

Human potential as a factor of dynamic and competitive development of the regional economy

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Abstract — Modern transformation processes occurring in the conditions of deep technological shifts put forward qualitatively new requirements for the formation and development of human potential, its dynamic integration into developing systemic formations without losing their identity, with the transfer of their own developmental impulses and the receipt of counter-impulses of development. The role and importance of the human factor increases many times in post-industrial countries, where the aggregate intelligence of the nation becomes the determining factor for progress. A study of the state of human development in the Krasnodar Territory indicates the need to form competitive advantages of this potential, the available reserves of its development, but also the deterioration of the macroenvironment, which creates problems with the building up of this potential and with the state of public health. In the study, the authors focus on the need to increase the scale of state support for health care and education institutions in the region, generating human factor development at a qualitatively new level. The article describes the principles of enhancing the formation and development of human potential in the region, as well as proposed means of enhancing attention to human capital by the regional authorities, a request for the formation of new competencies of the human factor and the intensive development of intellectual capital corresponding to new technologies, their products and relevant organizational mechanisms by business structures and society. The authors of the article proposed a number of fundamental tools for initiating the demand for human capital at the regional level through the development of a complex of regional projects in which this capital will be in demand.

Keywords — *human potential, economic relations, organizational mechanisms, knowledge society, the sixth technological mode, innovation*

I. INTRODUCTION

Human potential is one of the key factors of economic development. However, in modern Russia, this factor is used ineffectively, understating the potential development of territories, both in economic and social context. Such a depreciation of human potential leads to a reduction in incomes of the population and deprives an incentive for further household investments in the development of human capital (within the framework of education, health care, culture). Practically all schools of classics in economics since the time of A. Smith [1], K. Marx [2], A. Marshall [3] to modern researchers such as D. Bell [4], M. Castells [5], M. Porter [6], A. Buzgalin [7], V. Polterovich [8], I. Rudakova [9] emphasize that in the system of commodity production the human factor plays the determining role of dynamic and competitive development.

The aim of the study is to develop ways to enhance the formation and development of human potential in the regional economy.

II. MATERIALS AND METHODS (MODEL)

The theoretical and methodological basis of the study were the works of well-known domestic and foreign economic scientists, dedicated to the disclosure of the essence and content of human potential, its development trends, and also works devoted to analyzing the state and development of this potential in the regional economy.

The instrumental and methodological apparatus includes methods of generalization, analysis, synthesis, comparison, and expert assessments.

III. RESULTS AND DISCUSSION

The development of the economy is associated with the expansion of its intellectual and competence saturation and focus on improving the competitiveness of products [10]. Taking into account the nature of the investigated aspect of the problem, we analyzed the conditions for the formation of the human potential of the economy on the example of the Krasnodar Territory. Over the five-year period, there has been a reduction in the number of educational institutions of higher education by 58%, which indicates a decrease in the ability of applicants to enroll in a higher educational institution. The newly formed trend to “elitization” of education may adversely affect the quality of human capital generated in the region [11]. The number of students in the Krasnodar Territory in 2017 was 63% of the number of students in 2013, which allows us to link this trend with a reduction in the number of educational institutions in the region. The number of graduates decreased by 65.5% compared with 2013 [12].

Thus, we can note the presence of negative trends in the field of education in the Krasnodar Territory, which, in other matters, indicates general systemic problems in the education system of the Russian Federation.

An employee can invest in his education if he has enough financial resources to live on. An estimate of the types of monetary incomes of the population in the Krasnodar Territory in real terms is presented in Figure 1.

number of nursing staff by 8.4% over the same period. Simultaneously with a small increase in the number of medical personnel in the region, the number of hospital organizations has decreased to 77% of the 2013 state. During the study period, there was a 9% increase in the number of outpatient organizations in the region, which in our opinion is catastrophically low given the constant increase in the population of the Krasnodar Territory due to internal migration flows [12].

The growth of people suffering from various types of diseases by 86 people per 1000 of population from 2013 to 2017 is noted. A study of the state of human potential in the region indicates the existing reserve of its development, but also the deterioration of the macroenvironment, which creates problems with the development of this potential. Let us justify and disclose ways to enhance the formation and development of human potential in the Krasnodar Territory.

