



Рис. 2. Формування інтегрального показника збалансованості маркетингового комплексу

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Elzara Abdulkhairova
Post-Graduate Student, Crimean Engineering and Pedagogical University,
Simferopol, Ukraine, smedlaeva.elzara@gmail.com
8 Uchebnyi lane, Simferopol, 95015, Crimea, Ukraine



THE STRATEGY OF AGRARIAN LABOUR MARKET FORMATION IN UKRAINE UNDER GLOBALIZATION CONDITIONS

Abstract. In this paper the strategy of effective labor functioning mechanisms is examined. This strategy considers both weak and strong points of the agrarian labor market. The strategy of formation and effective functioning of the labor market in agricultural sector of economics is regarded as a complex plan of actions which includes various interrelated stages characterizing its directions and peculiarities of its formation and implementation under globalization conditions. Taking into consideration peculiarities of agrarian labor market, the functioning parameters that affect the formation and functioning of the agrarian labor market have been investigated and defined. Elaboration of directions and measures of the agrarian labor market functioning strategy formation and realization has been suggested.

Keywords: strategy; agricultural labor market; efficiency; globalization.

JEL Classification: J43, O13

Э. М. Абдулхайрова

аспирант кафедры учета и аудита, Крымский инженерно-педагогический университет, Симферополь, Украина

СТРАТЕГИЯ ФОРМИРОВАНИЯ АГРАРНОГО РЫНКА ТРУДА В УКРАИНЕ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

Аннотация. В статье проанализирован инструментарий формирования стратегии эффективного механизма функционирования аграрного рынка труда, выявлены его слабые и сильные стороны. Стратегия формирования и эффективного функционирования в аграрном секторе экономики рассматривается как комплексный план (или модель) действий, включающий взаимосвязанные этапы, которые характеризуют направления и особенности ее разработки и внедрения в условиях глобализации. Определены факторы, влияющие на формирование и функционирование аграрного рынка труда, и на этой основе предложены направления разработки и реализации стратегии его развития.

Ключевые слова: стратегия, аграрный рынок труда, эффективность, глобализация.

Е. М. Абдулхайрова

аспирант кафедры обліку та аудиту, Кримський інженерно-педагогічний університет, Сімферополь, Україна

СТРАТЕГІЯ ФОРМУВАННЯ АГРАРНОГО РИНКУ ПРАЦІ В УКРАЇНІ В УМОВАХ ГЛОБАЛІЗАЦІЇ

Анотація. У статті проаналізовано інструментарій формування стратегії ефективного механізму функціонування аграрного ринку праці, виявлено його слабкі та сильні сторони. Стратегія формування та ефективного функціонування в аграрному секторі економіки розглядається як комплексний план (або модель) дій, що містить взаємопов'язані етапи, які характеризують напрями й особливості її розробки і впровадження в умовах глобалізації. Визначено чинники, що впливають на формування та функціонування аграрного ринку праці, і на цій основі запропоновано напрями розробки та реалізації стратегії його розвитку.

Ключові слова: стратегія, аграрний ринок праці, ефективність, глобалізація.

Introduction. Activation of countryside reorganizations highly depends on socio-economic programs implementation, effective functioning of operating entities, and the usage of available natural resources, as well as environmental protection programs and ecology.

In our opinion, the dynamic growth of the countryside social sphere activity is one of the defining components of the agrarian policy. The factors affecting it should include employment of rural population, and formation of rational total income, which reduces poverty and increases welfare.

In recent years, the agriculture has reached stable positive dynamics and constant production of the agricultural goods growth. The production structure formation and the system of its organization in the process of land and agrarian reforms have been almost completed.

The further development of the industry is one of the most important issues in the economy of Ukraine, and it requires profound reformation that will increase the competitiveness of the agricultural production, as well as food security in the country.

