need for systematic involvement of young people in social life, development of skill of their independent activity and provision information to all young people about the possibilities of their development which will fully realize the potential of the younger generation.

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