

ISSUES OF SOCIAL AND ECONOMIC DEVELOPMENT OF OMSK REGION

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Abstract: Issues of the regional economic development are considered in the paper through human resources management as the principal source of competitiveness. A constituent of the Russian Federation – Omsk oblast, an actively developing region with diversified economy in terms of both economic activity and spatial location was selected as a target of research. In the course of research there were revealed some problems existing on the regional labour market, such as intensification of skilled labour force outflows, and worsening of demographic and environmental situation in the region. Discrepancy of the occupational training structure of the educational system with the structure of the regional economy results in deficiency of labour resources of required qualification. It is proposed to resolve the issues revealed on the regional labour market using a series of actions, the primary of which are as follows: proper management of migration flows, engagement of the labour force from other regions and countries, further development of the programme for resettlement of compatriots, strengthening cooperation between regional employers and educational institutions of the city, raising investment attractiveness, development of industrial production and of new types of activity on the territory of the region. Industrial enterprises make the basis for social and economic development of the Omsk region. Statistical data characterizing the situation at industrial enterprises of Omsk oblast are provided in the research (wages, labour conditions, staff turnover, material and technical base etc.). Key problems typical of many industrial enterprises of the city of Omsk were revealed. Recommendations are given in terms of the principal directions for the social and economic development of the region.

Keywords: region's economy, industrial enterprises, labour market, problems, labour resources.

INTRODUCTION

As it is known, competitiveness of the region is based on the natural, labour and financial resources, as well as on advantages that can be gained for the region thanks to these resources. In this regard one should clearly realize the real situation in the area of economic attractiveness of Omsk region for today. The economic attractiveness of the region is one of the key indicators characterizing the prospects for its development. The economic attractiveness of the region shall be understood to mean the indicator reflecting the level of quality of life in a specific region and the interest of potential investors to allocate investments in the region [1, p. 75]. One can agree with V.A. Bubnov who suggests

to define the economic attractiveness of the region by a number of the following indicators of development: demographic and labour indicators; social indicators; economic indicators; living standard of the population; level of the infrastructure development; financial and investment indicators [2, p. 51].

In our view the indicator of environmental conditions should be added to the abovementioned ones. It is known that ecology is one of the global issues of modern times leading to negative economic and social consequences. Beneficial geographic location, strong industrial capacity, a great many of scientific and production enterprises with high technology production, availability of a major agro-industrial complex, developed building industry, high educational level of specialist and other factors can be considered as the principal advantages of the region. It is regarded as an actively developing constituent of the Russian Federation with diversified economy in terms of both types of economic activity and spatial location, being a major petrochemical complex of the country. Oil is deemed to be the principal raw material resource of the industry.

Omsk oblast is a part of the Siberian Federal District of the Russian Federation and is situated on the south of the West Siberian plain. It was founded in 1822. The region borders with Kazakhstan in the south, with Novosibirsk and Tomsk oblasts in the east, and with Tyumen oblast in the west and north. The territory of Omsk oblast covers 141.1 thousand square kilometers. The primary natural resources of the region are oil, gas, peat, ore sands of zirconium and titanium, mineral salts, therapeutic muds, and sapropels. The relevance of the research topic is determined by the fact that condition of the region's economy and its competitiveness are directly associated with the situation on the regional labour market. The efficiency of use of the region's labour resources has an impact on the economic growth and living standard of the population. In order to determine the priorities and directions for development of the region, the present-day condition of the region was analyzed. The values of statistical indicators (migration of the population of Omsk oblast, number of the population in terms of main age groups and ecology in the region) required for the region's profile are presented in tables 1-3 of the first part of the paper.

The most important economic indicators of the living standard in the region are average monthly wage, average pension, gross regional product, and minimum subsistence level in the region. At the same time there are factors essentially weakening the development prospects of the labour market: unfavorable demographic situation, low wages, poor social infrastructure in the region, employment problems for certain groups of population, non-compliance of professional training of specialists with demands of the regional labour market [18, p. 63]. There is no doubt that these issues have a negative impact on the development of industrial complex which is fundamental for the region's development. Data of statistical indicators of the Regional Office of the Federal State Statistics Service for Omsk oblast (Omskstat), taken from industrial enterprises and presented in the second part of the paper, were used to analyze and assess the problems of industrial production development in the region by means of calculation and graphic building of initial characteristics (wages, labour conditions, material and technical base) for development period of the years 2011 – 2015.

