
Social Correlation of Professional Educational Services and Labor Market as a Vector of Successful Social and Economic Development

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Abstract:

The article provides the results of a sociological research of university graduates and employers of the Stavropol territory. The systematic study of the key groups of university services consumers' views regarding the regional labour market is substantiated.

University graduates perceive their chosen professions through the prism of the delayed in time life prospects and the successful employment which is a current issue for them; only 40% of them directly link their choice to the attractiveness of the profession.

Employers in the region note a significant gap between the expected and the actual wages in different types of activities and the complexities of finding employment, which are not directly dependent on the level of the wage.

Keywords: *Regional labour market, university graduates, employers, life plans, territorial and professional mobility, wages, employment.*

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1. Introduction

The national education strategy for sustainable development of the Russian Federation, approved and supported by UNESCO, states that "education is one of the prerequisites for achieving sustainable development and an important tool for effective management and development of democracy." In order to meet the stated qualitative change in education at all levels, it is vital to make the transition from a simple transfer of knowledge and skills necessary for existence in the modern society to the readiness to act and live in rapidly changing conditions, to participate in the planning of social development, to learn to foresee the consequences of the actions taken, including possible consequences in the field of sustainability of natural ecosystems and social structures. This claim of the Russian education is harmonized with the general trend of globalization of socio-economic processes (Simonin *et al.*, 2018; Solomone, 2018; Barbieri and Mussida, 2018).

The processes of globalization and transformation of the economy, in turn, have an impact on the regional labour market, which plays an important role in terms of universities' actions to ensure their sustainable development in the created conditions (Campbell, 2018; Hadvicakova, 2018; Clark and Bailey, 2018).

To offer customers the educational product, which universities will be able to sell on the labour market quickly and for the highest price possible is the key to the competitiveness of universities today (Hane-Weijman *et al.*, 2018).

2. Literature review

The labour market is not a direct "customer" of professional educational services (Gushchina, 2014). But at the same time, all changes in the labour market should be taken into account by the educational organizations of higher education to ensure their sustainable development. In our country, during the period of active transformations and formation of the market economy, institutional mechanisms for regulating the interaction of the labour market and the market of educational services have developed, which to some extent, tend to reduce the tension of the processes of transformation and globalization of the regional economy (Muehleemann, 2018; Muller and Upmann, 2018; Ivanova *et al.*, 2017; Vasin *et al.*, 2017).

Among them, the responsibility of universities for ensuring the employment of graduates, enshrined in a number of regulations, including the annual monitoring of the performance of universities. In addition to it, the FSES (federal state educational

standards) reflect the requirements of employer participation in the study process and evaluation of its outcomes. In turn, at the university level, these provisions ensure the quality of educational programs through the participation of consumers, including employers (Bellemare, 2018; Dumitriu, 2018).

3. Purpose of the research work

To consider the views of university graduates on their future employment and to characterize some indicators of the regional labour market in the expert evaluations of employers, which in general, will provide a better understanding of the prospects of sustainable development of universities in the context of transformation and globalization.

