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Analytical Survey of Development Directions of Social Labour Sphere of Urban Settlement**Polyakova I.A.✉, Tolstik N.V.**DOI: <http://dx.doi.org/10.15294/ibarj.v3i2.63>

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Abstract

The article shows the relevance of implementing the development processes and expanding the infoshere within the international standards of statistical accounting. It reflects methodological approaches to analytical processing of information resources characterizing the conditions and trends in developing modern urban settlement. The article also provides the dynamics on the a number of indexes of social labour sphere in Rostov-on-Don. It shows the practicability of forming the conception of the strategic development of the urban settlement based on official information resources. The article provides the comparative assessment of the position of Rostov-on-Don as the capital of the Southern Federal District on a number of indexes of social labour sphere regarding million-plus cities of Russian and regional capitals forming a part of the Southern Federal District.

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INTRODUCTION

The global infoshere is being formed at a rapid pace in the countries of the world community, together with integration processes and systematic interrelation of regional development indexes. As a result, it proves the need in the analysis and the assessment of fundamental constituents of social economic development based on modern information resources harmonized within the international standards of accounting and statistics.

The sufficiently rapid process of computerizing the social space has provided the ground for creating and introducing the absolutely new methodology of collecting, analyzing and processing information in practice as well as for making reliable managerial decision. Furthermore, modern capabilities of arranging prompt statistical data collection, its grouping, combination, structuring and storage have resulted in creating the new direction "big data".

In addition to the mentioned ones, the government of the Russian Federation approved the program "Digital economy of Russia" in July 2017. It is aimed at creating the social economic environment in which the electronic data is the key factor of production in all sectors of the society. The implementation of this program will promote the sustainable economic development, raising the level of competitiveness in Russia and, consequently, improving the living standards of the population.

It should be noted that the sources of economic development will be data and their analysis implemented on the base of modern information technologies. Accordingly, it is necessary to transform processes of business management in some way, to introduce modern methods of management, to hold business analysis based on modern analytical methods of data processing.

Thus, the formation of the digital economy platform is aimed at developing the technologies working with the use of significant amount of data generated in various information systems. One of the directions of arranging the work with big data is the application of statistical methodology and

applied methods of analysis and information assessment, the experience of official statistics when collecting the data, the coordination of indexes definitions, their vertical formation.

METHODS

Foreign and domestic experience provides the opportunity to assert that today statistics, as scientific-practical activity, is capable to create the algorithm of actions on organising the work with information and receipt of conclusions that allow to evaluate development processes of various aspects of social life.

In this context, territorial aspects of the analysis and assessing many-sided and multilevel processes in all the spheres of life require deeper and detailed research. Therefore, the strategically approved direction of state statistics in Russia and its territorial structures is further improvement of information resources in the area of doing research in the priority spheres of social development of regions and their local entities.

Transformational processes developing in the economy of Russian regions predetermine the need in increasing the efficiency of economic mechanisms and enhancing management structures to form the preconditions of sustainable economic development, and consequently, to improve living standards of the population. As a result, it causes the need in the balanced resource capacity of natural economic and human potential of the territorial systems, the high level of social and information infrastructure development taking into account the transition to the digital platform, the formation of digital economy infrastructure and the public need in quality constituents of living standards.

Under the conditions of modern macroeconomic dynamics the vital need to solve the stated problems creates the relevance of looking into the sustainability of reproduction processes of gross domestic and gross regional product, some kinds of capital, the condition of quantitative and qualitative features of components of social economic potential of the country and regions connected with all stages reproduction process.

President of Russia V. Putin signed new May 2018 Decree "About national objectives and strategic tasks of the development of the Russian Federation until 2024". According to the decree there is a plan to implement a number of directions, particularly, to ensure the income growth of the population and the level of pension provision over the inflation rate, to make the poverty rate twice less; to enter the five largest economies of the world; to achieve an economic growth rate over the world one while keeping macroeconomic stability not more than 4%; to create a highly productive export-oriented sector in the primary industries developing on the base of modern technologies and provided with highly-qualified staff; to increase the productivity growth on small and large enterprises of basic 'non-raw' industries not lower than 5% per a year etc.

To implement the stated goals it is necessary to develop strategic directions presenting the algorithm of procedures formed within the frames of the systematic approach and intended to ensure the sustainable development of economic and social spheres of territorial entities and to improve the living standards of the population.

Modern information technologies reflecting different aspects of livelihood as basis of its analysis, assessment and forecast have become the ground for the development. This kind of resources is of different nature. In this research, the authors use official information resources characterizing social labour sphere from the territorial perspective.