According to the RIA Rating, in 2014 Omsk region ranked 38th out of 85 RF regions, in 2015 it ranked 37th, and in 2016 it was not among the 50 best regions of RF and ranked 52d [3, pp.23-24; 14, pp. 24-25]. The descent of Omsk oblast was due to decrease in the ratio of money income of the population to the cost of a fixed set of consumer's products and services, growth of the number of population with profits below minimum

subsistence level and growth of mortality rate due to external reasons. Moreover, some economic indicators declined, namely the production output of products and services dropped and the amount of paying enterprises reduced. The regional labour market is a social and economic category and reflects the existing social and labour relations. From the point of view of the research authors, demand and supply on the regional labour market shall be considered not only in terms of the skill level, vocational education and mobility of the labour force of the region, but also in terms of the labour conditions, level of remuneration for the work performed, and scope and nature of work.

A number of Russian and foreign researchers such as Yu.P. Kokin, P.E. Shlender, R.J. Erenberg, A.A. Nikiforova, V.S. Bulanova, N.A. Volgin, Yu.G. Odegov and B.M. Genkin thoroughly investigated the issues of the labour market. They considered the factors which are determinant for development of the market, specific nature of demand and supply on the market, mechanisms of state regulation of the labour market and many other issues. The issues of influence of the regional labour market on the region's economy condition were considered by such scientists as M.A. Baranov, L.V. Rodionova, T.N. Pigina and other Russian scientists. In the paper the authors suggest to draw attention to the problems of regional labour markets which were not investigated sufficiently up to the present time, specifically the problems of the labour market of Omsk oblast, having identified the most important of them, which are associated with the regional economy condition and have a serious impact on the competitiveness of Omsk oblast on the whole.

METHODS AND MATERIALS

Statistical basis for the research were official sources on demographic and social-economic data of the Federal State Statistics Service for Omsk Oblast: Omskaya oblast v tsifrakh 2015 (Omsk Oblast in Figures 2015), Promyshlennoe proizvodstvo Omskoy oblasti 2016 (Industrial Production of Omsk Oblast in 2016), Trud i zanyatost v Omskoy oblasti v 2015 godu (Labour and Employment in Omsk Oblast in 2015), Omskiy oblastnoy statisticheskiy ezhegodnik 2011-2015 gody (Omsk Regional Statistical Year Book for 2011 -2015 Years); RIA Rating data: Rating of RF Regions in terms of Quality of Life – 2015, 2016. To assess comprehensive development of the region there were used the following: Concept for Relations Development in the Area of Labour and Employment of the Population of Omsk Oblast till the Year of 2020, Concept for Development of Higher Education in the Region till the Year of 2025, and Strategy of the Social and Economic Development of Omsk Oblast till the Year of 2025. Basing on these data an assessment of the social and economic condition of the region was made with regard to demographic and labour indicators, social indicators, economic indicators, living standard of the population, infrastructure development level and financial and investment indicators. Problems that reduce economic attractiveness and competitiveness of the region were revealed and primary directions of resolving issues associated with the social and economic development of the region were suggested. The research methods used in the paper are the method of comparative analysis of statistical data, system approach, and problematic approach. These issues will be considered in detail in the following sections of the paper.

Assessment of the Labour Market Condition in the Region

There are certain threats to the development of the regional labour market in Omsk oblast, to which the following factors can be referred: migration growth of the

working-age population outside the region; high competitiveness of the Siberian and Ural cities located nearby (Novosibirsk, Yekaterinburg and other); disappearance of the principal employers and mainstays of the town; deterioration of environmental and social security etc. According to some Russian authors specializing in the labour market issues, a great part of the present-day problems on the regional labour markets is a result of a specific nature of social and economic development of the country during the Soviet times [14]. Till late 80s of the XX century there was implemented a centralized policy of distribution of manufacturing forces of the country which caused a large-scale development of natural resources of remote regions and a total shift of production forces to the East and North, industrial and urban development of previously backward agricultural regions and creation of new transportation lines. Today in new conditions many previously efficient forms of the territorial arrangement of the population have become unsustainable [12, pp. 112, 144].

