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THE SOCIAL ASPECT OF THE TECHNOLOGICAL SCENARIO OF THE COUNTRY

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Abstract. These highlights are devoted to the consideration of certain issues relating to the social aspect of technological development scenario of the country. Based on official statistics sponsored a number of elements: industrial activities, consumer behavior and, most importantly, the influence of the other or the strategy of technological development on the human potential.

By system analysis methods in particular, analyses the links: productivity-income-human potential. Link the basic characteristics of human potential: the quality and intensity of the processes of education, level of income of the population and the structure of consumption, the volume and quality of vocational training, general level and quality education, way of life, the dominant motivation in production and consumer behavior and others.

When assessing the prospects for the development of human capacity is considered its innovative part.

The results of the research could be used in the development of regional strategies.

Keywords: strategy of social economy development, manufacturing activity, consumer behavior, production capacity, human potential, social environment, innovation, education, training, productivity labor.

In the social aspect of the technological scenario it is necessary to consider a number of elements: production activities, consumer behavior and, most importantly, the impact of a strategy of technological development on human potential. And it is necessary to consider all this in the context of pension reform and taking into account the sanctions.

PRODUCTION ASPECT

The average per capita labor productivity, calculated as the ratio of GRP to the number of employed, in the economy of the region ranges from 239, thousand rubles per year in the Ivanovo region to 881 and 890; a thousand in the Moscow region and Belgorod regions, respectively. A number of regions have this figure between 600 and 700 thousand rubles.

This level of economic potential does not allow providing a decent salary for the staff of enterprises and organizations. However, jobs and activities are not always attractive to potential staff, especially young people.

There is a shortage of highly skilled workers in many specialties.

The situation is self-replicating: outdated equipment (the average age of fixed assets exceeds 20 years), insufficient innovative potential impose outdated requirements for personnel qualification, while the motivation for training and improving the quality of labor resources is weakened. The low level of human potential does not allow carrying out the necessary research, develop and implement new modern technologies.

The human potential of the region can be adequately described only in conjunction with the characteristics of the social environment where it is "immersed". Moreover, the human potential is formed by the social environment and, at the same time, it forms. Therefore, in the aggregate, human potential is described by indicators and indicators that reflect such characteristics of the processes and the subjects that implement them as the main indicators and indicators of quality of life, the quality and intensity of education processes, the level of

income of the population and the structure of consumption, the volume and quality of professional retraining, the overall level and quality of education, lifestyle, the dominant motivation in production and consumer behavior, the overall level of culture and socio-psychological characteristics of the mentality, examples of social behavior of personnel of enterprises and organizations outside of production, the level of social tension, the presence or absence of ethnic or religious conflicts, the level of social and business activity of the population, the characteristics of the institutions of regulation of relations between employers and staff, as well as relations in labor collectives, etc.

The quality of human potential can be considered in several aspects. First of all, it should be considered as a factor in the implementation of production, economic and innovative potential. And here the main importance is the educational and qualification level, as well as the demographic situation. The characteristics of social differentiation of the population are very important, as they affect the level of social tension and social and productive motivation, as well as the income of the population. There is some feedback when not only the level of income of the population determines the level of human potential, but the potential itself affects the level of income of the population in the form of wages and thus affects the realization of production potential. An important characteristic of human potential, in addition to traditional indicators of quality of life, is a group of indicators that reflect the level of potential of social infrastructure.

The social infrastructure system should be considered in terms of budgeting capabilities, its criteria and structure. The level of development of social infrastructure should be considered, first, in relation to the adopted standard and, secondly, in comparison with other regions. As the main analytical indicators for organizations financed from the budgets of different levels, it is advisable to use such as: the provision of the population with the services of social infrastructure, budget expenditures in the context of various sectors of infrastructure, the effectiveness of the functioning of objects

in comparison with the amount of funding, the cost of education and health care per capita. If we integrate all the considered economic and social indicators, we will get some characteristics of the internal social environment of the region. This element of potential is managed in terms of a number of demographic characteristics, level of education, social and business activity, motivation, level and quality of development of civil society institutions, compliance with the law, etc.

The regions of the Russian Federation differ significantly in terms of human development. In many of the NCDs, these indicators do not meet the requirements of the modern tasks of transition to an innovative way of development, the formation of a post-industrial society based on the knowledge economy.

An important factor in the competitiveness of the economy of each region is the professional level of staff. Under these conditions, competition between regions and various sectors of the economy for high-quality labor resources is intensifying.

