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**STRATEGIC MANAGEMENT OF SOCIAL DEVELOPMENT OF
PERSONNEL IN RUSSIA: PROBLEMS AND PROSPECTS**

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Abstract

Global changes and contradictions in society have become an integral part of modern society. Such conditions significantly complicate any principles of work with personnel and society, which necessitates the development and implementation of completely new methodologies in this direction, which can ensure a positive dynamics in the development of the economy and social policy of the modern Russian Federation. In this work, the most important statistical criteria were collected that reflect the degree of development of social security and politics in today's Russia. After a thorough analysis of the set of criteria that were worked out at the analysis stage, namely the level of real income, the number of employed and able-bodied people, the cost category the authors of the work formed an assessment of this industry. After that, the authors also developed and put forward their own recommendations, which, in their opinion, should contribute to the improvement of certain existing problematic industries.

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1. Introduction

The most valuable resource of any state is, first of all, its people. Human society is the very locomotive that moves forward. It is also worth considering that the state itself was formed in the course of a long history of the development of human society. At the moment, in the course of complex relationships between people, many institutions have been formed that regulate various branches of human life. Social institution is one of them. Its main task is the fair distribution of public goods among all its participants.

Of course, each state has a strong enough interest in the most successful passage of this stage. The reason for this is the direct interest of the state in dominating the world economic arena. This becomes impossible provided that the social vector is poorly developed or worked out. For this reason, in each state, the issue of training high-quality highly qualified personnel is quite acute.

Consequently, the need to organize an active process of interaction between employees and the state becomes quite obvious. To this end, the state should implement the most competent political program aimed at providing support and protection to vulnerable groups of the population. This clause means the organization of support for pensioners, whose pension should not be lower than the minimum subsistence level. To fulfill all such social obligations, the Pension Fund of Russia is used, the proceeds of which are based on tax payments.

2. Problem Statement

Now there is a dynamic change in all spheres, which affects the activities of society and the state in all other spheres. The negative impact of the crisis between 2014-2016, which severely damaged the economy, cannot be underestimated. At the moment, the situation is significantly complicated by the coronavirus pandemic, which also does not contribute to an improvement in the social and economic situation. As a result, there was a significant deterioration in various social indicators, including an increase in unemployment, a decrease in the number of jobs. All this led to a natural deterioration in the standard of living. Another major factor that is having an extremely serious impact is the transition to the information society. This imposes certain obligations on all forms and conditions of life. Experts Gainanov and Zakieva (2020) agree that only those states that can adapt to these features will achieve dominance in the world market in the future. It is quite difficult to argue with this, given the ubiquitous informatization. If we consider modern Russia, then it should be noted that there are certain problems associated with this direction of development. For this reason, an active development of completely new approaches is required, which will be important for the development of the state, as well as ensuring its national security.

3. Research Questions

The study addresses certain issues. Let's list the main ones:

- Can the current system of staff training and work be effective?
- What problems were identified in the context of the statistical indicators of the Russian Federation?
- What recommendations do the authors put forward?

4. Purpose of the Study

This study was created with the aim of updating the list of existing social and economic problems, as well as creating a list of recommendations, which should have a positive impact on the development of strategic management in the Russian Federation.

5. Research Methods

For all research, special universal scientific methods have been chosen, which ensure the high accuracy of the research being carried out. This allows you to use this information for further research, as well as the introduction of certain ideas to solve the problems found.

5.1. Strategic goals for managing social development of personnel in Russia

If we turn to the theoretical foundations of management, it becomes obvious that one of the key indicators demonstrating social development is the standard of living of employees. Social indicators are closely related to these economic indicators since the demographic indicators of the state will directly depend on the standard of living of the population.

5.2. Research of demographic indicators of personnel development in Russia

Here we will look at some of the social indicators that were recorded in Russia 2000-2018. Alekseeva and Kulyukina (2017), who participated in the collection of this information, note that the sample used the entire population permanently residing in the country. Let's study the demographic situation in the specified time period (Figure 1).



Figure 1. Population change in Russia Source: (Federal State Statistic Service, 2019)

After analyzing this diagram, we can draw a conclusion about the stability of the population of Russia, the number of which has ceased to change significantly since 2015. The value was fixed at a stable level.

