

Student Youth Employability and Employment Management in modern conditions

Empleo de Jóvenes Estudiantes y Gestión de Empleo en condiciones modernas

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Abstract

The relevance of this article is to understand the problem of employment of graduates. Currently, in a market economy in Russia there are changes in the sphere of labor and employment. There is a tightening of conditions for young professionals to enter the labor market, which allows us to talk about unemployment, which in turn exacerbates the difficult situation of the Russian economy. Especially dangerous is the high unemployment rate among graduates of higher education institutions, because they are considered the most promising group in the working population. The aim of the study is to analyze the satisfaction of University graduates with the activities of employment departments. The leading method for the study of this problem is the method of the questionnaire, which indicates the units, which are ordered in a logical sequence, that it contribute to the effective identification of the degree of students' satisfaction with implemented activities and employment. The article analyzes the concepts of employment and employability, their essence and the existing problems of students and graduates' employment. The experience of research in the study of work within University organizations to promote the employment of students is analyzed. The novelty and originality of the study lies in the fact that the phenomena of employment and employability of students are analyzed. The problems of

graduates associated with their employment are considered: lack of professional activity experience and work experience; lack of jobs of a certain specialty; complexity of employment associated with gender and age characteristics; lack of knowledge and skills to negotiate with employers on employment; poor awareness of young people about the features of various professions and labor market forecasts, and others. It is determined that in addition to studying at the University, more than half of the respondents do not work on a permanent basis. It is shown that the most common channels of information when searching for a job for students are the Internet and appeal to relatives and friends. It is revealed that most of the students believe that the University should provide assistance in employment and as the most popular way to promote employment on the part of the University by the students is noted the organization of meetings with employers. At the same time, more than half of the respondents did not attend employability promotion events held by the University. It is analyzed that the most common reason for non-attendance was the lack of informing of students. It is revealed that among the advantages of the events conducted, students noted a large number of employers, the organization of the event and getting answers to questions. It is determined that the main drawback of the events students consider the lack of information about the necessary vacancies and the lack of vacancies for students of humanitarian specialties. It is shown that the majority of respondents believe that the structure of employment should definitely be in every University. The data Obtained in the work can be used in labor psychology, age psychology, social psychology, pedagogy, sociology, as well as for further theoretical development of this issue.

Keywords: student youth, employability, employment.

Resumen

La relevancia de este artículo es comprender el problema del empleo de los graduados. Actualmente, en una economía de mercado en Rusia hay cambios en la esfera del trabajo y el empleo. Hay un endurecimiento de las condiciones para que los jóvenes profesionales ingresen al mercado laboral, lo que nos permite hablar sobre el desempleo, lo que a su vez exacerba la difícil situación de la economía rusa. Especialmente peligroso es la alta tasa de desempleo entre los graduados de las instituciones de educación superior, porque se les considera el grupo más prometedor de la población activa. El objetivo del estudio es analizar la satisfacción de los graduados universitarios con las actividades de los departamentos de empleo. El método principal para el estudio de este problema es el método del cuestionario, que indica las unidades, que están ordenadas en una secuencia lógica, que contribuyen a la identificación efectiva del grado de satisfacción de los estudiantes con las actividades implementadas y el empleo. El artículo analiza los conceptos de empleo y empleabilidad, su esencia y los problemas existentes del empleo de estudiantes y graduados. Se analiza la experiencia de investigación en el estudio del trabajo dentro de las organizaciones universitarias para promover el empleo de estudiantes. La novedad y originalidad del estudio radica en el hecho de que se analizan los fenómenos de empleo y empleabilidad de los estudiantes. Se consideran los problemas de los graduados asociados con su empleo: falta de experiencia en actividad profesional y experiencia laboral; falta de trabajos de cierta especialidad; complejidad del empleo asociado con características de género y edad; falta de conocimiento y habilidades para negociar con los empleadores sobre el empleo; poca conciencia de los jóvenes sobre las características de diversas profesiones y pronósticos del mercado laboral, y otros. Se determina que, además de estudiar en la Universidad, más de la mitad de los encuestados no trabajan de manera permanente. Se muestra que los canales de información más comunes cuando se busca trabajo para estudiantes son Internet y son atractivos para familiares y amigos. Se revela que la mayoría de los estudiantes creen que la Universidad debería proporcionar asistencia en el empleo y, como la forma más popular de promover el empleo por parte de la Universidad por parte de los estudiantes, se observa la organización de reuniones con los empleadores. Al mismo tiempo, más de la mitad de los encuestados no asistieron a eventos de promoción de la empleabilidad celebrados por la Universidad. Se analiza que la razón más común para la no asistencia fue la falta de información de los estudiantes. Se revela que entre las ventajas de los eventos realizados, los estudiantes notaron una gran cantidad de empleadores, la organización del evento y la obtención de respuestas a las preguntas. Se determina que el principal inconveniente de los eventos de los estudiantes considera la falta de información sobre las vacantes necesarias y la falta de vacantes para estudiantes de especialidades humanitarias. Se muestra que la mayoría de los encuestados cree que la estructura del empleo definitivamente debería estar en cada universidad. Los datos obtenidos en el trabajo se pueden utilizar en psicología laboral, psicología de la