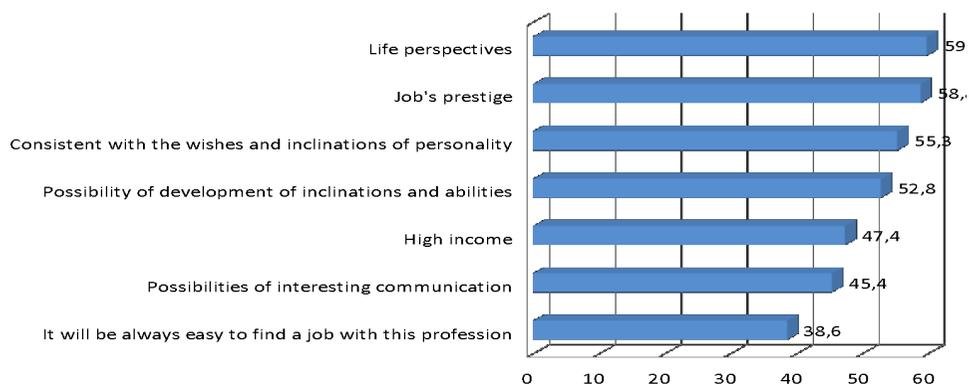
4. Materials and methods

The sociological research conducted in April-May 2018 set an objective to shape an idea of the life plans of students, analyze the issues of possible territorial and professional mobility, as well as factors of the attractiveness of the profession at the stage of completion of training at a university. In total, 1476 people took part in the survey – graduate students of universities of the Stavropol territory.

5. Highlighting major findings of the study

In the survey, the respondents assessed the factors of the attractiveness of the future profession. The data is presented in Figure 1.

Figure 1. Evaluation of the attractiveness factors of the professions chosen by graduate students of the universities of the Stavropol territory, %

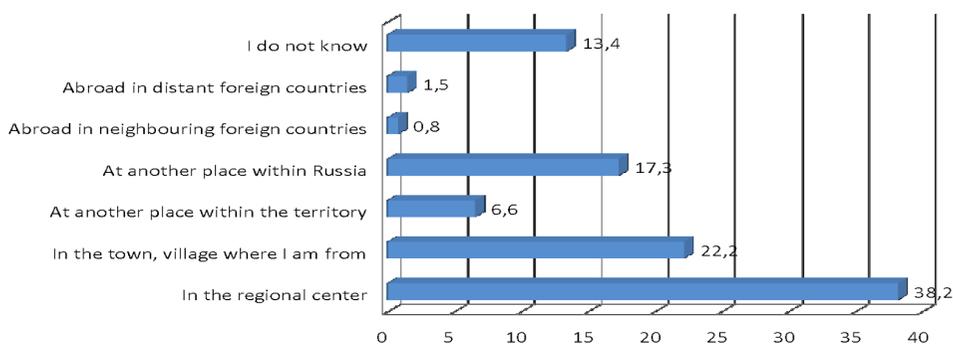


The most important factors that attract graduates to their future professions are life prospects, the prestige of the profession, compliance with one's desires and

inclinations; being able to find employment easily takes the last place, although it was noted by about 40% of respondents. For further employment, graduates plan to stay mostly within the Stavropol territory. Moreover, 38.2% will remain in the regional center, 22.2% after graduation will go to the locality within the Stavropol region, where they originally come from, 6.6% plan to live within the Stavropol region, but not necessarily at the place where they come from. In general, 67.0%, i.e. two-thirds, plan to stay in the Stavropol territory after graduation.

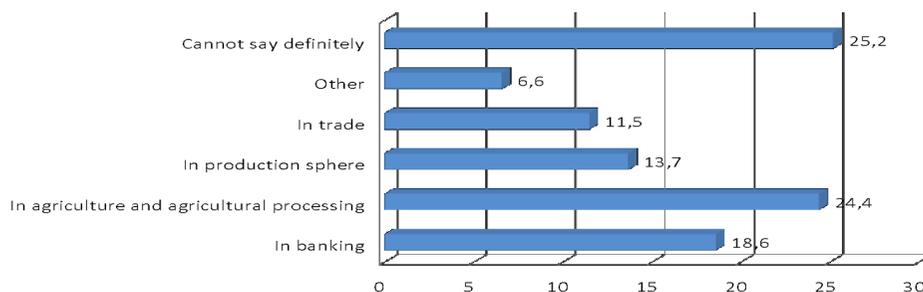
Consideration of the data on the planned territorial mobility of university graduates shows repeatedly that in the course of making management decisions aimed at the sustainable development of universities, it is important to take into account the peculiarities of the contingent, which have an impact on the effectiveness of the use of educational services of higher education, in particular the success of employment of graduates and professional self-realization in the labour sphere (Vogenhuber, 2018; Ang and Fredriksson, 2018; Karabchuck and Zairova, 2018). Data on the plans of graduate students of universities of the Stavropol territory regarding the choice of residence are presented in the Figure 2.

