

ANALYSIS OF FACTORS IN THE FORMATION OF HUMAN RESOURCES FOR THE DEVELOPMENT OF THE DIGITAL ECONOMY.

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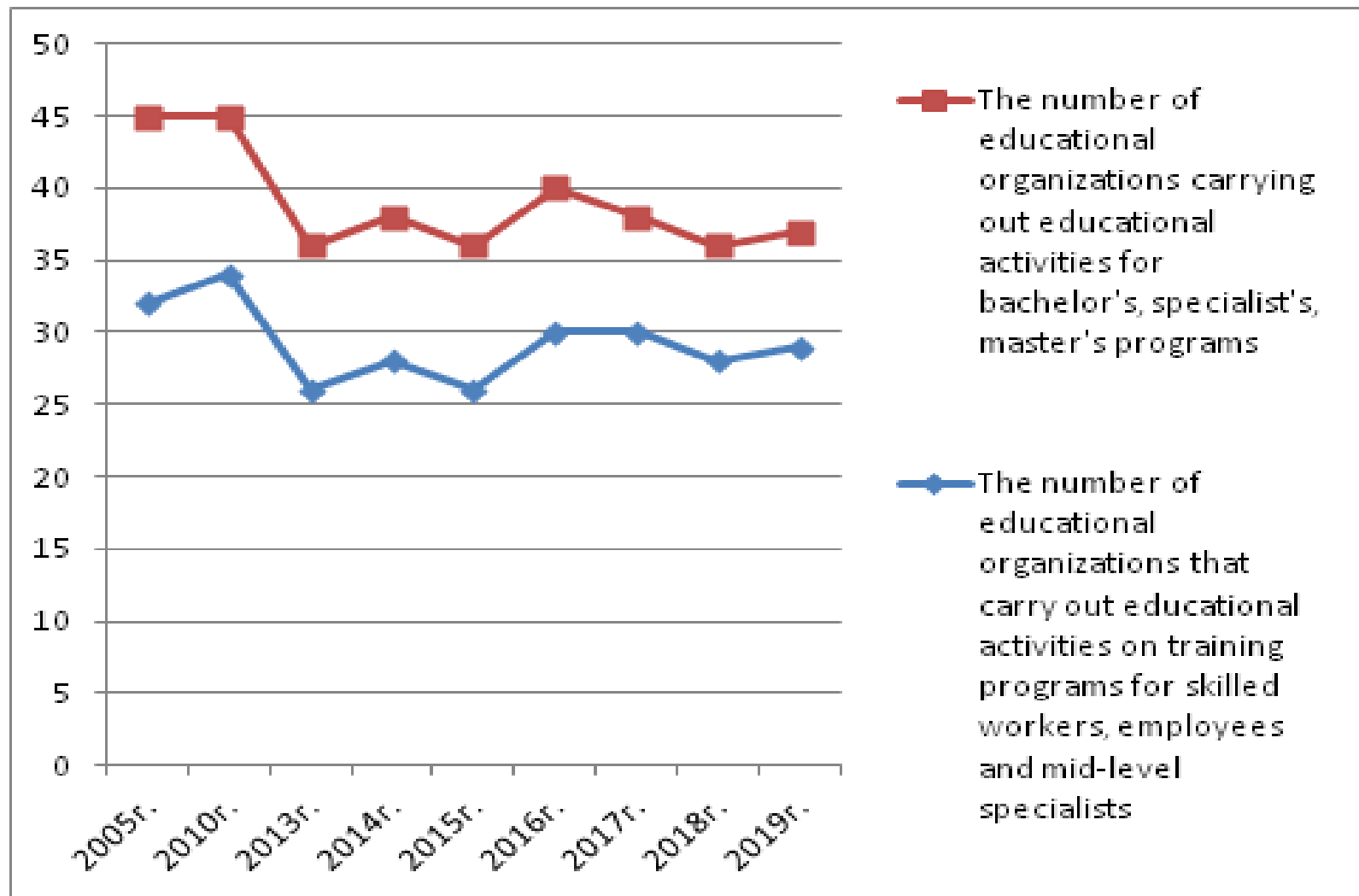
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- ◉ In the modern world, economic activity is largely realized through the process of digitalization. The concept of building a digital economy involves the training of appropriate personnel. In this direction, the government of the Russian Federation has developed strategic documents, national programs aimed at creating the necessary conditions for the development of digital platforms and systems in the economy of the country and its regions.
- ◉ On the official website of the Kursk Region Administration, the passport of the regional project dated 08.16. "Personnel for the digital economy (Kursk region)" (hereinafter referred to as the Project) for the period until December 31, 2024, developed within the framework of the national program "Digital economy of the Russian Federation" .
- ◉ In this regard, an urgent task is to identify factors affecting the feasibility of the project "Personnel for the digital economy" of the national program "Digital Economy of the Russian Federation«.
- ◉ Such an analysis of factors will make it possible to fully assess possible problems during the implementation of the project, reduce the influence of negative factors and increase its efficiency.