The fulfillment of this task is related to the definition of the strategic guidelines of the agricultural growth, according to which the state policy will be carried out by legal, financial, economic and other regulation of the industry. These guidelines should take into account the need to implement the basic program documents of social and economic development of the country, such as the economic reform program of Victor Yanukovich, the President of Ukraine «Prosperous Society, Competitive Economy, Effective Country», the Programs of The Cabinet of Ministers of Ukraine, for example «Towards People»; the modern tendencies of the world economics and state economy of the country, the scientific and technical achievements and others.

The revised model of the agricultural development which would be able to provide its stable and rapid growth is to be built in the nearest future.

Purpose of this article is to develop theoretical basis and strategic directions for the formation and effective functioning of the labor market in the agricultural sector.

Brief Literature Review. In works of many scholars the special attention is given to theoretical justification of labour market, so among scientific publications the greatest interest is represented by works of D. Boginya, V. Vasilchenko which consider problems of labour market regulation in Ukraine, E. Libanova, M. Latynin, S. Maistro, O. Chernyavska, A. Chykurkova which highlight the problems of the national labour market competitiveness, T. Savitskaya analyses the usage of manpower and compensation fund. However, the measures for effective functioning of labour market in regional aspect have not developed yet.

Results. The strategic directions provide the definition of quantity and quality parameters of agricultural development up to 2020 as well as the main measures. The fulfillment of the latter would help to achieve the necessary results. These strategic directions are formed according to the result of the scientific researches, analysis and synthesis of practice, evaluation and modeling of social and productive processes, and others.

Strategic directions can be used to create legal documents in the area of agriculture and to improve current documents of state bodies and bodies of local self-government at all levels of the development of the industry for the corresponding period. Also these directions should be taken into account when coordinating the modernization activities of the state economy and agriculture, as well as the development of the effective mechanisms for the implementation of the reforms [1].

Agriculture is one of the most important branches of the economy in Ukraine. It provides 8.2% of gross value added. Almost 3 million people are employed in this field with value of fixed assets more than 100 billion USD are used there, 56,500 businesses are functioning in this field, and using 21,600,000 hectares of agricultural land (2012) a product made per one hryvnia in agriculture allows getting products for 12 hryvnias in other industries. Rural area is a good place for people's recovery while the rural population is the guard of national customs and traditions.

Investments in the development of social services in rural areas currently make up only 7.6 billion USD, which is far below the demand for them. As a result, the qualitative and quantitative characteristics of the demography get worse. The average life expectancy of peasant is 66.8 years, including males – 61 years. Every year up to 26 villages disappear from the map of Ukraine, and the third of rural areas are on the brink of self-reproduction. Social infrastructure of the village continues to crash and fall [2].

Employment level in the rural areas keeps on declining. Since 2000, the number of employees in the field reduced from 2,500,000 to 665,000. The level of salary in agriculture is almost 40% below the average country's salary. 16,8% of rural households is below the poverty line, in 48,8% – the total expenses didn't exceed the level of minimal wage [3].

Working in agriculture has always been of little prestige, and the demographic situation keeps on getting worse in the rural area: the total population and specific gravity of the rural population is reducing, the number of retired people is increasing. As a result, there is a further migration of rural youth to the cities and foreign countries [4].

In order to more fully exploit the potential of agriculture it is necessary to create, in our opinion, favorable conditions primarily in the following areas: working on an equal economic basis of different legal forms in the agricultural sector; the harmonization of the interests of the owners, employees and rural communities; the formation of competitive on the domestic and foreign markets of industrial structures [5].

The creation of these favorable conditions can be achieved the expense of extensions of the reforms in the state's economy and its agricultural sector in the direction of the optimal combination of industrial and agricultural production, transition from industrial to the territorial self-governing system of administration, complex development of agricultural production and rural areas, the formation of the effective science and technology, budget, tax, financial and credit and pricing policies.

National social program for the preservation and the development of the labor potential should be expanded (completed) with the conceptual principles of preservation and labor potential growth in the rural areas [6].