Figure 2. *Data on the plans of graduate students of Stavropol State Agrarian University regarding the choice of residence after graduation, %*



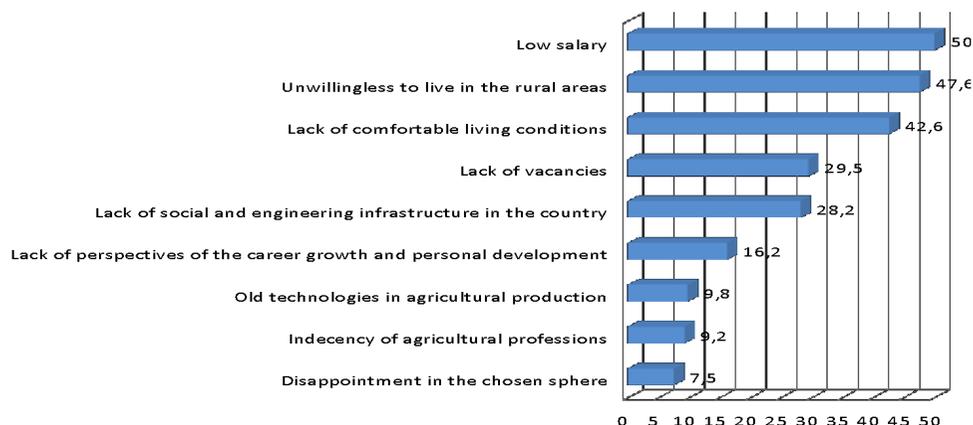
According to the results of the survey, about 20% of graduates are going to live outside of the Stavropol territory, i.e. every fifth graduate. As a rule, their choice is the regional capital. The following figure shows the data demonstrating which areas of the economy graduates of different faculties are going to be employed in. Agriculture and processing industry account for a quarter of the survey participants, which is easy to understand in connection with the role of agriculture in the economy of the Stavropol region (Figure 3).

Figure 3. *Data on economic sectors selected for future employment by graduates of universities of the Stavropol region, %*



In Stavropol territory, there is traditionally a large proportion of production coming from agriculture and processing. How do graduate students see the situation in the labour market in agriculture and processing industry in the region? The ranking of reasons why graduates are less motivated to live and work in rural areas is shown in Figure 4.

Figure 4. Assessment of the reasons for reducing the motivation to live and work in the village by graduate students of the Stavropol Territory, %



Among the reasons for the decrease in motivation to live and work in the village, graduates put low wages on the first place. Further, the reluctance to live in rural areas and lack of comfortable living conditions are placed. Accordingly, the provision of sustainable demand for agricultural specialists will be achieved by improving the content of educational programs in terms of equipping students with the knowledge and skills of the cultural and domestic transformation of the territory, developing the initiative of young professionals, including their social activity in the regional community. And such meaningful transformations will definitely find fertile ground, as the results of the survey show. A significant proportion of graduates shows willingness and desire to start their own business – about 16%. Let us turn to the data of Figure 5.

In this context, the choice of the strategic vector of development by regional universities is justified – the inclusion of the technological entrepreneurship module in the educational programs of higher education, which provides the skills of technological processes and economic benefits. There are opportunities for graduates to find their professional niche in small businesses and entrepreneurship. University centers of innovation and technological development of the Stavropol region will provide organizational and financial support for promising start-ups.

In 2018, an expert survey was conducted in the Stavropol territory. In total, 1176 people – representatives of 800 enterprises and organizations of the Stavropol territory took part in the survey. The expert evaluation is presented on 84 educational programmes implemented in the universities of the territory, which allows not only to update the competence in the educational programs in time for the specific production requests but also helps to get the idea of the characteristics of the regional labour market. In particular, such characteristics as expert assessment of average wages in the region (actual and desired) and employment opportunities in certain professional areas (segmentation data on the profiles that represent all faculties) are important for understanding and increasing the educational motivation of students (Simonin *et al.*, 2018; Karabchuck and Zabirova, 2018; Dinca and Luches, 2018; Jing *et al.*, 2017) (Figure 6).