- The staffing of the digital economy is implemented through the improvement of the education system through the development of relevant competencies.
- The relevance of providing the digital economy with personnel with the necessary set of relevant competencies was noted by Dmitry Peskov, Special Representative of the President of the Russian Federation for Digital and Technological Development. Oleg Podolskiy, managing director of the Human Resources Competence Center for the Digital Economy at the University of 2035, and Boris Nuraliev, director of 1C, also pointed out the particular importance of training such specialists
- However, the scientific literature does not disclose the factors of the Project implementation, which should be taken into account for the most optimal and efficient implementation of the Project.

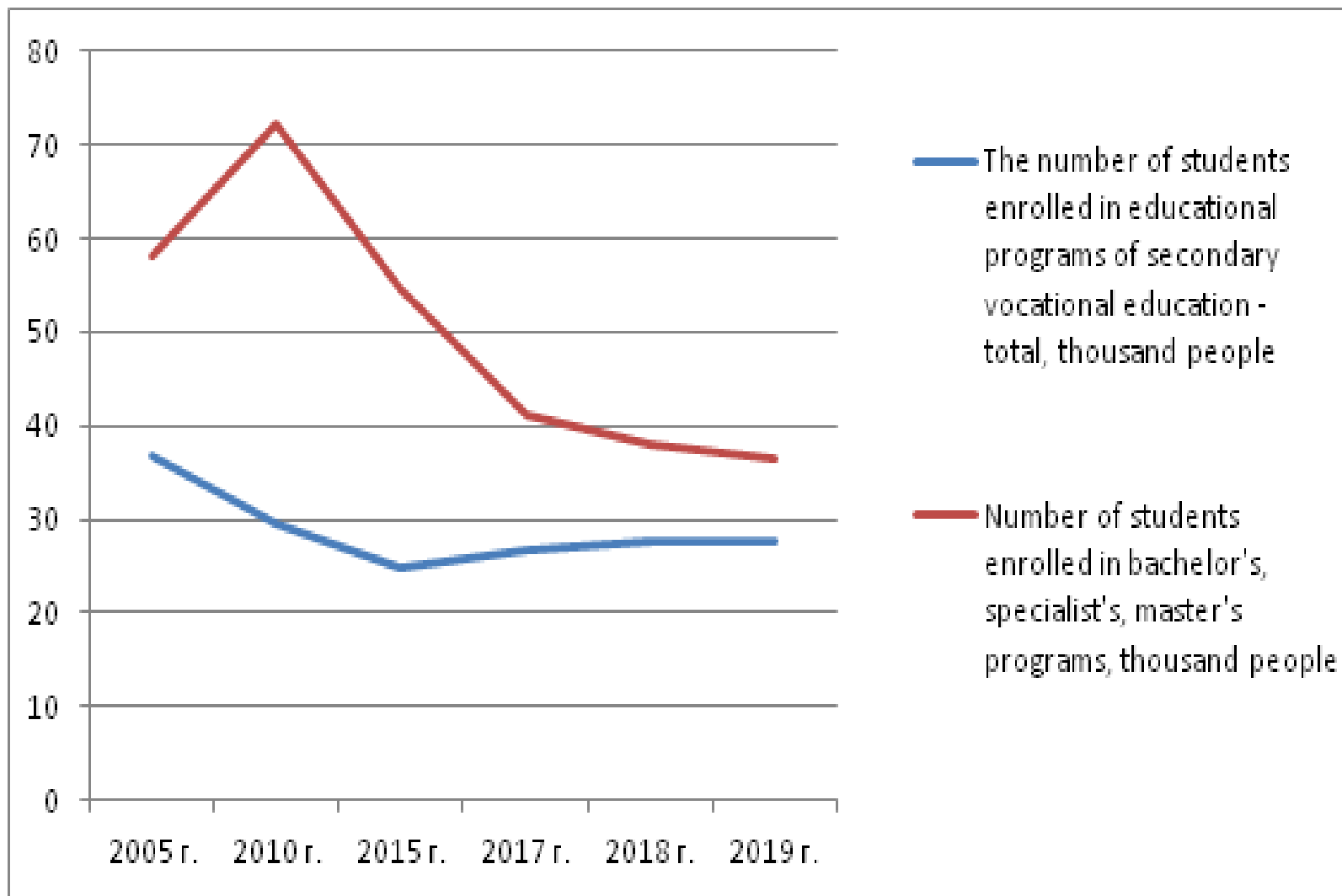
- The purpose of this study is to determine the factors in the formation of human resources for the development of the digital economy in the implementation of the national program "Digital Economy of the Russian Federation".
- First of all it is necessary to evaluate the scientific and educational potential of the region, in particular the Kursk region, by analyzing the current state of the number of educational institutions that train personnel for the digital economy (see Figure 1).
- In the Kursk region, since 2005, according to statistics, there has been a negative trend in the number of organizations engaged in educational activities of higher and secondary vocational education.

