

REMOTE WORK AS A NON-STANDARD FORM OF EMPLOYMENT IN THE REGION (BASED ON SOCIOLOGICAL SURVEY IN SAMARA REGION)

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Keywords: new forms of employment, telework, remote work, social survey, freelance, self-employed population, survey results.

The article deals with considered non-standard forms of employment in the Samara Region, in particular, the development of freelancing. Moreover, the results of the sociological survey on the topic "Development of Remote Work and Self-Employment in the Samara Region" are presented.

According to the results of a sociological survey of remote employees, the author reviewed the new forms of employment in the Samara Region. Based on this study, the basic ideas were formulated. The development of information technology contributes to the employment restructuring.

One of the directions of such changes is the proliferation of flexible forms of employment. In addition, the development of the Internet allows sending and receiving information at a distance from any location, the employees of many areas now do not necessarily stay with the employer (For instance: IT-scope, design, business services, etc.) as it is possible to transmit the results by means of various ways (For instance: via e-mail, ICQ, via the exchange remote work, etc.). The contractor may be at any distance from the customer and carry out its work.

In this regard, new directions in the labor market are formed - outstaffing, outsourcing, leasing staff and freelance. Let us consider the phenomenon of freelance. Workers engaged in this activity are called freelancers. In our view, they are described as remote workers who are not included in the state organizations, who can provide services themselves.

The study of the spread of remote work on the regional labor market raises many questions that are not reflected in official statistics: how freelancers work, what their salary is, how they build relationships with customers, how long their working day is and others.

To answer these questions, a sociological survey on the topic "Development of Remote Work and Self-Employment in the Samara Region" was conducted.

In our study we considered aspects of human, financial and social features of a remote worker. However, in this article, we focus only on the principal of them, and formulate the main conclusions that we get by analyzing the survey data.

In our opinion, it is necessary to study professional composition of remote workers. The survey was formed on the basis of the most common types of orders on the labor exchanges of remote work. The list of occupations in different markets is almost identical.

Thus, professions, that especially popular among freelancers, are identified. It is such areas as IT-sphere (site development, promotion in search engines, programming), design, photos and video, text (translation, copywriting, journalism), business services (advertising, marketing, management, legal services, business consulting) and engineering (design, architecture, industrial design).

Taking the studied results into consideration we can conclude that the most popular among freelancers are such activities as design, photo/video and text - 45% of those surveyed. IT-sphere is next in popularity among remote workers. In this area, fewer than 10% of respondents work. At the time of the survey a small proportion of respondents is engaged in providing business services and engineering (10% respectively).

According to the plans for the future, every second person plans to start its own business, while 45% of them will combine freelance with their main work without formal registration of their activities.

For the majority of respondents freelancing is the main way of working out a plan to start

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their own business as individual entrepreneurs in five years (42,9%). Half of the respondents, for whom freelancing is an additional activity, will continue to work in the same way. Students (undergraduate and graduate students) are more ambitious, 50% of them are expected to become entrepreneurs in five years. It should also be noted, that among the respondents there are those, who do not plan to engage remote work in future. Some can not independently organize their time, some are not satisfied with the level of wages and its impermanence, etc.

According to the results of our study, we have formulated a few basic conclusions:

- ◆ more than half of respondents combine freelancing with the substantive work, that demonstrates the inadequacy of the level of their wages;

- ◆ occupational structure of remote workers coincides with the general occupational structure in the Samara region, including age and sex;

- ◆ more than half (56.7%) of respondents have higher education. This figure is higher than

the whole of the working population in the Samara Region (27,6%);

- ◆ among the reasons for choosing a remote work two are clearly identified: the ability to self-organization of labor and cash requirements (91.1% of respondents works independently);

- ◆ freelancers are mostly successful workers with wages level on average 50% higher than office workers have;

- ◆ respondents feel that the most important benefit of working remotely is not a good salary, but an interesting work;

- ◆ freelancers prefer to work with regular customers or by recommendations of friends and former customers, thereby, trying to minimize the risks in their activities;

- ◆ because of fickleness proceeds of remote workers, they consider their financial costs more carefully than office workers with fixed salaries.

In conclusion, it should be said that carrying out the survey using the resources of the Internet has shown efficacy to study the little-studied forms of employment in the labor market of the Samara Region.

Received for publication on 11.10.2010