To continue the study, it is proposed to assess the dynamics of population growth rates (Figure 2).

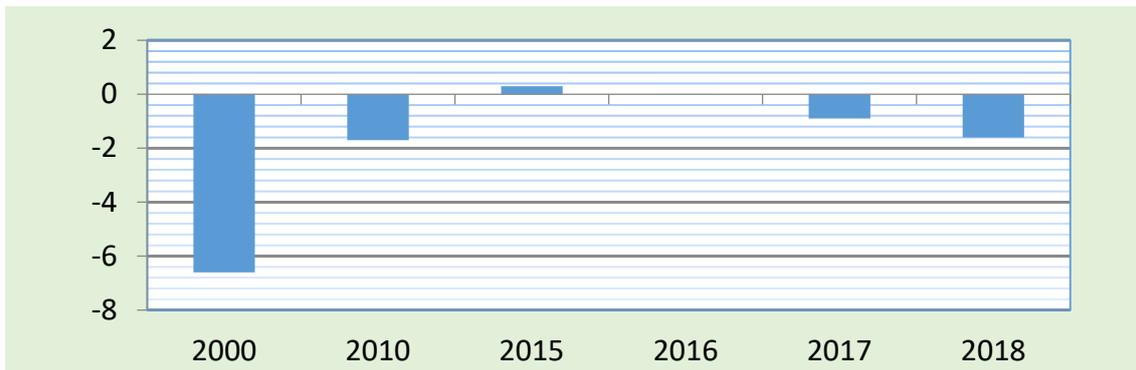


Figure 2. Natural population growth rates per 1000 people Source: (Federal State Statistic Service, 2019)

We can note with you that since 2015, there has been a natural population decline in Russia. At the same time, the jump in 2015 is also not a consequence of the population explosion. This year Crimea was annexed, which led to an artificial increase in the number of residents in the state.

Regions with positive population growth dynamics in 2018 (Table 1).

Table 1. Regions with positive population growth dynamics in 2018 (Federal State Statistic Service, 2019)

Natural population growth rates per 1000 people							
Moscow city	Nenets Autonomous district	St. Petersburg	Republic of Kalmykia	North Caucasian Federal District	Dagestan	Ingushetia	Chechen Republic
1.1	6.6	1.1	1.1	7.5	11.3	13.1	17.4

The statistics contained in the table show that out of 85 regions of the Russian Federation, only 8 have recorded natural positive population growth. This speaks of a rather deplorable demographic situation in the state, which is caused by the negative factors described above in the work (Statistics, 2019).

6. Findings

6.1. Assessment of employment indicators for Russian personnel

Based on the available information on the demographic state of the Russian Federation in different periods of time, we can build a correlation between the employed and the able-bodied population. Let's make a note right away that this information covers the period from 2013 to 2018. All the results of this study are contained in Figure 3.

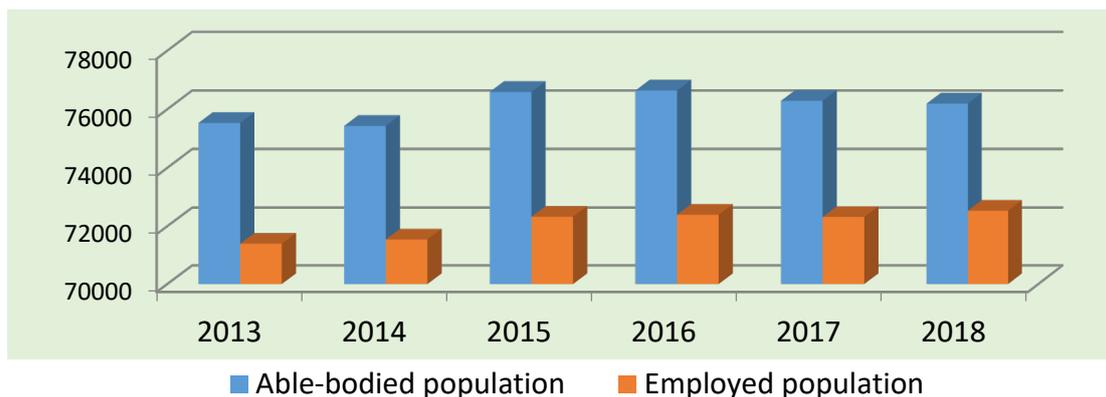


Figure 3. Change and ratio of employed and able-bodied people in Russia (Social status and standard of living of the population of Russia, 2019)