The crucial part of the urban management system is strategic planning forming institutional and social economic conditions of the sustainable development of the municipal settlement based on the efficient use of resource and market potential as the basis of providing a decent quality of life. Within strategic planning the system of long-term objectives and mechanisms of its achievement, important directions of the activity, priorities of social economic policy are formed.

Currently the Strategy of social economic development of Rostov-on-Don until 2035 has been developed. The role of Rostov-on-Don as the capital of Southern Federal District is predetermined by accumulated demographic,

production, consumer, infrastructure and cultural potential, favorable economic geographical position, whose value for the development of social territorial community increased under the conditions of integration and globalization processes and within the context of new geopolitical and geo-economic positioning of Russia.

Taking into account the existing realities it is advisable to transit to the development model suggesting the efficient use of city's strategic resources – human capital, the territory of city settlement, economic, cultural and social capital as well as to modernize the system of city management. Moreover, it is necessary to support both the development directions of "cities for business" and to develop "city for life" ensuring the resource saving social economic development based on developing innovative activities.

In particular, it is extremely important for keeping, increasing and rational using of the existing labour potential within the context of further improvement of the social labour sphere of the population. The compulsory condition of integrating into the system of world economic relations, within which the critical prerequisite of the competitiveness is highly qualified mobile staff provided with the stable employment, is continuous monitoring of labour market, employment sphere and income of the population within local territories.

Some researchers suggest Flexicurity conception as a main part of social employment model that means the combination of flexible policy on the labour market and in the employment sphere and high degree of social security.

This conception assumes the following principles:

- contractual agreements concluded between employers and employees must provide necessary flexibility of labour process and the appropriate legislation about employment security;
- the presence of the active policy on the labour market promoting the employees' mobility;
- the presence of the educational and retraining system promoting the development of professional skills during the whole working life and providing

its adaptivity to fast changing conditions on the labour market;

- the presence of the social security system providing necessary support of incomes of the unemployed and economically inactive citizens.

To hold the analytical survey the authors use methods of summary, grouping, analysis of dynamics, comparative assessment method.

RESULTS AND DISCUSSION

Nowadays there are a number of problems in the social labour sphere that can be the reasons of negative events in the employment sphere and influence the social stability of the society in a whole. The first thing to mention is low reproductive function of remuneration. May 2012 decrees of the President are aimed to overcome this problem and to raise statutory minimum wage. Secondly, there is the failure in the incentive role of the remuneration when developing the economy, the decrease in production volume, realizing physical and intellectual abilities of the staff, excessive differentiation in the remuneration and a number of other factors.

The mentioned Decree of the president of Russia V. Putin ““About national objectives and strategic tasks of the development of the Russian Federation until 2024” is aimed at improving the living standard of the population.

To implement the set objectives it is necessary to develop strategic directions that are an algorithm of procedures formed within the systematic approach and aimed at providing the sustainable development of economic and social spheres of territorial entities in whole as well as urban and rural settlements.

The article describes the modern condition and problems of the development of social economic sphere of Rostov-on-Don – the largest urban settlement on the south of the Russian Federation, administrative center of Southern Federal District and Rostov region with the population of 1,303,05 people as of 01.01.2018. It is the tenth city of Russian on the population. Over 2,16 million people live within Rostov agglomeration (the fourth agglomeration of the country on the population). The city is a large

administrative, cultural, scientific educational, industrial center and important transportation hub of the South of Russia. In 2012 Rostov-on-Don took the fifth place in the urban environment quality rating. In 2018 Rostov-on-Don was one of the cities where the matches of football world cup took place.

The role of Rostov-on-Don as the capital of Southern Federal District is predetermined by the accumulated demographic, production, consumer, infrastructure and cultural potential, favorable economic geographic position, whose value for the development of the social territorial community increased under the conditions of integration and globalization processes, within the context of new geopolitical and geo-economic positioning of Russia.

On the base of official statistical information, the authors identify the position of Rostov-on-Don in the million-person city rating of Russia, namely, on indexes of the sphere “Incomes, labour, employment” based on the information system of municipal statistics Database of municipal entities indexes in XX region “Indexes characterizing the condition of economy and social sphere of municipal entity.

According to the volume of employment, Rostov-on-Don takes the third place among million-person cities during 2013-2017. The accession rates of the employed for this period reflect a progressive growth within the range of from 0,1% in 2013 to 3,5% in 2016. The index of the registered unemployment in Rostov-on-Don is one of the lowest among million-person cities, except the city of Omsk. According to an average monthly salary Rostov-on-Don is in the middle of the list among million-person cities taking the seventh place.