At present, the mass media express the idea of a shortage of specialists with secondary vocational education, primarily technical specialties. In General, the share of specialists with higher education varies slightly by region, which confirms the obvious conclusion that the important factor of success is not the number of specialists, but their quality. From this point of view, the main importance is the difference between the subjects of the Federation in the quality of education: the presence of scientific and educational schools, educational traditions, etc. but, unfortunately, such data are not available in official statistics.

The main strategic directions in this area are: the creation of an effective system of professional retraining of temporarily unemployed or retraining of personnel of unpromising enterprises; the provision of preferential subsidies to entrepreneurs who are starting their own business for the first time; the promotion of small venture funds; the creation of a favorable tax and legislative climate, the modernization of educational programs in Universities and secondary special educational institutions.

Another important aspect of human potential is business, socio-political, innovative activity of the population. These properties of human potential are very difficult to express in the values of certain indicators. Many factors play a role here: historical, socio-cultural, educational and political, i.e. an important part of the complex of objects, processes and phenomena, which G. Kleiner refers to the mental and cultural subsystems or environments. The activity of the company in the economic sphere is manifested in the development of small business.

In a developed society, with a high educational, General cultural level, with high political and civil activity is provided and a high level of business activity, which stimulates the development of small and medium-sized businesses. In turn, the development of small business, a large number of entrepreneurs stimulate a high level of political and social activity and improve the skills and educational level of the population.

Assessing the prospects of human development it is necessary to consider its innovative part. It is this aspect that largely determines the investment attractiveness of the country as a whole, and individual regions with all the ensuing social consequences. A sluggish investment and innovation climate can lead to significant losses in human potential, which is the main and most "perishable" factor of production.

Innovation involves improving the performance and release of employees. The challenge is that even if released people can find a new job, they will be thrown out of the high-tech manufacturing process. That is, the level of human potential will decrease. The task is to the contrary, to draw people into more highly skilled types of labor, and thereby to improve human potential.

In General, the situation in the social sphere is characterized by a number of negative trends, among which the main ones are the differentiation of per capita income that exceeds the permissible level and the presence of a large group of working people with an income level below the acceptable level. The low level of wages significantly reduces the motivation

of labor, which is critical for enterprises focused on innovation. A vicious circle is formed: the shortage of qualified personnel reduces the competitiveness of production, which is reflected in the level of wages and working conditions, which makes this type of production unattractive for qualified personnel and, above all, young qualified personnel. Low wages discourage skilled labor, which is also a brake on the introduction of more productive equipment based on new technologies. The low level of wages initiates the search for additional earnings. Moreover, as a rule, the sphere of additional employment, has relatively lower requirements for the level of qualification of personnel, compared with the main activity. Thus, part of the labor potential of a number of industries is not fully used. To date, there is a tendency of non-compliance of job vacancies, the structure of labor supply. In the most vulnerable position here was the age group over 40 years, which is represented by people, on the one hand, the most experienced and qualified, and on the other hand, already unable for whatever reason to change their profession without compromising social status, psychological comfort, the possibility of self-expression. This, in turn, allows employers who create new jobs, firstly, to focus on live labor, and secondly, to restrain the growth of wages.

It can be assumed that the preservation of the dominant role of the commodity sector in the economy, even with its innovative development, will fix the situation of high differentiation of wages and wider incomes.

The main condition for increasing productivity is to increase wages and, conversely, wage growth implies adequate productivity growth, which in turn implies investment in innovation. Without this, wage growth simply reduces the competitiveness of domestic products, both in foreign and domestic markets.

There is a view that the low level of wages in various sectors of the economy is an important factor in the competitiveness of export products. But at the same time, this "competitive advantage" is an obstacle to the technological option of economic development, as in the normal economy, one of the incentives for technological

development is saving on live labor, by increasing its productivity in the structure of the cost of production and services, wage growth.

It follows from the above that a number of requirements are imposed on investment projects implemented in the field of high technologies. First, productivity growth should outpace wage growth, which is in line with the concept of innovative economic development. Secondly, the level of wages

should be such that these jobs are attractive to highly qualified personnel. Third, since the introduction of new equipment and technologies is usually associated with the release of employees, the level of efficiency should be sufficient to ensure that the increase in the amount of taxes paid is comparable to the additional costs of the budget for retraining and employment of released personnel.

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