This chart shows another negative trend. From 2016 to 2018, the number of the working-age population decreased by 446 thousand people. This is a fairly strong blow to the budget, since almost half a million people stopped paying taxes, which naturally reduced the amount of payments for the Pension Fund of the Russian Federation.

It can also be noted that about half of Russians evade taxes by working in the shadows, which also negatively affects the replenishment of the country's budget.

6.2. Change in staff income in the Russian Federation

For our study, it is now required to analyze the situation with the real incomes of citizens of the Russian Federation, as well as the dynamics of their change in percentage terms over the past years. The information obtained during this analysis is contained in Figure 4.

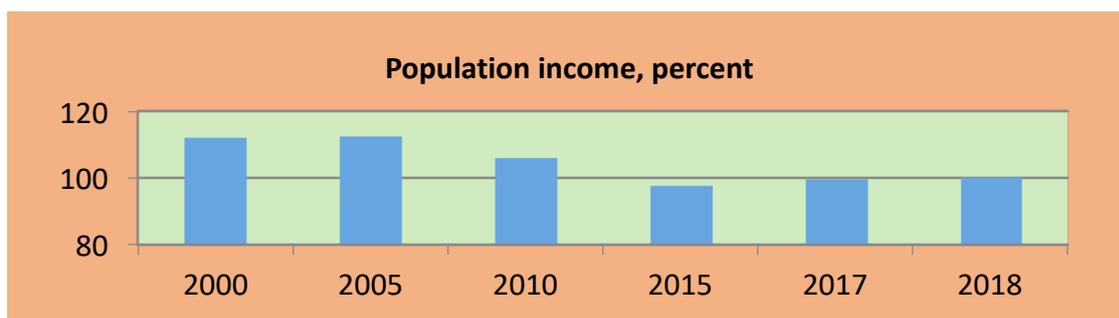


Figure 4. Dynamics of real disposable money income of the population of the Russian Federation, as a percentage of the previous year (Social status and standard of living of the population of Russia, 2019)

We can find out that according to the figures, the incomes of Russians fell significantly when comparing the results of 2005 and 2015. Yes, at the moment we can note a slight increase, but it is not as significant, since it did not even return the Russians to the previous values of their profitability.

Let's consider the main items of their expenses, and the numerical value is given in Figure 5.

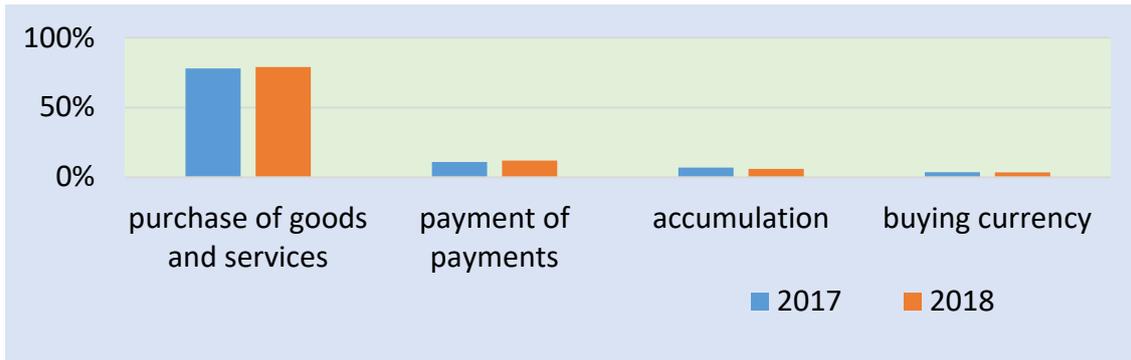


Figure 5. Items of expenditure of the population (%) (Federal State Statistic Service, 2019)

The diagram in figure 5 clearly demonstrates the main category of spending for the entire population. This is the purchase of essential goods, as well as various types of services. A noticeable part of the population's income is spent on housing and utility payments. It is also worth noting that the population is gradually reducing their savings, and besides, they are not very actively investing in the acquisition of foreign currency. This is due to the fact that the population has practically no money to purchase foreign currency.