The capitals of the Northern regions and the Far East are among first five capitals according to the Gross city product per capita due to their raw specialization. Moscow takes the sixth place while Saint Petersburg is not in the top ten and takes only the twelfth place. 23 capitals’ economies go ahead average Russian index of Gross city product per capita (556 thousand rubles per a year), and 56 economies fall behind.

The gap between the richest capital city Anadyr and the poorest one Makhachkala is 14 times that proves the high degree of economic differentiation of capital cities. The more population a capital city has, the bigger the amount of Gross city product per capita is. Therefore, agglomerate effects, particularly, the effect of "urbanization economy" emerges in large capital cities significantly. It is important, that the power of the scale effect in the considered cities is different. It depends on the structure of the economy and the efficiency of its separate spheres. For instance, economies of Novosibirsk and Chelyabinsk are compatible on the level of Gross city product per capita, although the last one is 25% less populated. Rostov-on-Don being on the tenth place on the population rate takes the fifth place on the level of Gross city product per capita among capital cities. It means the scale effect in these cities is varied that reflects the differences in parameters of economic processes and cities' capabilities to use demographic potential as a source of the economic development.

According to the index of average number employed the analysis of Rostov-on-Don position in the rating of the largest cities in Southern Federal district shows that Rostov-on-Don took the leading position in federal district until 2015. Krasnodar took this place in 2016. The share of workers employed in municipal organizations in Rostov-on-Don is approximately on the same level with the largest cities of the federal district – Krasnodar and Volgograd. In addition, this index sharply decreases in Astrakhan and significantly grows up in the smallest cities of Southern federal district – Maikop and Elista.

On the remuneration rate, Rostov-on-Don yielded to Krasnodar during 2013-2017 while the ratio of municipal workers' salary to the salary in enterprises remained higher in Rostov-on-Don than in Krasnodar, much higher indexes were in Volgograd and Maikop, and the lowest index was in Astrakhan.

It should be noted that the incomes of the population grew by 1,6% in 2013, and the year of 2014 observed their decrease. The comparison of growth rates of average monthly salary with the same index taking into account social benefits

demonstrates that the last ones had positive dynamics. Thus, the surplus in salaries and social benefits was over the level of the decrease in real incomes of employed in 2016, consequently, the processes of decreasing real incomes affected mainly households with small children, pensioners and unemployed whose incomes mostly depend on social benefits.

The dynamics of a number of employees is indirectly characterized by the success of its functioning as an integral economic entity. Statistical analysis demonstrates the dynamics, common for the last years, in reducing a number of employed: 2013 observed the decrease by 12,9 thousand people, 2014 – by 16,5 thousand people, 2015 – by 9,2 thousand people, 2016 – by 6,3 thousand people. Nevertheless, 2017 showed the essential surplus in a number of employees by 20,3 thousand people. The last one is correlated with the index of industrial production (in medium and large enterprise), which value accounted for 112,8% in 2017. Apart from noted, preparing for the Football World Cup influenced a number of employed people.

The level of the registered unemployment remained relatively stable over the whole analyzed period. The values of registered unemployment indexes are significantly lower in the city over the considered period than in Rostov region and accounted for 0,8%, while it was 1,1% over the Russian federation. 2612 unemployed citizens are registered in the city employment agency as of 01.01.2018 that is less by 16% than the same date of the last year. 8,9 thousand vacancies are registered in the city's databank as of 01.01.2018, 60,3% of them are offers on trade jobs. The average salary in the vacancy bank is 18,6 thousand rubles.

CONCLUSION

As is shown, from the perspective of implementing May 2018 Decree of the president of the Russian Federation the objective of the development strategy of the urban settlement in social labour sphere must become raising the living standards of the population based on the following events: -forming the balanced and flexible market

providing the efficient employment of citizens and continuous economic growth; - implementing the spatial policy of the development of the urban settlement taking into account the interests and needs of an employee as a critical factor of the economic growth; – consolidating the innovative, scientific and educational leadership of Rostov-on-Don on the South of Russia by combining scientific educational and innovative industrial clusters.

The municipal statistics received a boost to the development when introducing information technologies in the activities of municipal entities. Nevertheless, the degree of the awareness of the local authorities concerning the condition and processes in economic, social and other spheres of life is still insufficient. The efforts to solve the problems with the internal and external information provision independently create problems with the mismatched data, and the problems in the area of the municipal statistics turn into the problems for the activity of all authorities. There is a need in the system work on solving the problems of the municipal statistics and improving its information provision since the information deficit, faults in the data collection lead to inefficient managerial decisions that influences the public trust in the local authorities.

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