Disastrous situation that has developed in the rural areas of Ukraine asks for adoption of the complex target social program of the preservation and growth of labor potential in the rural areas. This program should be based on generally accepted strategies (social program of preservation and the development of the labor potential of Ukraine up to 2017 [7] the development of the Ukrainian rural areas until 2015, the anti-crisis program of the government (agribusiness and the development of the rural areas), strategy of Ukraine development for the period up to 2020, strategy of the Ukrainian agrarian industry development for the period up to 2020 [8]. Such program allows not only to organize and coordinate social activities, but also to concentrate all existed financial and economical resources not only for preservation, but for labor potential growth in the village. The program should combine complex measures to provide the development of all components of this process, such as: improvement of demographic, psycho-physiological and intellectual potential of the rural population, the poverty reduction, improvement of quality of life and welfare [9; 10].

The improvement of the demographic potential of the rural population in Ukraine requires:

- Organizing the system of monitoring of the demographic situation in the rural areas, the formation of an information data bank;
- Development of the specific priorities and targeted activities of demographic policy from the regional perspective;
- Improvement of the pensioners social security, making the effective use of the labor potential of the people of working age in order to reduce the population load;
- Improvement of the migration processes monitoring system improvement of the national migration policy, providing its transparency and coordination at the international level;
- Supply of concessional lending and tax breaks for the large families, as well as families with small children.

The following measures can provide the improvement of the intellectual potential of the rural population:

- Creating of educational nursery complexes (nursery school- secondary school) in small rural settlements;
- Providing of effective functioning of the pre-school, secondary and after-school educational institutions in the rural areas;
- Providing high quality pre-school and middle-school education, increasing their competitiveness by reinforcing and updating the material and technical basis of educational institutions, providing them with well-qualified personnel;
- State support for vocational and higher education institutions that provide training, retraining and skills development for agriculture, improvement of methods for determining the volume of the target state order for the training to the needs of the agricultural sector.

There are the principal ways of the improvement of the rural residents' quality of life:

- Making strategies of the social development of rural communities by definition of the needs rural communities in social infrastructure, attracting villagers to local government;
- Building up bigger turnover of individual construction using full range of benefits for young people. This is turn, will lead to the arrival of skilled young people to the village;
- Improving the mechanism of social protection of the rural population from the low quality service.

Thus, the proposed conceptual framework of the complex targeted social program for preservation and growth of labor potential in the rural areas allows to systematize existed priorities for the village revival and its development, for the agriculture and rural areas in the future and to recognize the matter of the preservation and the growth of the labor potential, stable development of the rural areas. The program should combine complex activities to provide the development of all components of this process, such as: improvement of demographic, psycho-physiological and intellectual potential of the rural population, poverty reduction and improvement of the quality of life (Figure 1).