It is obvious that development of the region and raising its competitiveness will mean enhancement of its attractiveness for investors, encourage the inflow of a quality labour force and reduce the migration outflow. The structure of the regional economy has a great impact on the demand and supply of specialists in quantitative and qualitative aspects [27, p. 43]. Mastering of new productions and location of investments in the being created and already existing branches on the territory of the region generate demand in specialists of required skills [23, p. 138]. A project was started in Omsk oblast aimed at training specialists for the military-industrial complex of the region. The need to implement the project was aroused by the concern of Omsk authorities about the situation on the regional labour market. A trend for migration of the working-age population in search of more suitable regions for living grows and ageing of the employable population is noted. In order to alleviate the acuteness of these problems, the regional government elaborated a Concept for Relations Development in the Area of Labour and Employment of the Population of Omsk Oblast till the Year of 2020 and Strategy of the Social and Economic Development of Omsk Oblast till the Year of 2025 [16, 17].

The relevance of adoption of the Concept is based on the need for integrated development of relations in the area of labour and employment of the population of Omsk oblast, which in its turn is instrumental in sustainable social and economic development of the region and inclusion of Omsk oblast into the number of competitive regions. The primary objectives of the Concept are: to identify directions and methods of formation, rational distribution and efficient use of labour forces of Omsk oblast, create conditions for efficient employment, improve living standard of the population and conserve life and health of the population in the process of work activity.

In order to achieve the stated objectives, the following issues shall be resolved: provision of the economy of Omsk oblast with labour forces on the basis of formation, retention and development of human resources; enforcement of civil rights for protection against unemployment; enforcement of civil rights in the area of labour protection and remuneration. There were defined primary directions of the concept realization: provision of the economy of Omsk oblast with the staff in the required number and professional qualifications; creation of conditions for engagement of skilled labour force to Omsk oblast; creation of the integrated system of career counselling and psychological support for the population of Omsk oblast encouraging motivation of young people for work activity with respect to professions (specialties) in demand on the labour market of Omsk oblast; assistance to employment of population in Omsk oblast; improvement of labour conditions, raise in wages, assistance in protection of labour rights of employees;

improvement of quality of work places based on management of professional risks et each work place, and reduction of industrial injuries and occupational diseases [16].

For the present there is an acute issue of career counselling for young people who are guided by fashion and image when choosing their profession. Thus, the number of people getting non-demanded specialties on the regional labour market grows. As a result, the enterprises of Omsk oblast cannot be provided with specialists in accordance with the real needs of the region [26, pp. 127, 131]. Despite the prospects in the area of specialists training, a mixed picture can be observed in the education in Omsk oblast. On the one hand there are dozens of universities and around a hundred of educational institutions of initial and secondary vocational education in the city and region wherefrom specialists of very different level graduate annually [20, p. 101]. On the other hand there is a problem when personnel for new enterprises has to be invited from other regions and countries.

A very important aspect for our region is the policy of labour remuneration. The level of remuneration in Omsk oblast is acknowledged to be lower than in other regions. It results in growth of migration flows and makes young people migrate to other countries and regions in search of higher wages [11, p. 133]. It is generally recognized that the main source for the region's economy growth is labour resources, and their qualitative and quantitative indicators. Omsk oblast is characterized by the following demographic indicators for the years 2011-2016 (table 1).

Table 1: Natural movement and migration of population of Omsk oblast (persons)

Overall for Omsk oblast	2011	2012	2013	2014	2015	2016
Born	26782	29503	29072	29761	28526	26411
Deceased	26736	27265	26408	26156	26443	26217
Natural increase, decrease (-) in population	46	2238	2664	3605	2083	194
Migration gain, loss (-) of population	-1786	-3073	-2773	702	-1800	-5942

The data presented in the table certifies that negative migration balance prevails in Omsk oblast. It is explained by low remuneration of labour in the region, non-demanded specialists on the labour market and lack of infrastructure. Almost 6 thousand of people left the region, the indicator grew threefold as compared to 2015. Demographic indices of the region influence the formation of quantitative and qualitative composition of the labour force which is determined by the birth and mortality rate, life expectancy of the population and its educational level [19, p. 58]. Also, the trend for growth of a number of people above the working age should be mentioned. The indicators characterizing the number of populations of Omsk oblast and its distribution with regard to age groups are presented in table 2.

Table 2: Population size in Omsk oblast with regard to the main age groups (at the beginning of year, thousands of people).

