

Monitoring of human resources and a new educational structure for training specialists as key factors to reactivate the system of consumer cooperation in Russia

Monitoreo de los recursos humanos y una nueva estructura educativa para especialistas en capacitación como factores clave para reactivar el sistema de cooperación del consumidor en Rusia

Monitoramento de recursos humanos e uma nova estrutura educacional para a formação de especialistas como fatores-chave para reativar o sistema de cooperação do consumidor na Rússia

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Abstract

Consumer cooperation is an essential attribute of the formation of civil society and acts as a kind of an indicator of its democratic health. Due to the transformational changes in the 1990s, the values of the cooperative movement were lost in Russia. To revive the system of consumer cooperation, it is necessary to return the interest of young people to this form of business, to prepare highly qualified specialists who can develop and replicate the ideas and values of cooperative entrepreneurship. The first priority should be the monitoring of human resources working in the field of consumer cooperation. The availability of complete and reliable monitoring information will help determine the existing potential and vector for the further development of the system of consumer cooperation. In conclusion, a new education design is needed, which provides training for specialists in the field of cooperative entrepreneurship, with the required set of

Resumen

La cooperación del consumidor es un atributo esencial de la formación de la sociedad civil y actúa como un tipo de indicador de su salud democrática. Debido a los cambios de transformación en la década de 1990, los valores del movimiento cooperativo se perdieron en Rusia. Para reactivar el sistema de cooperación del consumidor, es necesario devolver el interés de los jóvenes a esta forma de negocio, preparar especialistas altamente calificados que puedan desarrollar y replicar las ideas y los valores del espíritu empresarial cooperativo. La primera prioridad debe ser el monitoreo de los recursos humanos que trabajan en el campo de la cooperación del consumidor. La disponibilidad de información de monitoreo completa y confiable ayudará a determinar el potencial existente y el vector para un mayor desarrollo del sistema de cooperación del consumidor. En conclusión, se necesita un nuevo diseño

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competencies and responsive, and often foreseeing the needs of the modern labor market.

Keywords: Human resources, personnel policy in the system of consumer cooperation, quality of life of the population, consumer cooperation, regional base of labor reserve, regional system of consumer cooperation.

educativo, que brinde capacitación a especialistas en el campo del espíritu empresarial cooperativo, con el conjunto requerido de competencias y capacidad de respuesta, ya menudo previendo las necesidades del mercado laboral moderno.

Palabras claves: Recursos humanos, política de personal en el sistema de cooperación del consumidor, calidad de vida de la población, cooperación del consumidor, base regional de la reserva laboral, sistema regional de cooperación del consumidor.

Resumo

A cooperação do consumidor é um atributo essencial da formação da sociedade civil e atua como uma espécie de indicador de sua saúde democrática. Devido às mudanças transformacionais na década de 1990, os valores do movimento cooperativo foram perdidos na Rússia. Para reavivar o sistema de cooperação do consumidor, é necessário devolver o interesse dos jovens a esta forma de negócio, para preparar especialistas altamente qualificados que possam desenvolver e replicar as ideias e valores do empreendedorismo cooperativo. A primeira prioridade deve ser o acompanhamento dos recursos humanos que trabalham no domínio da cooperação dos consumidores. A disponibilidade de informações de monitoramento completas e confiáveis ajudará a determinar o potencial e o vetor existentes para o desenvolvimento futuro do sistema de cooperação do consumidor. Em conclusão, é necessário um novo projeto de educação, que fornece treinamento para especialistas no campo do empreendedorismo cooperativo, com o conjunto necessário de competências e resposta, e muitas vezes prevendo as necessidades do mercado de trabalho moderno.

Palavras-chave: Recursos humanos, política de pessoal no sistema de cooperação do consumidor, qualidade de vida da população, cooperação do consumidor, base regional de reserva de trabalho, sistema regional de cooperação do consumidor.

Introduction

Consumer cooperation is a special system with a long history and its own unique development resources. The modern cooperative movement originated in Europe, and since the 1860s. appeared on Russian soil. Each of the subsequent stages of its development brought about changes in the life of the cooperation. However, its social and reproductive role in the country's economy remained unchanged.

Unfortunately, by the beginning of the twenty-first century, consumer cooperatives of Russia had lost many of the benchmarks on which the international cooperative movement was based, moreover, external threats related to open markets and globalization of the economy led to intense competition between consumer cooperatives with large domestic and transnational trading corporations, financial and

organizational capabilities that are immeasurably higher. In addition, the traditional consumer cooperation has already spawned competitors - private intermediaries engaged in the purchase of agricultural products, and food corporations established in some regions of the country.