FIG. 1. DYNAMICS OF THE NUMBER OF EDUCATIONAL ORGANIZATIONS IN THE KURSK REGION, CARRYING OUT EDUCATIONAL ACTIVITIES UNDER THE PROGRAMS OF BACHELOR'S, SPECIALIST'S, MASTER'S DEGREES, PROGRAMS FOR THE TRAINING OF SKILLED WORKERS, EMPLOYEES AND MID-LEVEL SPECIALISTS



- It is also necessary to assess the trend of changes in the number of students in educational programs of various levels of training in educational institutions of higher and secondary vocational education of the Kursk region (Figure 2).
- Figure 2 clearly shows the reduction in the number of students enrolled in educational programs of higher and secondary vocational education in the Kursk region.
- The study also analyzed the dynamics of changes in the number of students in educational programs of various levels of training in educational institutions of higher and secondary vocational education of the Kursk region.

FIG.2. DYNAMICS OF THE NUMBER OF STUDENTS OF ORGANIZATIONS CARRYING OUT EDUCATIONAL ACTIVITIES IN THE KURSK REGION



- According to regional statistics, the gross enrollment ratio in educational programs of secondary vocational and higher education over the past 15 years has also decreased from 27.3% to 23.2%
- The decline in the total number of students in higher education programs and the number of teaching staff is a direct consequence of the decline in the prestige of higher education in the Russian Federation, which has exceeded 30% on average over the past 10 years. The main reasons for this decline are increased training costs, lack of jobs and low wages.
- To eliminate the existing shortage of personnel, the regional project stipulates that, starting in 2019, the approval of the number of applicants admitted to universities to meet the needs of the digital economy in specialists with formed digital competencies.
- Within the framework of the study, it is necessary to analyze the dynamics of enrollment of students for full-time bachelor's degree programs, the acquisition of education in which is associated with the formation of two or more key competencies of the digital economy, carried out on the example of the leading university in the region - Southwestern State University (SWSU).

- ⦿ Thus, there is a positive trend at the university, and by 2021 Southwest State University plans to increase the number of budget places in educational programs, education in which is associated with the formation of two or more key competencies of the digital economy, by 62% in 2021 compared to 2015 (Table 1).

TABLE 1. ANALYSIS OF THE DYNAMICS OF STUDENT RECRUITMENT FOR FULL-TIME UNDERGRADUATE PROGRAMS AT SWSU

Specialties (areas of training) with relevant competencies for the digital economy	2015 year		2019 year.		2020 year		2021 year.	
	budget places	out budget	budget places	out budget	budget places	out budget	budget places	out budget
	191	209	283	215	252	217	310	635
Total	400		498		469		945	

- Let us consider the main directions of the implementation of the regional project "Human Resources of the Digital Economy" by the Southwestern State University (Kursk region).
- The project "Digital Graduate Portfolio" (P 95.157 - 2019 On the monitoring system of employment and career of university graduates. Order No. 859 dated October 17, 2019) will allow SWSU students to position themselves in the labor market from their best side

- The purpose of the system for monitoring the employment and career of university graduates is a reliable informational reflection of the state of data on the channels of employment and employment of university graduates. To achieve this goal, the following tasks are being solved:
- -collection of information and processing of information about employment and career of university graduates;
- -analysis and assessment of the demand for graduates of the Southwestern State University;
- - providing internal and external users with reliable information on the results of employment of university graduates.

- As part of the project, the university signed agreements on long-term cooperation with 14 universities and research organizations, within the framework of which the network Interuniversity accelerator of technological projects and a venture fund at universities for the development of technological entrepreneurship will operate. be created. Within its framework, an interuniversity network consortium will be created to support promising startups. This will help attract industrial partners and investors.

- The Kursk region is trying to actively implement the policy of innovative development of the region, which is clearly reflected by the implemented projects such as "Personnel for the digital economy" within the framework of the program "Digital Economy in the Russian Federation
- The result of the study is the identification of a number of factors in the formation of human resources for the development of the digital economy (Figure 3).

FIG. 3. FACTORS IN THE FORMATION OF HUMAN RESOURCES FOR THE DEVELOPMENT OF THE DIGITAL ECONOMY. THE MAIN STIMULATING FACTOR IN THE DEVELOPMENT OF THE DIGITAL ECONOMY IS THE COMPREHENSIVE PROVISION OF MATERIAL, FINANCIAL, LABOR AND INFORMATION RESOURCES OF ORGANIZATIONS, INCLUDING ORGANIZATIONS ENGAGED IN EDUCATIONAL ACTIVITIES

- provision of the region with educational organizations that train personnel with the necessary competencies for the digital economy
- the prestige of the educational organization itself, the prestige of the chosen profession

- cost of education
- availability of budget places
- state support at the federal and regional levels (implemented through a system of grants and strategic development programs)

- availability of budget places
- transformation of the education system
- the possibility of employment after completion of training
- shortage of teaching staff

- ◉ An important element of the system for improving the quality of training for the digital economy and the development of modern research technologies should be state support at the federal and regional levels of educational organizations that train personnel with a set of key competencies.
- ◉ For the regions, it is advisable to adapt the experience of leading educational organizations to improve the institutional environment and mechanisms for using their scientific and educational potential in order to train personnel that meet the requirements of the digital economy. In the course of the analysis, it was revealed that at the moment there is a need for a process of modernization and development of the training system with key competencies of the digital economy