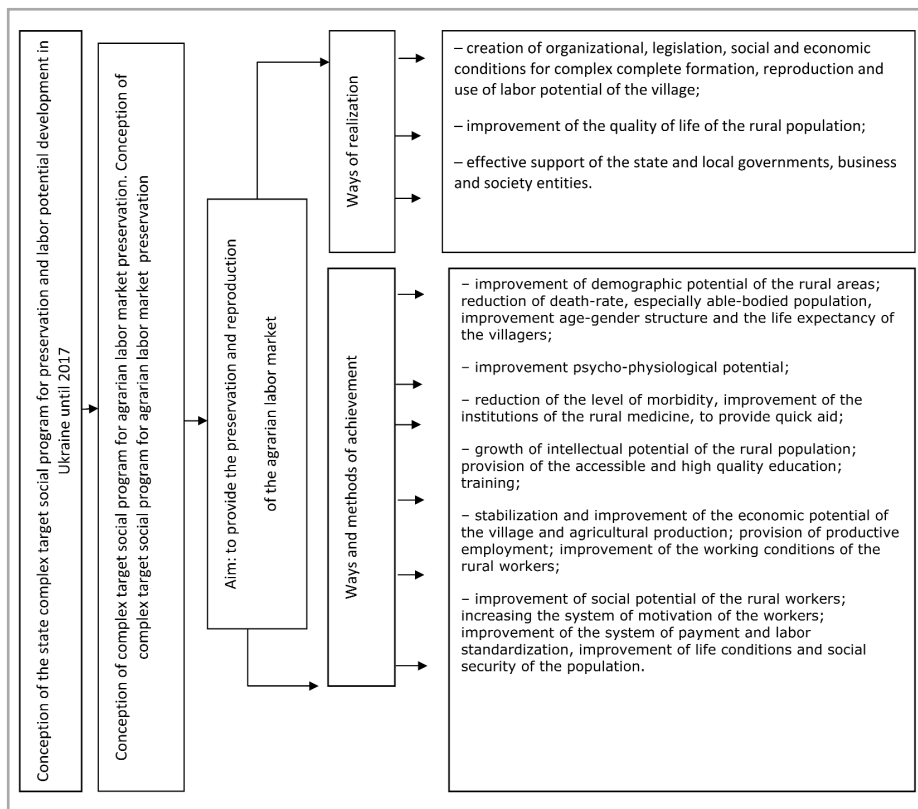


Fig. 1: Conceptual principles of the complex target social program for preservation of agrarian labor market

Source: Author compiled

The employment increase programs should be based on the following in the sphere of providing the efficient implementation of the supplies to the agricultural labor market:

- Improvement of the national information of the system of the agricultural labor market in accordance with supply and demand for the jobs in each region considering the peculiarities of its demographic situation, the availability of labor resources and labor potential by returning to the system of balance of labor resources, use of indicators recommended for the labor market evaluation (International Labor Organization) [11]. The development and implementation based on the prediction of the redundancies in the process of structural economic modernization of state employment program for 2011-2020, providing the creation of new jobs in the prioritized sectors of the economy;

- The development of the non-traditional forms of employment, the virtual labor market in the rural area, internet professions, creating the conditions for rendering the service to foreign employers without going abroad, via teleworking, Internet and Skype.

The strategy of formation and effective functioning in the agrarian sector of the economy is considered as complex plan or model of behavior, including the interrelated stages that characterize the directions and peculiarities of its development and implementation.

The parameters affecting the formation and functioning of the agrarian labor market have been examined. The ways of development and realization of the strategy of forming and functioning of the agrarian labor market have been suggested:

1. Formation of the informational and analytical support which includes the data that is defined on the basis of primary, statistical and financial reports of the enterprises in the agrarian sector on the basis of the indicators and factors which define the components of the labor market.

2. The formation of the department of the analytical and informational support which will deal with the labor market development and realization of the certain strategies.

3. The aim justification on the development and implementation of the strategy of formation and effective functioning of the

agricultural labor market. This mission consists of the interrelated action regarding the prospects of the agrarian labor market development focused on the harmonization of the interests of stakeholders, finding the sources of funding and necessary resources for formation and realization of the agrarian labor market, the financial, productive, innovative and investment, strategic and informational potential growth.

4. Conducting of the parameter analysis for the formation of the effective functioning of the agrarian labor market based on evaluation and management of the economic potential: financial, productive, marketing, innovative and investment, strategic and informational potentials.

5. The use of tools for the implementation of the formation strategy and functioning of the agrarian labor market, which are: the use of the system of the informational system security, system of the analysis of the controlled sums of files (CRC sums), analytical tools (SWOT-analysis, GAP-analysis, factor analysis, CVP-analysis).

6. The characteristic of the introduction strategy formation

and effectiveness of the agrarian labor market functioning oversees the finding the sources of the funding. People and personnel will be responsible for the implementation of the given strategy, providing the monitoring and control over the made decisions. Taking account abovementioned, the scheme of development and implementation of the strategy for the formation of the agrarian labor market functioning effectiveness has been suggested (Figure 2).