The current state of consumer cooperation in Russia is characterized by the presence of a complex of negative aspects: during the reform period, a significant part of material and technical facilities was lost, volumes decreased in all areas of activity, growth rates of financial and economic indicators were low, competitiveness in local markets was insufficient, the control system did not correspond requirements of market forms of management (Morozova, 2016).

In addition, there is a certain mistrust of citizens and their lack of interest in this form of business. The older generation has certain negative associations with the very word "cooperative", which became widespread in the early 1990s. And the youth perceives the cooperative, the cooperative movement as an anachronism, a certain relic of the Soviet era, Lack of interest and negative associations are not caused by sad experience, but by basic ignorance of the foundations of the cooperative movement, its principles and standards, which acts as a deterrent to its development in Russia.

Methods

In order to revive the system of consumer cooperation and ensure a higher organizational and technological level of its development, it is necessary to have a complete understanding of human resources as a dynamically complex object. The use of generally accepted criteria for quantitative and qualitative assessment of human resources do not give the desired effect due to:

- the subjectivity of personal ratings;
- lack of a mechanism for determining representative samples of the indicators under consideration;
- significant complexity of existing methods;
- difficult to trace the dynamics of expert assessments;
- the impossibility of quantitative determination of quality depending on the level of professional readiness;
- the impossibility of accounting for indeterminism and the stochastic nature of indicators.
- It is necessary, on the one hand, to study reality, on the other hand, to provide timely and reliable information in the form of a variety of supporting signs. In this situation it is necessary to refer to the linear programming system. Computer technologies create objective opportunities to create a model of human resources. The integrated computer space is able to rework a network of mathematical matrices, building the full life cycle of this resource, consisting not only of collecting and analyzing information, but also with the ability to make operational management decisions.

One of the conditions for the successful operation of the proposed system is the continuity of the process, its transparency and the possibility of making clarifying adjustments. Automation of the process eliminates the subjective factor with its indeterminism, ambiguity and uncertainty. This creates a condition for the inclusion of the most objective information in a coherent system of relations, making it predictable, and therefore viable.

In addition to the traditional structural analysis of the resource, it is necessary to turn to the elaboration of its functional content with a reference to the personal-professional potential. Its personal-forming and personal-developing content requires the introduction of not only quantitative, but also qualitative indicators into traditional management methods. Taking into account the heterogeneity of the units of measurement indicators, the task goes into the category of difficult to formalize. By solving this problem in processing data in a qualitative context, the application of the qualimetry method will become. This will allow to prepare indicators in a uniform manner for introducing them into the program analysis algorithm.

Theoretical and practical thoughts about this problem were can be found in articles of such authors as Czarnecki "Managing by measuring: How to improve your organization's performance through effective benchmarking" (Czarnecki, 1999), Dorfman, Samuelson, Solow "Linear programming and economic analysis" (Dorfman et al, 1958), Brown "Economic Order Quantities for Materials Subject to Engineering Changes" (Brown,1971), Bellman "On the Computational Solution of Programming Problems Involving almost Block Diagonal Matrices" (Bellman, 1957), Fleming, Hoppelman, Earned value Project Management" (Fleming and Hoppelman 1996), Tijms "Stochastic Models – An Algorithmic Approach" (Tijms, 1994), Morse "Queues, Inventories and Maintenance" (Morse, 1958).

Thus, the systemic monitoring of the state of human resources is intended to create the necessary information base for determining the existing potential and the vector for the further development of the sphere of consumer cooperation.

Main Part

The structure, main goal and tasks of monitoring human resources in the system of cooperative entrepreneurship are presented in Figure 1.

The objects of the studied variety of management monitoring are the main

components of the internal and external environment of the personnel management system, the backbone connections that allow the enterprise to exist as a complete open system. The subject is the qualitative and quantitative characteristics of the enterprise staff.