	2011	2012	2013	2014	2015	2016
Total population size, thousands of people, among them:	1976.6	1974.8	1974.0	1973.9	1978.2	1978.5
below working age	323.8	329.6	338.5	349.0	359.8	371.1
working age	1235.3	1218.1	1198.6	1177.9	1159.8	1136.8
above working age	417.5	427.1	436.9	446.9	458.6	470.5

As is seen from the table, the number of such specialists in Omsk oblast amounts to over 20% of the total number of the population, i.e. ageing of the population is observed, which shall be understood to mean the process of growth of the number of people above working-age in the total number of the population. Economic development of the region has an essential impact on condition of the regional labour market. It is obvious that RF regions differ by the level of economic development, namely by the production output, amount of capital investments in the region's economy, gross regional product volume etc.

First and foremost, it affects the region's attractiveness for skilled specialists. Thus, a trend for migration outflow of the population is observed in the regions with low wages. To a greater extent it concerns young people who are highly mobile, ambitious and eager to fulfil labour potential in a more attractive region of Russia. The economic development of the region in its turn has a great impact on demand of labour force on the regional labour market. Investments made in the regional economy create opportunities for growth of vacancies for specialists in future. Long-term investments are made in Omsk oblast in such branches of economy as industry, agriculture, transportation etc., which will cause an increase in work places for specialists of respective skills in the years to come [15, p. 67].

Certain events are also fulfilled in the educational sphere on a regional level. Development of the regional system of higher education cannot be realized without due regard to global trends. The regional educational system is the primary source of reproduction of the regional intellectual resource [25, p. 49]. Modernization of the present-day higher education and competitive ability of the graduates from regional universities become issues of importance for the region [24, p. 23]. A Concept for Development of Higher Education for the years 2017-2025 was elaborated in Omsk oblast as per which Omsk universities are planned to be made innovation centres. Also issues of training personnel which will be demanded by regional employers are considered, and ways of resolving problems available in the system of vocational education are suggested [13].

It is proposed to synchronize the programme for development of regional universities with the strategy of social and economic development of Omsk oblast till the year of 2025 as a method to resolve problems on the regional labour market. Thus, in order to meet the need for engineering staff it is required to popularize engineering labour, strengthen the image of the profession and have the measures supported in the

relevant ministry to achieve sustainable effect. Ecology in the region has a serious impact on the quality of labour force. Thus, deterioration of the environment, reduction of natural resources in the country and pollution take a toll on the human. Today acceleration of technical advance and development of industrial production causing environmental pollution is observed which results in the growth of the number of diseases among the population and reduction of quality and number of the labour force in the country as a whole and in each region particularly. Thus, according to the Regional Office of the Federal State Statistics Service for Omsk Oblast, an increase in the air pollutant emissions has been observed from 2000 till 2015 (table 3).

Table 3: Air pollutant emissions from stationary sources of organizations of Omsk oblast (thousands of tons). The table was made according to the data of the Regional Office of the Federal State Statistics Service for Omsk Oblast.

	2000	2010	2011	2012	2013	2014	2015
Air pollutant emissions	225.8	229.9	235.9	240.2	213.6	204.0	201.5
including:							
solid matters	64.0	60.3	66.5	68.9	53.6	43.9	39.0
gaseous and liquid matters	161.9	169.6	169.3	171.2	160.0	160.1	162.5

To meet the need for specialists of required skills and in necessary number special consideration shall be given to migration processes taking place in the region, namely it is required to: fulfill the policy on reduction of migration outflow of the working-age population, especially of young specialists as the most mobile part of the population; take part in the programmes for assistance to resettlement of compatriots; form tolerant attitude to labour migration, create training centres for migrants helping to integrate into regional community; engage young people from foreign states for probation and education. Currently the Programme for Assistance to Voluntary Resettlement of Compatriots Living Abroad to Omsk Oblast is implemented. As of today, the most part of migrant workers come to Omsk oblast from Kazakhstan, Uzbekistan, Ukraine and China. Thus, proper migration policy in regions of the Russian Federation can remedy the situation on the labour market and encourage economy growth and rise in living standards of the population.