edad, psicología social, pedagogía, sociología, así como para un mayor desarrollo teórico de este tema.
Palabras clave: juventud estudiantil, empleabilidad, empleo..

Introduction

The concepts of employment and employability are very close and closely related. Employment is seen as an aim and employability as a means to achieve it. Definitions of the concept of employability are given both in a broad and in a narrow sense (Kvon et al., 2017; Filatov et al., 2018; Bubnova et al., 2018; Kargapoltseva et al., 2019; Tastan & Davoudi, 2019; Masalimova et al., 2019). In a broad sense, employability is a complex of various measures (economic, organizational, financial, and legal) carried out to ensure employment of the working-age population. In a narrow sense, employability is understood as the process of finding a suitable job, applying for it, passing an interview with an employer. The process of training, retraining and advanced training is also included in the definition of employability in a narrow sense (Vishnevskaya, 2014; Medvedeva & Barkova, 2013; Bolovneva, 2015; Natolochnaya, Kryukova & Buslaev, 2016; Ezhov et al., 2019; Bayanova et al., 2019). The study of the phenomenon of employment begins the history of its development in the framework of economic science. A large number of scientists and foreign economists constantly argued on the topic of employment problems (Gorina, 2009; Zaitseva, 2004; Ivanova & Leonidova, 2012; Lyubenkova, Gorbatovskaya & Tkachenko, 2013; Shevchenko & Kaplan, 2012; Baibarin, Mashkin & Shelengovskiy, 2016; Zaitseva et al., 2017, 2018; Orekhovskaya et al., 2019). To date, a significant number of interpretations of the concept of employment are accumulated. For example, population employment is the activity of citizens who have passed the legal age and currently perform work that brings them income in kind or money (Pavlenkova, 2004; Kralik, Lenovsky & Pavlikova, 2018). Employment is considered as social relations between people, mainly economic and legal, regarding the inclusion of the employee in a certain cooperation of labor in a particular workplace (Kotlyar, 2011). Employment is relevant to all economic formations and is a universal economic category (Kostin, Zuschina & Sultanova, 1997; Mironova et al., 2017; Makarova et al., 2019). On the other hand, they define employment, focusing on the relationship between people in the course of their participation in the social process, rallying the economically active population relative to the material factors of production (Ivanova & Leonidova, 2002; Reznichenko et al., 2018). Employment is a set of attitudes about the participation of the population in the labor force, related to the satisfaction of private and public needs of workers (Bulanova & Volgina, 2003). Employment is defined as a complex socio-economic phenomenon, which is an

important part of social production. At present, employment should be considered not only in terms of providing jobs for the population, but also providing people with the necessary means of subsistence (Breev, 1995). Thanks to employment, the practical implementation of workers' activities for the production and modernization of material goods is possible (Sarukhanov, 1993).

Currently, in the list of categories of citizens who most acutely feel the problems of employment, graduates of educational institutions are indicated in the first places (Bibik, 2012; Dmitrieva, 2016; Alisov et al., 2018; Plyusnin & Poshevnev, 1997; Valco, 2018; Bunakov et al., 2019). Employment management is a special type of social management associated with the socio-economic life of society. Employment management puts forward itself the most important goal: to provide employment for each person in the sphere of life in which he/she wants to be involved which meets his/her needs in work and promotes harmonious development of the individual.