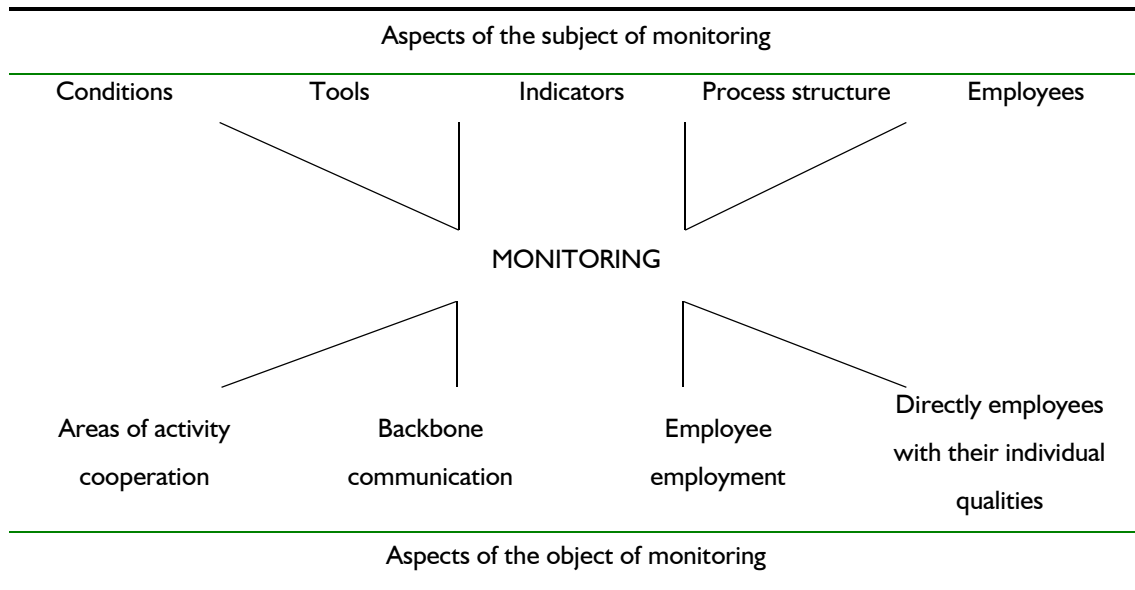


Figure 1 - Structure of the monitoring of human resources in the system of consumer cooperation

Source: compiled by the autor

The next stage in the formation of a human resources monitoring system will be the definition of indicators and indicators that are relevant for the sphere of consumer cooperation at this stage of its development.

Indicators and indicators that play an important role in management can be characterized by two main groups:

The first group is the indicators of the external environment, which include two subgroups - the characteristics of the personnel and the personnel management system.

The first subgroup of indicators is formed with psychological support and consists in structuring the very process of making individual decisions compiling a profile of basic professional competencies and individual self-improvement design, activating the processes of professional

self-knowledge, self-development, self-realization and interaction in the space of a common ideology, culture, philosophy and mission of the organization. Accounting for these indicators is of particular importance when building a system of personnel motivation based on a motivational personality profile, as shown in the work of Ryzhov (Ryzhov, 2010).

The second subgroup of indicators and indicators characterizes the processes associated with management activities: forecasting and planning, work organization, motivation and control. This includes the definition of various indicators that allow to determine the quality level of an employee and his condition: these are personnel turnover indicators, the turnover index for admission and retirement; frame constancy index. In this group of indicators, the directions defining the management system, as functions and methods of management, the system of

personnel motivation, the overall effectiveness of the organization, its image are highlighted.

The second group - indicators of the external environment can be grouped as follows. This is, first of all, the monitoring of the legal framework (changes regarding labor legislation, social

policy), the state of the labor market and the level of economic development.

The principal model of the system for monitoring human resources in the field of consumer cooperation is presented in Figure 2.