Industrial Production - Development Issues

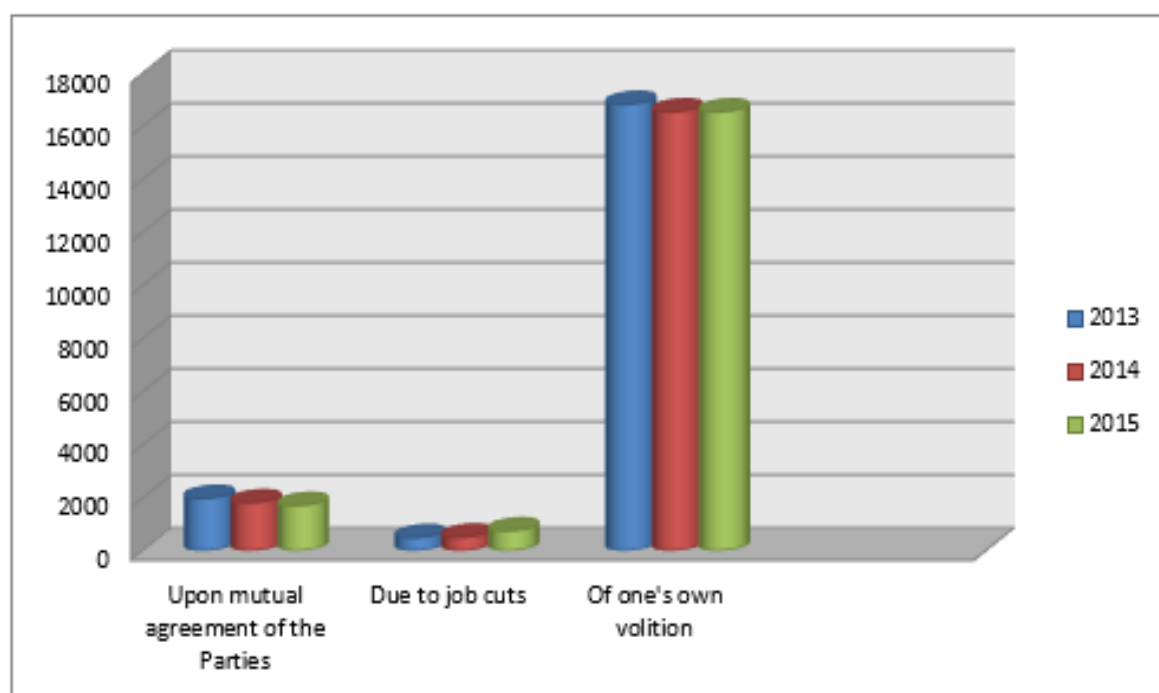
Creation of conditions to stabilize social and economic situation of the city of Omsk and increase industrial production shall be realized basing on the efficient use of local resources, alignment of interests and coordination of activity of the Administration of Omsk oblast, administration of the city of Omsk, entrepreneurs, enterprises, non-governmental and non-profit organizations and associations. There is no doubt that industrial production takes dominant positions in the economy of the city of Omsk. At all times there has been a powerful industrial sector in Omsk oblast determining its economy line. Index of industrial production in 2015 amounted to 100.6% as compared to 2014 (in Russian Federation - 96.6%, in Siberian Federal District - 100.2%). In 2015 Omsk oblast

ranked 42d in the Russian Federation and 7th in Siberian Federal District by the index of industrial production [9, p. 13].

Many industrial enterprises still shape the regional economy (AO Gazprom Neft-Omsk Oil Refinery, AO TGC-11, Omskenergo branch of PJSC "IDGC of Siberia"(Interregional Distribution Grid Company of Siberia), PAO Omskshina, AO Kordiant-Vostok, PAO Saturn, PAO Omskiy Kauchuk, "Polyot" Manufacturing Corporation – A Branch of The Federal State Unitary Enterprise "Khrunichev State Research and Production Space Center", Baranov Omsk Engine Association branch (OMO) of AO Scientific Production Centre of Gas Turbine Construction "Salyut", OAO Vysokie Tekhnologii, OOO Omsktekhuglerod, AO Omsk Production Association "Irtysh", OAO Khlebodar, OAO Omskaya Makaronnaya Fabrika (Omsk Pasta Factory), AO Omskiy Bekon, AO Sibirskaya Poultry Farm, Branch of OOO Yunilever Rus in Omsk city, Manros-M Omsk Branch of AO Wimm Bill Dann, ZAO Lyubinskiy molochno-konservnyy kombinat (Lyubinsk Milk Canning Plant), OOO Omskvinprom, Omsk branch of AO SAN InBev and others), where over 20% of the working population of Omsk oblast is engaged. Despite positive trend for development of industrial enterprises, investigations show that many industrial enterprises of the city of Omsk have the same problems: poor working conditions, staff turnover, low wages, notable deterioration of equipment, old age of the majority of employees, high cost of innovations and poor investments, autocratic managerial style at many enterprises, deficiency of intraindustrial communications, workers lack professional skills and work experience, low encouragement level in terms of both material and moral incentives, etc.) [14, p. 102].