Figure 5. Data on the type of ownership of the enterprise, which is given preference for the future employment by graduates of the Stavropol territory, %

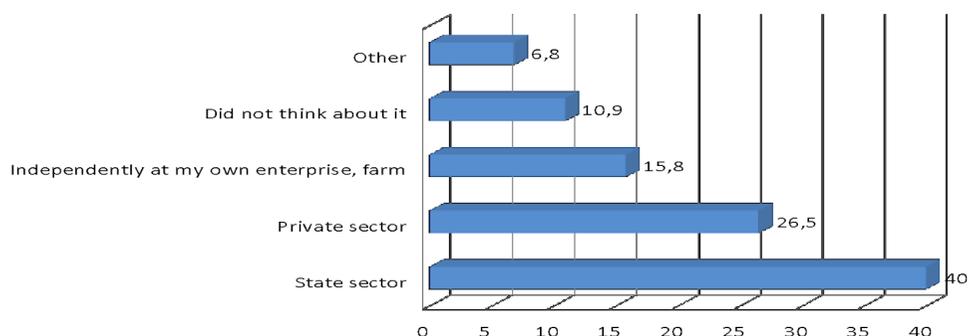
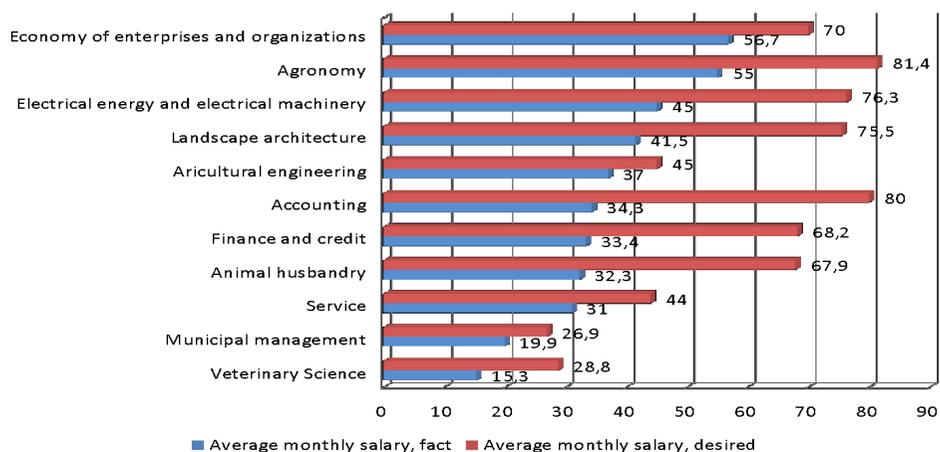


Figure 6. Employers' assessment of the actual and desired salary per month in the segmentation of professional activities, thousand rubles