A. Formation of demand for human capital in the economy of Krasnodar Region. This method is one of the fundamental ones, because without generating demand for owners of human capital in the economic space of the region, the measures taken by the government will not bring the expected positive effect. Thus, the human capital unclaimed in the region will flow into other regions of the Russian Federation, which will create conditions for the effective inclusion of human capital in territorial reproduction. This process can be observed in Russia through the “province - the capital” line: every year thousands of unclaimed capable young professionals move from provincial cities to major

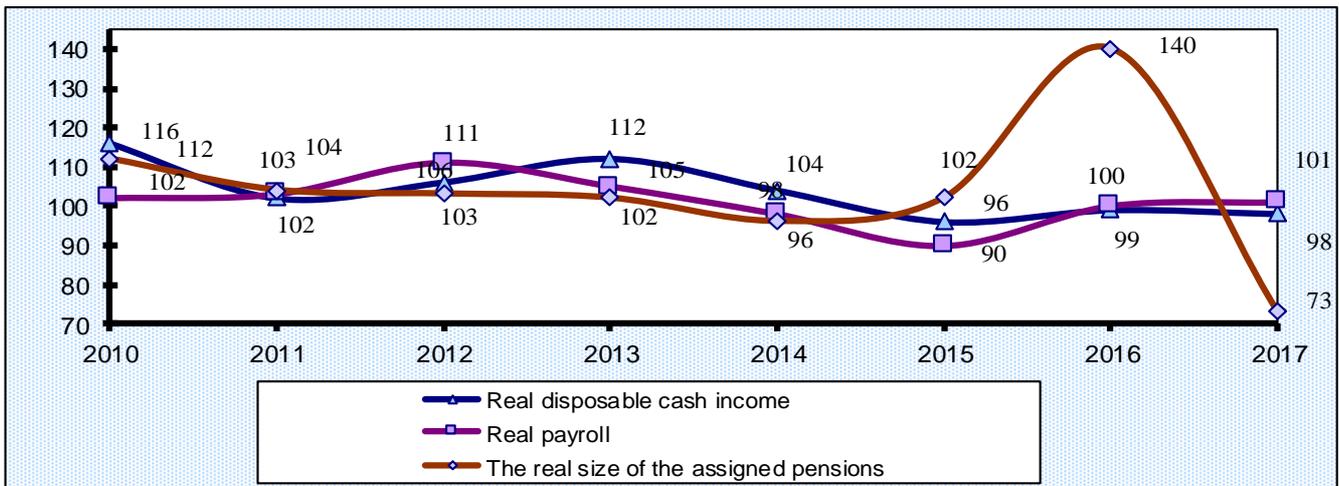


Fig. 1. The main types of monetary incomes of the population in real terms,% of the previous year [12]

The data in Figure 1 show the relative stability of real disposable income over the past two years in the Krasnodar Territory: 99% in real terms in 2016 and 98% in real terms in 2017 [12].

The situation in the region’s health sector is not so favorable. According to statistics, there has been an increase in the number of doctors over the five-year period by 9% in 2017 compared to 2013 and an increase in the

megalopolises of our country.

Analysis of the state program “Development of the industry of Krasnodar Territory and increase of its competitiveness” for 2015–2020 (approved by the resolution of the head of the administration (governor) of Krasnodar Territory No. 607 dated June 20, 2013) showed the inability to attract scientific results obtained as a result of the implementation of the Skolkovo Fund’s projects. We believe that the scaling of the results of the intellectual activities of scientists of the largest research institutes and universities of Russia could generate human capital concentrated in the economic space of the region.

Initiation of demand for human capital at the level of the Krasnodar Territory is possible through the development of a complex of regional projects in which this capital will be in demand. One of such projects is the Priority Regional Program “Increasing Labor Productivity and Employment Support in the Krasnodar Territory” for 2018–2025 (approved on May 31, 2018), the implementation of which will improve the level of human capital development in 60 large enterprises of the region (Table 1) [13].

The training of the staff of a number of large companies in lean production technologies will provide an opportunity to ensure an increase in labor productivity at the enterprises participating in the program up to 30% by 2025.

It should be noted that the degradation of the technological factor inevitably leads to the degradation of the economic and general culture of the human factor, as well as to the existing competencies.

