

Students' Educational and Migration Strategies as a Factor of Formation of Human Capital of the Region

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Abstract— The article, in the light of development of regional human capital, considers the dynamics of professional self-determination of students of Primorsky territory. Against the background of interpenetration of professional and educational social institutions, changes in the structure of the motives of choice of future labor activity sphere are clarified. Special attention is given to the significance of human capital for development of the region, investments in it.

The thesis that educational services market does not correspond to the re-quirements of the economy and the society in whole, it is out of touch with labor market functioning, preventing formation of optimal variant of population employment pattern, is substantiated. The problem situation is investigated, re-lated to increase of the number of graduates of higher institutions and unsatisfied demand of labor market for qualified workers.

Main results of empirical study are presented, using quantitative and qualit-ative sociological methods of data collection revealing the trend of educational strategies of modern students, their preferences in professional sphere in associ-ation with migration attitude. The performed study has shown that active en-gagement in migration flows and migration motivation is wide spread in student community.

Besides, the obtained results demonstrate relationship of educational and migration trajectories of students. Motives of choice of a specific direction of training by students, their expectations and intentions as to the future professional activities have been analyzed. The characteristic of existing potential possibilities of self-realization and career building, formed under the influence of migration orientations, understanding of the culture of consumption of educational services and disbalance of demand and supply of labor force in modern labor market was given.

Keywords— *human capital, professional orientations, student youth, territorial community, social transformation, official and material aspirations, professional and labor relations.*

1. INTRODUCTION

The concept of human capital assets entered the scientific lexicon in the mid-1960s. When it comes to human capital assets, most often it implies a quantifiable resource, focused on supporting the functioning of established economic structures. Such understanding of human capital assets correlates with the Marxist view of a person as the determining productive force of society. More rigorous rendering of this concept takes into account the production effect of investment in human capital assets and that they are

beneficial for development of the individual as an economic actor.

Well-known economists T.W. Schultz [17], G.S. Becker [1] and others were at the origins of the theory of human capital assets. Many researchers (G.S. Becker [2], J. Mincer [16], P. Lundborga, K. Majlesi [15], I. Cairó, T. Cajner [7] Y. Ben-Porath [5], N.W. Hatch, J.H. Dyer [10], N. Thomas, L.T. Eby, K.L. Sorensen, D.C. Feldman [19]) consider human capital assets through the fact of accumulation by the individual of certain abilities and qualities. In other words, human capital assets act as a basis that must be built up and used expediently in one or another sphere of social reproduction. They highlight the factors that contribute to growth of labor productivity and thereby affect the growth of personal income. That is, human capital assets largely depend on education and targeted development of the necessary qualities.

In modern conditions of economic development, the human capital assets become important not only for the individual him/herself, but also for the employer, since the knowledge economy is based on human resources. All this actualizes the issue of managing the development of human capital assets both by the individual him/herself and by external actors (this aspect is considered in the works of C. Boon, R. Eckardt [6], D.P. Lepak, P. Boselie [14], J. Benhabib, M. Spiegel [4], G.S. Becker, N. Thomas [3], P. Davidsson, B. Honig [8]).

Human potential is a determined resource that enables an individual not only to preserve him/herself, but also to develop as an independent element of the modern universal human culture and civilization. In turn, the human potential of society is determined by the level of education and professional fitness of its members, the condition of public and personal health, the favorable demographic perspective, the spiritual and moral mood of the population. Today employers actively start to invest in human capital assets, creating comfortable conditions for their employees: a convenient office, educational workshops, a decent salary, timely rest and much more. All these factors form the human capital assets of a particular organization, since an employee whose needs are satisfied works more efficiently. Thus the human capital assets become the basis for increasing the company's productivity, its economic growth. The same principle applies to the example of a particular region and the whole country.

In this regard, in order to achieve the goals of effective regional development and development of the country as a whole, the most important tasks become those aimed at identifying priorities for the management of human capital assets in a particular region, including those related to a thorough analysis and assessment of the dynamics of demographic processes. Being the main productive force of the society, the person is the creator of all social wealth, therefore the population, its number, age and gender, educational, qualification structure and other demographic characteristics act as the main factors influencing the possibilities for further development of the region and creating a system of investing in human capital assets. The main factors of the social macro environment, affecting demographic behavior, are geographical location, specific features of the economy of the region, level of urbanization, condition of infrastructure. If we take into account these characteristics in relation to the Primorsky Kray, it should be noted that it is a very specific territorial formation, this is a port and border area, which has a direct access to the Asian and Pacific countries. Primorsky Kray is maximally, on a Russian scale, removed from the European part of the country and federal center. At the same time, in the Far East, in comparison with other regions, Primorsky Kray is the most favorable by its climatic, economic and transport conditions. Therefore, it is quite natural that with all the problems of post-Soviet demographic decline of population, Primorsky Kray remains one of the most populated areas of the Far East. If we compare it with other subjects of the Far Eastern Federal District, it should be noted that Primorsky Kray has the largest demographic potential and the largest number of labor resources. Thus, as of January 1, 2018, the population of Primorsky Kray was 1,913,037 persons [18], while in other large regions of the Far Eastern Federal District this indicator was significantly lower, in Khabarovsk Territory – 1,328,302 persons, in Yakutia – 964,330 persons.

But, despite the relative prosperity against the background of other territorial entities of the Far East, the demographic situation in Primorsky Kray remains negative. Currently, the process of reducing the population of Primorsky Kray (both due to natural loss, and due to migration outflow) continues. Specialists are unanimous in the issues of reproductive capacity of the regional demographic potential. With the existing demographic structure, no significant increase in the population of the region should be expected. Experts also note that a significant number of Primorsky Kray residents are characterized by a low standard of living, that is, material and economic problems are brought to the forefront and their solution is a priority for the population of Primorsky Kray, including by migration to other regions of the country [20].