Let us elaborate some of them. One of the problems is high staff turnover. Employment and termination of employment at the enterprises of Omsk oblast is presented in Fig. 1.

Fig. 1. Termination of employment at industrial enterprises of Omsk oblast during a year (persons).



It can be seen from the figure that the number of those resigned of one's own volition in 2014 and 2015 is the same. This is due to the fact that employees don't see any alternative to change jobs. As a result of the research conducted at a number of industrial enterprises, there were revealed 10 primary reasons for resignation of one's own volition (fig 2).



Fig. 2. Reasons for resignation of one's own volition.

The most common reason for resignation in the city of Omsk is low wages (table 4).

Table 4: Average monthly nominal accrued wages of employees with regard to types of economic activity (rubles). The table was made in accordance with the data of the Federal State Statistics Service for Omsk Oblast.

	2000	2010	2011	2012	2013	2014	2015	2016
Overall economy in	1466.1	16708.2	19087.8	21931.2	24847.9	26204.5	27233.7	31816.4
Including with regard to types of economic activity: manufacturing	1599.9	16379.0	18909.5	20749.9	23856.4	26181.0	28736.5	32874.0

Since 2010 the annual increase in the average monthly wages is from 10 to 14% on the average. In 2016 the wages grew by 14.3% as compared to 2015. At that constant growth of consumer costs exceeds growth of wages by 1% - 1.5%. It is no secret that material remuneration plays the key role in employment. Therefore, the majority of

residents of the city of Omsk resolve to change jobs only being certain in fair wages. By raising wages, the management can resolve the issue of staff turnover which is a factor that hinders maintaining high level of production organization. At high level of staff turnover, the team becomes unstable and much more difficult to control. High figures of staff turnover can be considered as an indicator of production and social difficulties at the enterprise. A particular problem is poor working conditions (the aggregate of factors of the labour process and operating environment where activity is performed (degree of mechanization and automation, equipment novelty; operational safety, level of labour protection and safety measures; healthy labour conditions (ventilation, light, noise level etc.)), having impact on health and working ability of employees) [10, p. 51].

As per the Labour Code of the Russian Federation “an employee is entitled to the work place that complies with the state regulatory requirements of occupational safety (article 21) and work place that complies with the requirements of labour safety (article 219)” [5, p. 16, p. 118]. Besides, according to the article 212 of the Labour Code of the Russian Federation “an employer is obliged to ensure relevant requirements of labour safety and labour conditions at each work place...” [5, p. 110.]. At the meeting on protection of labour and labour relations M.A. Tomilin, the Minister of Labour and Social Protection of the Russian Federation stated the following data: “around 70% of work places refer to normal with due regard to new technologies and productions, and 30% refer to harmful and dangerous working conditions.” The Ministry of Health and Social Development of the Russian Federation developed and implements the programme for improvement of labour conditions and safety “Safe Labour” till the year of 2025 which bears mostly organizational and methodological nature. The decree of the Ministry of Health and Social Development of the Russian Federation No. 181n dated March 01, 2012 approved the Model list of annual events implemented by employers on improvement of labour conditions and safety and reduction of occupational hazards covering 31 events. The range of specific events shall be determined by employer basing on peculiar features of the enterprise activity. Nevertheless, the problem of ensuring safe labour conditions is still pressing for Omsk region. Level of industrial injuries in Omsk oblast remains above the national average rate. The number of the injured as a result of industrial accidents with severe outcome remains practically on one and the same level (table 5).

Table 5: The number of the injured in industrial accidents with regard to types of economic activity. The table was made in accordance with the data of the Federal State Statistics Service for Omsk Oblast.

	Number of injured in industrial accidents									
	total					resulting in death among them				
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015
Total in the region,	672	643	636	639	593	20	16	23	16	27
of them:										
manufacturing,	274	251	224	242	222	4	2	6	6	1
women among them	206	208	215	207	209	-	-	-	-	-