Thus, the proposed scheme of the development and implementation of the formation strategy and effectiveness of the agrarian labor market functioning determines certain stages and feedback, allows to respond on the deviations that appear during this process and to predict the negative consequences in the context of the growth of labor productivity.

Conclusions: the conceptual framework of the complex target program for the preservation and increasing of labor potential of the countryside has been developed in the research. It is aimed to encourage the demographic, psycho-physiological and intellectual potential of the rural population, poverty reduction, the villagers' welfare and their quality of life improvement. For development and implementation of the strategy of the agrarian labor market functioning effectiveness the certain stages and feedback have been established, in the proposed scheme which allows to respond on the deviations that appear during this process and to predict negative consequences in the context of growth of labor productivity.

The Employment strategy of Ukraine should be connected with further development and expansion of the vigorous activities to decrease unemployment and increase the costs from the fund for employment promotion, taking into account the current condition of the agrarian labor market.

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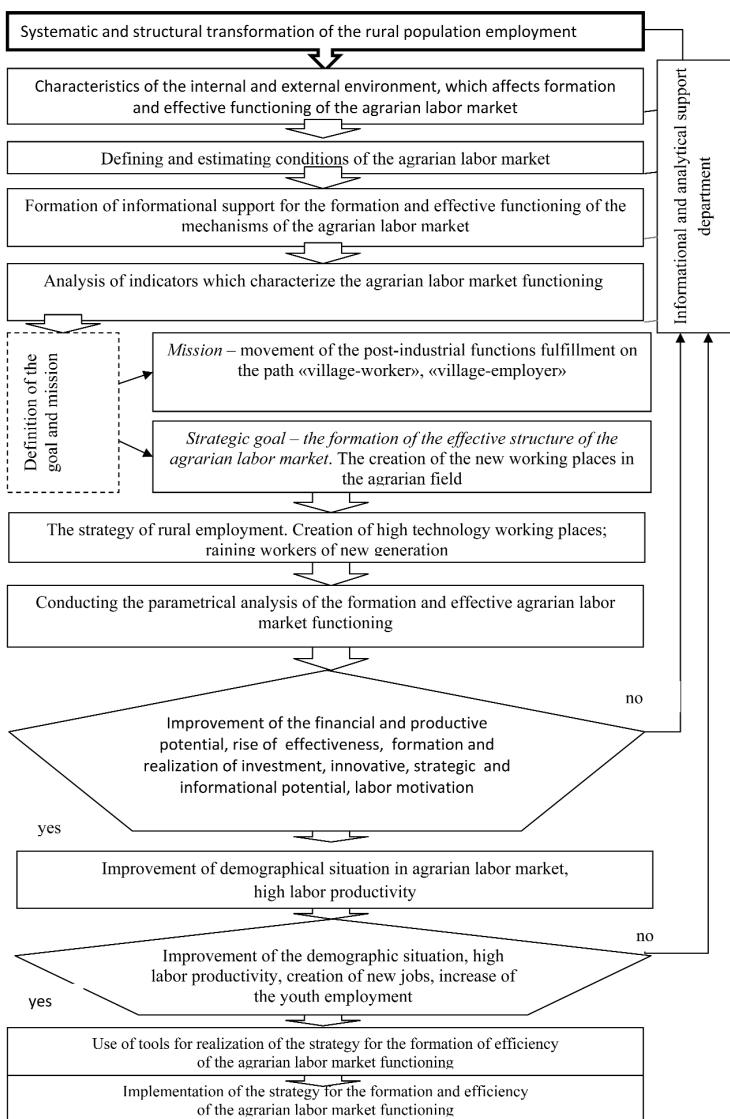


Fig. 2: Mechanism of the development and implementation of the strategy for the formation and efficiency of the agrarian labor market functioning
Source: Author compiled