The rating of Far Eastern regions is presented in the study “Development Index for Human Capital Assets in the Far East” (DIHCA). The results of this study showed the problem points of each of the nine regions: quality of education, decline of population, bad condition of the roads, lack of specialists, high prices for utilities [11]. Specialists of the Agency for Development of Human Capital Assets in the Far

East, divided all the regions of the Far Eastern Federal District into the following categories: leaders (1-3rd place), catching up (4-6th place) and laggards (7-9th place). In this rating Primorsky Kray could claim only to the 4th position.

Analysis of the main objective indicators of the economic well-being of the population of the Far Eastern Federal District in general and Primorsky Kray in particular shows that the level of economic well-being is still not high enough compared to the same indicators in other regions of the Russian Federation. This is confirmed by the population's assessment of their subjective economic well-being, in particular, material well-being is characterized as "bad", pointing out that almost all incomes are spent on satisfying the basic vital needs [12]. The current situation does not allow the population to be confident in the future, in the opportunity to provide a decent future for themselves and their family members and, most likely, that is why the population does not share the opinion that the situation will change for the better, thereby increasing the interest in the material component.

2. METHODOLOGY

In our opinion, it is important to trace the interrelation of professional intentions and attitudes of modern university students with the changes that have occurred in the education system and the labor market in the Russian Federation during the last quarter of a century, since the socialization of today's students and university graduates took place in the post-reform period, during creation of labor market and formation of new requirements for future specialists. In order to study new social attitudes of university students, their career intentions, expectations and plans, authors based a sociological study conducted in the Far Eastern Federal University (FEFU) [13]. The study was descriptive and analytical in the framework of a quantitative strategic plan. The main method of collecting information is the questionnaire. Respondents were FEFU students, the total sample size was 1,200 people.

3. RESULTS AND DISCUSSION

Students are widely oriented towards a high standard of living, including high-paying job, material well-being, successful career, freedom and independence. Thus, when answering the question, what achieving success in life means for them, 48% of respondents noted that the main thing in life is to have a guaranteed future; 40% indicated the importance of having an interesting and beloved work; 23% consider as important to be an expert in their job; 21% - to have a sound position; 19% - to be free; 11% - to be rich. We can trace the differences in distribution of respondents' answers depending on the degree of their material security: groups of unsecured and well-off people demonstrate more ambitious plans for the future than representatives of the middle-income strata.

On average, 87% of respondents prefer high-paid job, and 40% - interesting one. 38% of respondents indicated importance of a career. Girls often mention the importance of good personnel, the possibility of developing their own personality. Young people often emphasize the fact of “necessity of the work which they do.” They also mention that

the work should correspond to the abilities of a person and cause respect of other people. In their life plans, most of the students interviewed combine high-paying jobs with the assurance of a successful career. However, the students' vision of the most important components in their future working career is not purely pragmatic, focused only on high income and career, students also take into account both the content and conditions of work and the composition of the future work collective (colleagues). With such social expectations, migration intentions tend to be quite high.

If we rank the motives for choosing the future specialty in the institution of higher education, then the first place will be taken by the "opportunity to make a career and realize yourself in the profession" (42.7%), then the "prestige of this profession in society" (39.1%), "expected future salary level" (36.3%), "job opportunities in the future" (23.5%), "social importance of the profession" (18.3%), "small competition for specialty, confidence in admission" (11.2%), "available set of passed Unified State Exams" (7.8%), "choice of this specialty by a friend" (5.2%) and the search for answers to important questions (3.7%).

A number of modern researchers believe that today the strategies of youth behavior on the labor market "have been transformed from "compulsorily flexible", formed under pressure of objective circumstances, social, political and economic problems, to "consciously flexible" when higher education is a step set from outside for entry into the labor market, but not a stage of entering the professional community" [9, p. 64]. In many respects this can be explained by the fact that 37.9% of respondents plan to continue education after receiving the "first" diploma. Of course, modern students, have possibility to continue education at higher levels - a master's degree or post-graduate course in the specialty. But only 13.6% consider this form of continuing education, the remaining 24.3% are ready to "change" their profession, plunging into another area, related or not related to the already received education, seeing in the obtaining of a new education the possibility to improve the social status, but not the means of personal self-improvement.

Our study has shown that in the current conditions of the development of the Far East, it is especially important to conduct regular monitoring of the social well-being and migration attitudes of students. It is necessary to carry out similar events at the regional level and, where possible, at the municipal level. The object of monitoring should be not only universities, but also government bodies, public organizations and other entities interacting with students. This kind of studies would help to make a forecast of the life strategies of young people, which is of fundamental importance for the planning of state social policy in Primorsky Kray and the suspension of outflow of qualified personnel.

4. CONCLUSION

In general, there are not so many opportunities for demographic development of Primorsky Kray, but still they exist, despite intensification of migratory sentiments among the permanent residents of this territory, especially young

people, and low birth rates. The presented problems and tendencies of development of the main demographic processes, including the migration component, significantly affect the physical and spiritual reproduction of population. Therefore, it is extremely important to take them into account as factors affecting demographic behavior and migration strategies, which will allow a fuller and deeper study of the dynamics of development of this phenomenon in the context of ongoing transformations. State policy in the region should be aimed at the development of the human capital assets of local communities, with special attention paid to youth as the basis of the future human capital assets of the region..

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