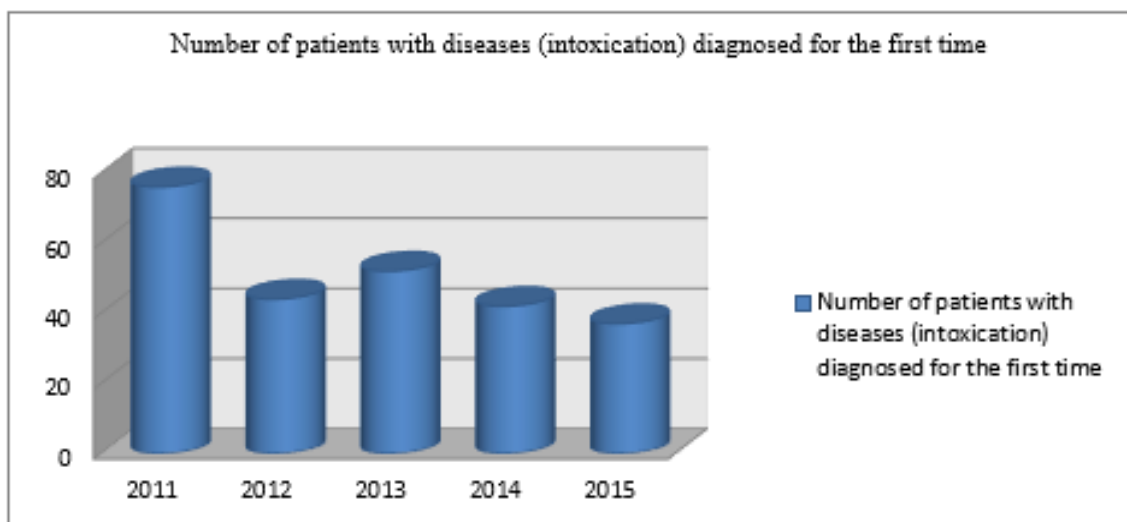
It should be mentioned that almost 80% of the injured in industrial accidents are women. Having analyzed the reasons of industrial injuries a conclusion was made that 70% of the cases could have been prevented on condition of a detailed assessment of risks, active improvement of technologies and proper training of the staff. Remarkable is the number of employees at industrial enterprises of Omsk oblast working in conditions failing to meet sanitary and hygienic standards of labour conditions (the increase of such number in 2015 was 2.1% as compared to 2014). And the number of employees working at physically demanding jobs in 2015 was 13.4% which is 4.6% higher than in 2012. However, a decline is observed in the number of employees working at jobs associated with intensity of work which means the load mostly on the central nervous system, sensory organs and emotional sphere: in 2015 the decline was 4.2% as compared to 2012. At the same time the number of women working at such jobs grew by 2% (table 6).

Table 6: The number of employees at industrial enterprises of Omsk oblast working in conditions failing to meet the sanitary and hygienic standards of labour conditions, with regard to the types of influencing production factors (in % of the staffing table by the end of year). The table was made in accordance with the data of the Federal State Statistics Service for Omsk Oblast.

Indicators	2012	2013	2014	2015
The number of employees working in conditions failing to meet sanitary and hygienic standards of labour conditions, therefrom working under effect of:	27.6	30.6	37.4	39.5
<i>Production factors:</i>				
enhanced level of noise, infrasound, ultrasound	14.5	15.6	19.2	18.8
enhanced vibration level	1.4	1.9	4.7	3.6
enhanced dust content in the air in the working area	2.2	2.2	3.2	2.7
enhanced gas content in the air in the working area	2.9	3	5.8	7.9
<i>Business process factors:</i>				
heaviness,	8.8	9.4	12.2	13.4
among them:				
men	10.6	11.9	16	15.9
women	6.3	6	6.5	9.4
intensity,	6.9	6.1	6.9	4.9
among them:				
men	9.1	8	8.9	4.9
women	3.8	3.4	3.9	5.8