6.3. The number of staff with incomes below the subsistence level

We cannot ignore the stratum of the population whose incomes are lower than the subsistence minimum established by the state. The exact information and relationships will be shown in Figure 6.

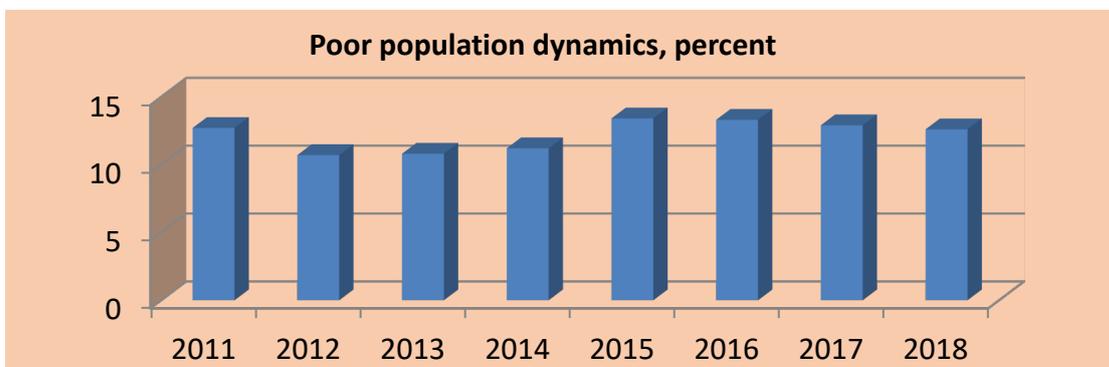


Figure 6. Percentage of citizens with income that is less than the established subsistence minimum (Federal State Statistic Service, 2019)

This figure 6 clearly shows that since 2014, the percentage of the population whose incomes are below the subsistence level has been steadily growing.

7. Conclusion

7.1. Problems of social development of personnel in Russia for the period 2000-2018

Now, based on the materials and statistics presented above in this research work, we can talk about the following problems inherent in modern Russia:

1) Negative trend in population growth. Only 8 regions out of 85 show positive population growth. This figure is too small in the context of the size of the state. At the same time, only artificial methods of support are used to maintain the population level. Migration is at the heart of all population growth.

2) The decline in the population also creates a shortage of able-bodied and employed population. It is worth noting a stable, albeit insignificant, decline in the able-bodied and employed population in the state.

3) Since 2015, a drop in the real income of citizens has been recorded.

4) The population does not have the resources to form savings, since almost all funds are spent on goods and services. Summarizing these facts, we can talk about a general deterioration in the standard of living on the territory of the Russian Federation. This negative trend is formed from a large number of factors. A slight decrease in deteriorating conditions can be noted between 2017-2018, but this is still not enough to reach the targets recorded between 2010 and 2013. It is urgent to develop a set of measures to combat these negative factors since their further aggravation can lead to excessive destabilization of society, which will form a serious threat to national security.

7.2. Recommendations for effective strategic management of personnel social development

This paragraph will present the recommendations developed by the authors of the work. These measures are intended to mitigate and neutralize the influence of negative factors described earlier in the research work, as well as to ensure positive dynamics of changes in these areas.

First of all, one of the priority tasks should be to increase the financial literacy of the population. However, the state is already implementing a similar program, but it takes a significant period of time to obtain significant results. According to rough estimates, the market mentality of the population will take shape in about 25 years.

The current taxation system needs to be modernized. It should offer some preferences to certain segments of the population operating in industries requiring development. However, this tax system should also become more stringent in some problematic aspects and directions.

You should also pay serious attention to the development of the real sector of the economy. This means an increase in the number of citizens who will start paying taxes and will no longer be in the shadow sector of the economy. This will significantly improve the budget of the Pension Fund of the Russian Federation, which will also have a positive effect on the general standard of living in the state.

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