

THE DEVELOPMENT OF SYSTEM MECHANISMS OF REGIONAL LABOUR MARKET MANAGEMENT ON THE BASIS OF CLUSTER APPROACH

© 2009 O.V. Tolmacheva, I.A. Firsova*

Keywords: a regional labor market, manpower, mechanisms of management, a cluster.

The basic tendencies of labor market changes are considered in conditions of crisis on an example of industrial region. Mechanisms of management by employment of the population based on the cluster approach are offered.

Samara region is an industrially developed, highly urbanized region of the Russian Federation with an aggregate number of the population being about 3 171 000 people. The urban population of the region constitutes 80,4 % of an aggregate number of the population ; population density is 59,2 persons per 1km, or twice higher than average.

In December, 2008 manpower of Samara region made up 63 % of the population. Territorially they concentrate in the two largest megacities of the region which are in immediate proximity of each other - Samara and Togliatti.

In 2008, according to the statistics data, Samara region won the first place in Russia for the production of cars, synthetic ammonia, rubbers synthetic and linoleum, the second place - on primary oil refining. In the first quarter of 2009 because of the decrease in consumer ability of the population motor-car manufacturers have been forced to lower production volumes considerably. In connection with the correction of production plans the employers were forced to reduce either jobs or working hours. As a result, the whole branches of industrial, processing, building sectors of economic activity are almost out of work.

According to the Center of employment of Samara region at the beginning of February, 2009 233 enterprises of Samara and Togliatti officially declared redundant about 10 thousand workers.

One of the instruments allowing to effectively solve the problems of labor market regulation for the purpose of decreasing social intensity and maintaining the stability of economic development of region, is the creation of a uniform system of personnel maintenance through interrelation and interaction of subsystems of

vocational training and a labor market on a basis of cluster approach.

Cluster is the instrument of improvement of quality and efficiency of activity. Today cluster approach is widely used in the industry. This article considers using cluster approach to management of regional manpower as the universal method allowing to do the tasks on the basis of integration of activity and starting mechanisms of self-regulation.

Self-regulated cluster development of manpower (SCDM) is a nonprofit institution consolidated on a voluntary basis. Its members are professional educational institutions and firms, enterprises, associations, centers, representations and other organizations with the purpose of assistance and coordination of joint cooperation in the field of maintenance and improvement of quality of manpower and presentation of their common interests in corresponding state and other bodies, and also in the international organizations.

The mission of SCDM is to promote the creative potential of people and organizations for increasing the competitiveness of experts and enterprises, transforming the Samara region and its territories into prospering economic region of the country.

In table the stages of SCDM development are presented.

According to the orders of the Government of the Russian Federation on working out actions for overcoming the consequences of the world financial crisis in the sphere of employment it is necessary to develop a strategy, aimed at optimization of application of idle labor. One of the directions of employment optimization was to organize advanced professional retraining of personnel at the expense of financing from the state budgetary funds.

* Olga V. Tolmacheva, PhD in Pedagogical sciences, associate Professor of Togliatti State University; Irina A. Firsova, PhD in Pedagogical sciences, associate Professor of Togliatti State University. E-mail: tolmatschow@mail.ru.

Planning SCDM and stages of its development

1. Preliminary stage	1.1 Development of cooperation of the interested organizations 1.2 Development of co-operative communications 1.3 Working out the mechanisms of investment support 1.4 Creation of SCDM infrastructure 1.5 Drawing up a program of SCDM development
2. Creation stage	2.1 Studying of the potential of region 2.2 Organization of interaction with various controls 2.3 Formation of common requirements to the graduates of various educational institutions from the requests of the employers 2.4 Formation of innovative directions of functioning of educational institutions 2.5 Creation of service of examination and monitoring of quality of manpower development 2.6 Searching for partners 2.7 Setting up a fund to support innovations 2.8 Development of project financing schemes
3. Basic stage	3.1 Monitoring and management of requirements for the manpower of the region 3.2 Active participation in federal investment programs for the development of manpower of the region 3.3 Communication and interaction between the organizations which are parts of SCDM 3.4 Forecasting the development of the region and the labor market 3.5 Strategic management of manpower on the basis of SCDM 3.6 Formation of an investment portfolio 3.7 Definition of a package of innovative projects 3.8 Marketing and integration of manpower consumers' requests of SCDM 3.9 PR-campaigns 3.10 Creation of the scheme of interaction between the participants of SCDM 3.11 Working out programs of advancing occupational retraining
4. Perfection stage	4.1 Optimization of the scheme of interaction between the participants of SCDM 4.2 Cost-saving on manpower management and development 4.3 Actualization of the competence of workers of the enterprises and introduction of in-house training systems 4.4 Creation of teaching teams in the actual directions for advanced personnel retraining

The regions themselves should organize the realization of similar programs of advanced retraining with allowance to the specificity and the requirements of production.

Thus, cluster approach represents the integration instrument of improvement of quality and efficiency of economic activities through the formation of a uniform control system by personnel maintenance of the region. Besides, cluster model of manpower development of the region allows not only to ensure stable development of an economic system, but also to solve certain issues of social character: decrease social intensity at the expense of optimization of training and employment of people with various demographic characteristics; optimization of using human potential and reducing expenses for specialist training at the expense of the introduction of advanced retraining programs, social work, etc.

http://www.economy.samregion.ru/demograf_potencial.

<http://www.adm.samara.ru/economika/>.

About results of social and economic development of the Samara area for I half-year 2008 and an estimation of results of development for a year, the forecast of social and economic development of the Samara area for 2009-2011.

<http://www.economy.samregion.ru/macro/>.

<http://www.eksperts/economic.ter.ppm.ru>.

<http://info.probit.ru/crisis/without-job-i-will-work-for-eat/>.

Shipanov V. V., Chernova J. K., Tolmacheva O. V. Self-adjustable klaster of the development of a manpower of a region // News of the Samara centre of science of the Russian Academy of Science. Special release "Technologies of management of the organization. Quality of production and services". 2009. № 8.

Received for publication on 14.04.2009