Thus, despite the fact that there are many problems for graduates related to their employment, there is a sufficiently capacious list of activities to assist graduates. In order to successfully solve the problems of social and professional self-determination of graduates and increase their competitiveness in the labor market, we need a competent program to promote employment (Bibik, 2012; Sorokoumova et al., 2019; Medvedeva & Barkova, 2013; Volovskaya, Ptosnina & Rusina, 2014; Avilova & Shamaeva, 2009; Sakseltseva & Tarsky, 2016; Pushkarev et al., 2019).

In modern times, the labor market is undergoing a profound reformation, and the employment sector is experiencing changes. Now the structures that are at the heart of the problems are coming to the fore: recruitment agencies and employment services (Plyusnin & Poshevnev, 1997). The Recruitment Agency works for the employer and searches only for such specialists that the customer needs. When choosing a specialist, special attention is paid to the most successful graduates of universities, the level of knowledge of the specialist is evaluated, as the determining factor is the high professional level of candidates (Vishnevskaya, 2014; Cherdymova et al., 2018; Cherdymova et al., 2019; Medvedeva & Barkova, 2013; Nasibullin, 2007; Tretyakova, Popkova & Kalinina, 2016). The development of any economic system is possible due to the achievement of full and effective employment of all citizens, so it is necessary to properly manage and regulate the employment of the entire population through the use of a complex of economic, organizational and legal methods.

Methods



Results

1. Revealing satisfaction of students with employment and employability in the developed questionnaire, the units solving the following tasks were put.
2. To describe the activities, goals and objectives of the Department for employment of University graduates.
3. To determine the availability of additional employment for graduate students in addition to the main study;
4. To identify the main channels of information when looking for a job for graduate students;
5. To study the opinions of graduate students on the assistance by the University in their employability.

Monitoring studies of employability of University graduates and socio-psychological studies to assess the activities within the University centers of employment assistance are carried out, but not in large volume. Most often, they write either about the activities of these centers without empirical data, or conduct research, and conclude about the inefficiency of work within the University centers of employment assistance. In almost all the studies conducted, the respondents singled out contacting friends and searching for vacancies on the Internet as the main channels for finding a job. Despite the minimum exceptions, in General, in the studies reviewed, special employment promotion organizations and employment centers are not particularly popular. Nevertheless, many of the authors say that a considerable number of students and graduates believe that the University should provide assistance in employment, and counts on the help of employment departments, although in reality few manage to get a job with the help of such centers. We solve the stated problems and questions in our research.

Questions that were offered to students:

In what year did you graduate and in what year did you apply to the graduate employment Department?

At what faculty and what specialty did you study?

What channels of job search did you use before applying to the employment Department?

How was the whole process of your employment?

How long did you look for a job and how long does the employment procedure last from the moment of finding a job?

Do you like the place of work?

How would you assess the work of the employment Department? Can you highlight any advantages or disadvantages?

Is such a structure necessary in our University? Explain why it is necessary?

The first task of our research is to characterize the activities, goals and objectives of the departments of University graduates' employment. It turned out that the purpose of the Department of employment is to create effective communications of people and organizations that contribute to the independent construction of a successful career of students and graduates of the University in the leading organizations. The tasks facing the Department are: work to promote employment of University graduates; informing about the state of the labor market, vacancies of partner enterprises; organization of job fairs and career days; presentations of various companies; assistance in organizing foreign internships; organization of secondary employment of students; expansion and maintenance of professional contacts and ties with the Russian and international professional community; representatives of local authorities and state bodies for labor and employment.