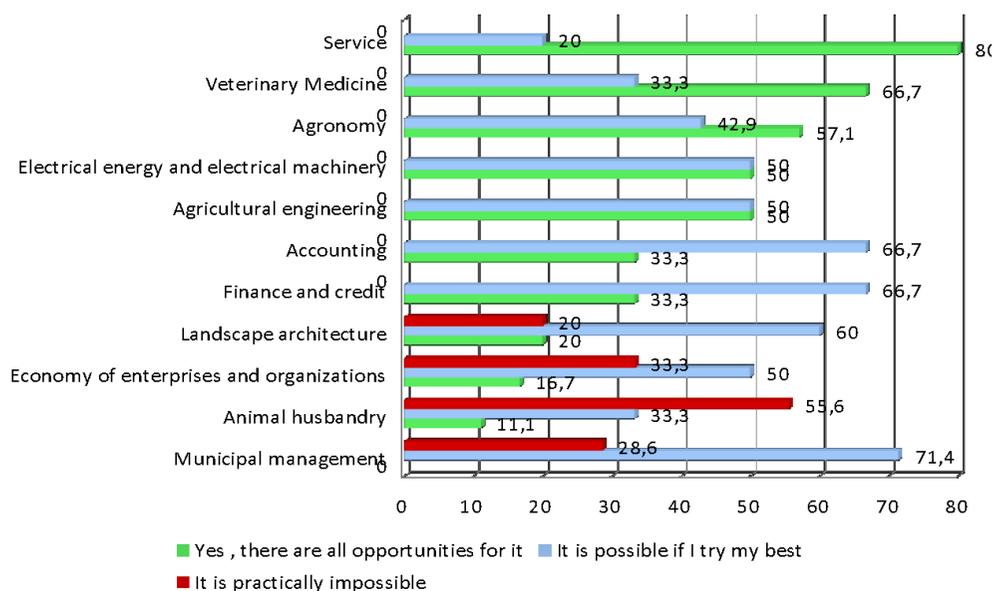


The data obtained in the course of the survey of managers, chief and leading specialists of enterprises and organizations in the segmentation of professional areas show that, firstly, there is a difference between the desired and actual level of wages in all participants of the survey, and secondly, in the analyzed survey data, there is no pronounced industry affiliation in the highest and lowest wages. Thus, according to the experts' own salary, the lowest wage is observed in veterinary doctors (the average actual salary per month is 15.3 thousand, the average desired salary per month is 28.8 thousand rubles), the representatives of the regional sphere – "Agriculture", experts-agronomists appear among those with the highest wages (the average actual salary per month is 55.3 thousand rubles and the average desired salary per month is 81.4 thousand rubles).

According to the survey of employers, among the competencies of graduates, they give priority to the skills of design in applied computer programs, the use of laboratory equipment, control and measuring equipment and the rules of its operation, the implementation of technical and economic calculations in technological processes (Cansino *et al.*, 2018; Levasseur, 2017).

One can form an opinion about the level of tension in the regional labour market on the basis of the distribution of experts' (managers, chief and leading specialists of enterprises and organizations of the Stavropol territory in the segmentation of professional areas) answers to the question: "Evaluate the possibility to find work related to your specialty in the territory." (Figure 7).

Figure 7: Employers' assessment of opportunities to find work in the Stavropol territory in the segmentation of professional fields of activity, %



The results of the survey show that employment opportunities in certain professional areas are not directly related to the level of wages (Horvath and Zhang, 2018). So in the course of answers to the question about wages, experts from among the heads of structural units and leading specialists of the municipal authorities expressed their opinion about the significant difficulties in employment, at the same time, this category of experts notes the low level of the actual average salary – 19.9 thousand rubles per month. More employment opportunities appear due to the increase in the positive dynamics of the industry development.

6. Discussions

Thus, on the basis of the analysis of the results of research of students' and employers' ideas we can draw a number of conclusions about the state of the regional labour market in the context of transformation and globalization from the perspective of the sustainable development of universities. A university as a subject of economic activity of the territory, is the participant of two important markets, the relationship and interdependence of which is obvious: the market of educational services and the labour market.

On the one hand, education should take into account the changes in the production sphere, analyze and prepare the demanded competencies. On the other hand, young professionals entering the labour market should be the initiators of quality updates, changes, innovations in production. And for this purpose, in turn, higher education should offer advanced actions in providing competencies demanded by the vectors of social and economic development of the territory. In this connection, a university

is faced with the task of preparing a competitive specialist who is ready not only to be successful in finding a job but also to implement the strategies of horizontal and vertical professional mobility.

7. Conclusions

The creation of university centers of innovative and technological development of the regions is a real possibility of qualitative transformation of the regional economy through educational projects. Consumers' choices of educational programs of higher education are linked less with the demands of the labour market, rather than specific views about the prestige of the professions and that has a negative impact on the transformation processes in the regional economy – the shift from mass employment in manufacturing to employment in technological entrepreneurship, aimed, in particular, at improving the quality of life in rural areas.

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