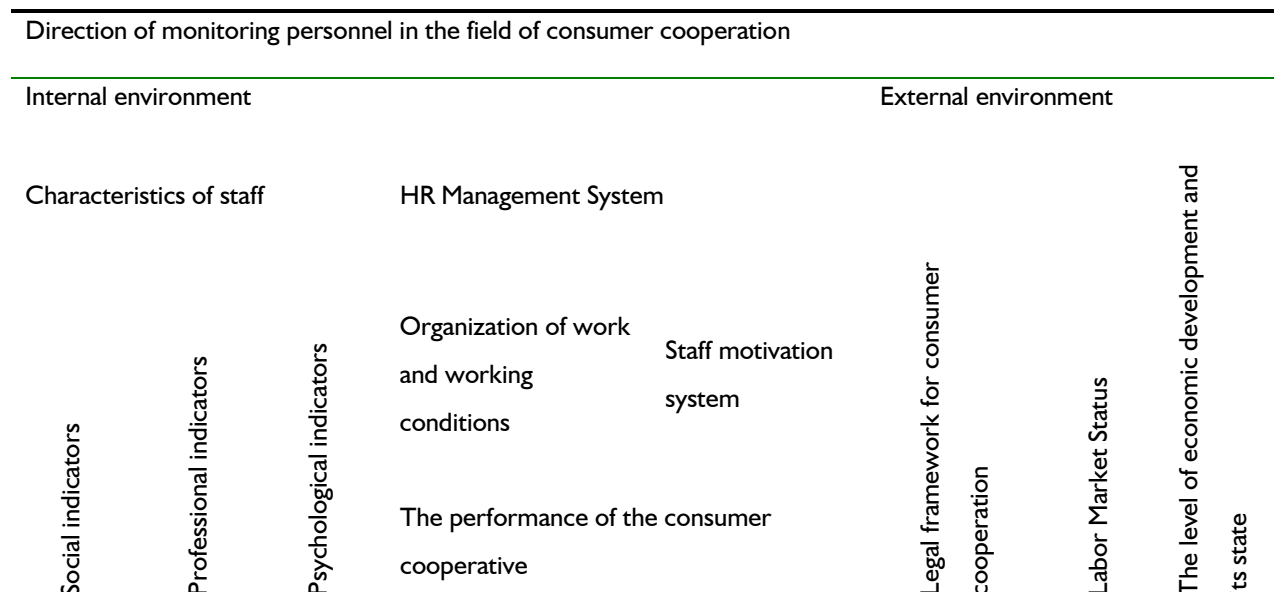


Figure 2 - Model of the monitoring system of human resources in the field of consumer cooperation

Source: compiled by the authors

For the successful organization and execution of work on the collection of information, synthesis and transmission of data using socio-psychological methods, employees with the appropriate professional level must be involved. So to determine the potential of employees, it is advisable to use the questionnaire of limitations of the professional potential of M. Woodcock, D. Francis - the test "Professional Potential". In the process of development, gaining practical experience and learning, many monitoring indicators may change.

To characterize the professionally significant qualities of employees, it is necessary to take into account indicators of conflict competence. Approaches to the content of conflictological competence are discussed in the article by Bershedova and Rychikhina (Bershedova and Rychikhina, 2013).

Thus, the model of the human resources monitoring system will allow not only to track the qualitative and quantitative composition, the

dynamics of its development, but also to predict the results of the proposed changes. This makes it possible to conduct a proactive situational analysis and operational decisions, based on their variability with a predetermined accuracy. Simulation modeling translates the information collected from the category of inert material into the assessment process, thereby increasing the efficiency and validity of management decisions in the field of consumer cooperative management.

To revive the system of consumer cooperation, a new model of training specialists in the field of cooperative entrepreneurship is needed, which can stimulate the interest of young people in this field. And, in addition, to form a specialist with a given set of competencies that are in demand in the labor market.

Today, there is a search for new formats of "interpenetration and interaction" of the business community and educational institutions. This is due to the fact that the gap between the skills acquired in higher education institutions and

the competencies expected by employers is growing, which leads to an increase in employers' dissatisfaction with academic education.

Business begins to invest in education for the retraining of its employees, using non-standard approaches: case-based methods, simulators of professional activity, augmented reality systems, etc. The educational process designed in this way is much more focused on practical skills in solving problems arising in the course of work activities. Such an approach can be a key success factor in training qualified specialists for the system of consumer cooperation, the future field of activity of which is public catering, trade, the purchase of agricultural products and raw materials, where it is necessary not only to acquire knowledge, but also to apply it in a given situation (Morozova, 2018).

Conclusion

The practical experience of countries with developed market economies demonstrates the great potential of cooperative associations in the field of autonomy and self-government. Consumer cooperation along with the institute of local self-government can be considered as an integral attribute of the system of democratic governance, to act as a kind of indicator of the democratic health of society. However, in Russia, the values of the cooperative movement were lost, a new approach to the revival of the system of consumer cooperation is required. The driving force that can revive the cooperative movement can be high-class specialists, training directly for the sphere of cooperative entrepreneurship.

The first priority should be the monitoring of personnel working in the field of consumer cooperation. The availability of complete and reliable monitoring information will significantly improve the quality of management analysis, will contribute to improving management and achieving its maximum efficiency. The effectiveness of such monitoring increases with a systematic approach to its organization and implementation.

In addition, a new model of training specialists in the field of cooperative entrepreneurship is needed. The mono-level education system focused on mass training of specialists ready for reproductive information should be replaced by a new design of virtual education, providing the

possibility of multidimensional personal movement in the educational space, responsive and often foreseeing the needs of the modern labor market. The "inverted" university can become a traditional educational model of the 21st century for most of the higher educational institutions of the world, where teaching is carried out through leading MOOC platforms, and the universities themselves carry out laboratory work, implement educational projects and have a lively discussion of practical issues of interest to consumer cooperation.

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