TABLE I. TARGET INDICATORS OF THE PROGRAM “IMPROVED LABOR PRODUCTIVITY AND SUPPORT OF EMPLOYMENT IN KRASNODAR TERRITORY” FOR 2018-2025

Indicators	2018	2019	2020	2025
Labor productivity growth in at least 10 enterprises participating in the program,% of the base year (2017)	5	10	15	30
The share of employed workers with a salary level not lower than the previous among those participating in measures to increase the efficiency of employment and who applied to the employment service,%	78	80	85	90
Number of organizations participating in the program, pcs.	10	10	10	10
Number of enterprises implementing programs of increasing labor productivity within the framework of the program (but not financed from the budget of the priority program), pcs. cumulative	0	20	40	60

This problem can be solved only by training the team of initiators of systemic changes in government bodies, as well as carriers of exclusive competencies at enterprises of Krasnodar Region, which is planned within the framework of the considered regional program.

B. The priority of the expanded reproduction of human potential in the Krasnodar Territory allows the implementation of a number of the following transformations:

- focus on the development of the human factor in the process of strategizing the development of the Krasnodar Territory, which must be reflected in the development programs of the economic space of the territory;

- creation of a system of special strategic contracts at the regional level with carriers of intellectual capital, which are focused on the expanded reproduction of the studied capital, which will make it possible to coordinate the economic interests of all parties interested in this process;

- creation of productive combinations of various groups of resources (state, private, public) in the process of reproduction of the human factor, which will give a chance to obtain a synergistic effect from similar projects.

We hope that the modern course of development of the Russian Federation, taken on the development of the digital economy, will allow us to “reverse” the perception of intellectual capital carriers that have been formed among the representatives of state authorities as “theoreticians” without practical skills.

B. Infrastructure support for the reproduction of intellectual capital in the Krasnodar Territory implies the creation of the scientific, educational, communication and innovation infrastructure necessary for the reproduction process. It is known that the infrastructure acts as a platform that creates conditions for the realization of the reproductive processes under study and allows reducing costs and increasing the competitiveness of the created goods.

Let us highlight the criteria to which the infrastructure for generating human potential of the Krasnodar Territory must comply: providing the opportunity to support scientific and social communications; effective dissemination of knowledge in the economic space of the region and optimization of the costs of this process; high flexibility and adaptability to a rapidly changing business environment [14, 15].

C. Attracting intellectual capital to special regional projects in the economy of the Krasnodar Territory implies a strategic agreement between the participants of the reproduction of intellectual capital [16].

Such a strategic agreement is beneficial to both parties to it, because it allows them to acquire certain benefits: 1) the region attracts the resources of a large investor to the development programs of the economic space of the territory, which makes it possible to plan the results of interaction within the framework of the contract; 2) a large investor receives guaranteed preferences for the entire term of the contract and equally guaranteed investment positions in regional development programs of the region.

We note the positive effects that can be obtained in the case of the conclusion of strategic contracts for the development of human potential in the Krasnodar Territory: the opportunity to develop and realize their creative capabilities; demand for new scientific ideas; the possibility of forming orders for the design, construction, testing and marketing of new technologies, samples of new products, etc.

Thus, the integration of the human factor into the economy and the social sphere is an imperative for further development.

IV. CONCLUSION

Summing up our research, we note that the transition to the sixth technological order implies the formation of a qualitatively new reproduction structure. There comes a time of continuous generation of innovations in all sectors of the economy, intellectualization and digitization of all factors of production (human, institutional, technological, organizational, etc.), which creates a situation where deep technological, organizational and institutional shifts are laid in each reproduction cycle [17]. Consequently, the human factor is involved in the non-stop process of the formation and renewal of competences, which implies a continuous process of personal education. The professional framework that has been established over a long period of time gives way to new professions unknown previously, which will soon be in demand in the already emerging new markets.

Thus, it is possible to discuss the transition from the “consumer society” to the “knowledge society”, in which the level of education, the ability to extract knowledge and the protection of the environment [18] are of paramount importance. It is the human factor that becomes one of the most demanded assets in the new society, along with intangible innovative assets, ensuring dynamic and competitive development of the economy and both the region and the country.

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