Students and graduates of the University apply to the employment Department quite often, and most often, they are graduates of technical specialties (67%). Nevertheless, students and graduates of socio-humanitarian and economic specialties apply to the Department which provides vacancies in different areas of training (38%). Not only students apply to the Department in order to find a job, but also University graduates. In addition, an important role in the interaction between the Department and employers is played by the official website of the Department of employment and career, where employers can contact employees of the Department. Employees of the Department are trying to expand the number of employers. The largest number of offered vacancies comes from enterprises of technical orientation and from the city administration. As difficulties in the process of work, the head of the Department noted that students who did not participate in the events did not have the necessary information and could not correctly formulate their needs in finding a job, and that graduates of technical specialties were not able to present themselves. In General, the Department is developing and events are becoming more and more large-scale, and their activities are in demand among University graduates. Determining the availability of additional employability for graduate students in addition to basic studies, it was found that more than half of the respondents (66%) in addition to studying at the University do not work now on a permanent basis. The most popular channel of information when looking for a job is the Internet (92%). The second most popular channel of information was an appeal to relatives and friends (61%). The least popular channels of

information when looking for a job were: appeal to the employment Department (13%) and the employment service (7%). Most of the respondents (86%) believed that the University should help its students find employment. It turned out that most of the respondents who attended the event, visited job fairs (83%). It is interesting to note that the measures to promote employment were not attended by any of the interviewed students of natural Sciences. The main drawback of the activities was that they provided little information about the necessary vacancies. Students noted that the events were not directed at students of Humanities and were aimed only at students of technical specialties (64%). It turned out that the majority of graduates surveyed learned about employment departments through attending job fairs held by the Department (79%). Almost all respondents applied to the employment Department in order to find a job in their specialty. The study showed that all respondents highly appreciated the activities of the employment Department, highlighting such advantages of the structure as: individual approach to everyone; specific information about employers with reviews of previously accepted students; opportunities for personal communication with employers from different cities; job offer to students without work experience. All respondents believe that such structures are necessary at the University.

Discussions

The problem of employment of graduates has always been very relevant. The first questions that most University graduates ask themselves when they receive their long-awaited diploma: "What to do now? Where to go to work? Where will I be accepted?" A large number of higher education institutions, institutes produce a considerable number of specialists in various fields and spheres, and almost every one of them is concerned with the problem of employment.

Having analyzed various approaches to the definition of employment, we can distinguish the following: focusing on the satisfaction of private and public needs of people through employment; emphasizing income, wages; appreciating social relations in the process of participation of people in economic activity; highlighting the employment of an employee as a certain type of work; focusing on the implementation of economic, social, organizational, legal and other measures through which the working-age population meets the needs in the field of labor in legal forms; focusing on the material factors of production and the production of goods in the employment process. Common in all the approaches considered can be considered the presence in almost all definitions of the economic component.

Today we can say with full confidence that the problem of employment of graduates after graduating from higher education institutions will be even greater and more acute, since the increase in the retirement age has a direct impact on graduates. This reform increases the likelihood of higher unemployment and competition in the labor market. Thus, for graduates without work experience will be much more difficult to get a job, and they will greatly reduce their chances of obtaining a position in the specialty. This is especially true for graduates who have received higher education under the bachelor's program, because there is an opinion and it is actively discussed, according to which many employers are wary of bachelor graduates because they study for 1-2 years less than specialists. In such a situation, one of the options for graduates is to apply to employment departments.

Conclusions

The problem of effective employment of graduates now has not only economic, but also acute social character. An increase in the unemployment rate leads to increased competition for jobs. Graduates who have just graduated from University and do not have, as a rule, work experience, are at a disadvantage in comparison with those who have professional experience. It is quite logical that one of the most important indicators of the University is the rate of employment of graduates in the profile of the specialty in which they studied. However, it is often observed that graduates after graduation are looking for work on their own and for various reasons get a job not in the specialty. It follows from this that an effective system of promoting the employment of graduates is now needed. Problems of employment of University graduates have always been, remain, and will be an urgent topic in modern society as a whole, and the solution of these problems directly affects the economic well-being of people and society as a whole. The problem has now been exacerbated by the increase in the retirement age, which has dramatically changed the labor market. This decision has led to the fact that now for graduates who have no work experience will be more difficult to get a job than it was before. In many sources, the list of categories of citizens who are most acutely aware of the problems of employment, in the first places are the graduates of educational institutions. In the modern world, University graduates call the problem of employment and job search as one of the urgent problems in modern Russia.

In order to help graduates of educational institutions, it is necessary to create a competent program to promote employment. It is necessary to create such structures as recruitment agencies and employment services, and in professional



educational institutions special centers to promote the employment of graduates.

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