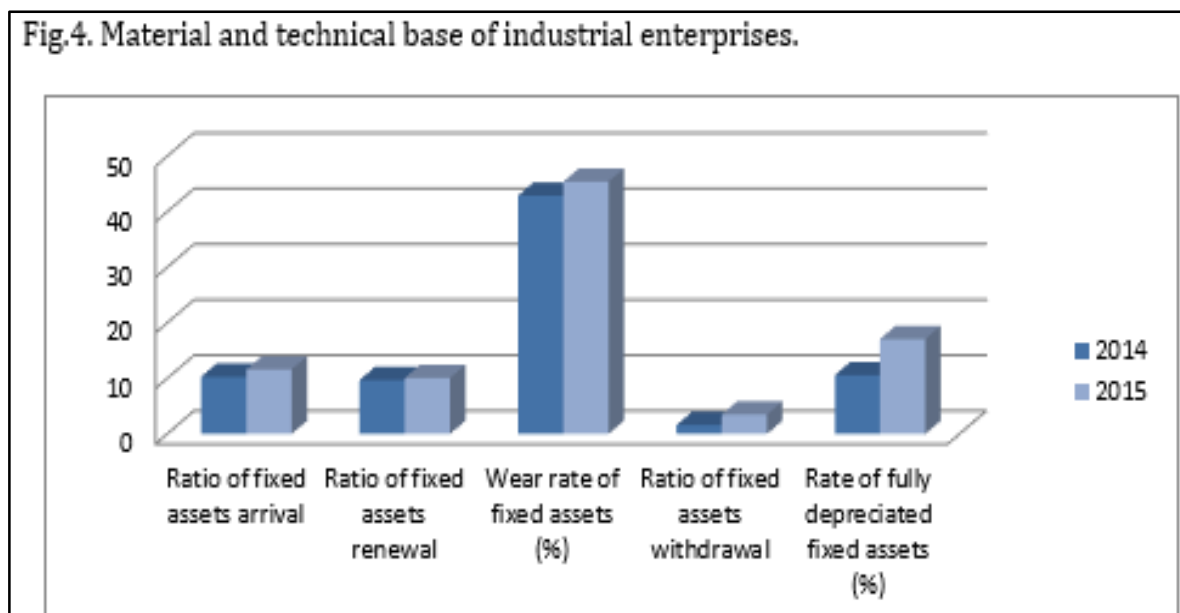
An enhanced level of noise and vibration has been standing out lately among harmful factors influencing the employee's body. Such labour conditions cause occupational diseases and work decrement which naturally results in additional expenditures of the enterprise: additional leave, reduction of working day, free healthful and dietary meals, raise of extra payments etc. Relative share of occupational diseases for the last five years remains practically on the same level (fig. 3).

Fig. 3. Occupational diseases at industrial enterprises of Omsk oblast, persons (according to data of the Directorate of the Federal Service of Surveillance on Consumer Rights Protection and Human Wellbeing (Rospotrebnadzor) for Omsk oblast).



Human potential cannot be realized to the full extent if physical and sanitary and hygienic conditions of the production are unfavorable and a person worries about health and safety. Better working conditions and labour safety result in reduction of occupational diseases and industrial injuries, increase work time fund, and lead to reduction of expenditures for benefits and compensations for working in harmful conditions. These means can be used to expand the social package which helps to resolve a number of issues at the enterprise to a certain extent: staff turnover, raising staff motivation, engagement of new employees, performance enhancement and favourable climate in the staff. In modern enterprises social package is one of the business cards of the enterprise and a part of the incentive system. Another acute problem is a considerable deterioration of buildings and structures and manufacturing equipment. The basis of the working process at industrial enterprise is the level of equipment. Fig. 4 shows material and technical base of industrial enterprises of Omsk oblast.

Fig.4. Material and technical base of industrial enterprises.



Data presented in the figure testifies that extent of the wear of fixed assets is over 40%, arrival and renewal of fixed assets at the same time remains practically on the same level. Use of obsolete and physically worn equipment comes with enhancement of harmful and hazardous production factors. The trend for deterioration of labour conditions cannot be broken without expenditures for equipment upgrade and retooling. In other words, labour safety in technology and equipment in terms of construction is required today.

Lately such issues as career growth providing incentive to continue working steadily have been distinguished. Every second resigned worker encountered impossibility of self-development and self-expression. Employees got tired of unclear tasks. Every third employee resigned due to lack of social package and no opportunities for professional development and occupational retraining. On the other hand, limited freedom in decision-making, tough work schedule and unfavorable climate in a team also have essential influence on those who decided to resign. However, despite the above listed problems, a production ramp-up is expected at Omsk enterprises in 2017. Thus, PAO Saturn will ramp up production by 1.6 times by 2016, JSC ONIIP — by 1.7 times, AO Vysokie Tekhnologii — by 15%, Baranov OMO — by 10%, AO TsKBA (Central Automation Design Bureau) — by 7%, PAO Omskiy Kauchuk — by 15%. Over 45 bln. rubles will be invested in development of the major Omsk machine-building and petrochemical enterprises, which is twice as much as in 2016 [4].

RESULTS AND DISCUSSION

Analysis of the problems of social and economic development of Omsk region confirmed the hypothesis of necessity to elaborate an individual development pathway for certain regions of the Russian Federation. Functional industrial policy conducted in the region shall become the prime accelerator of the innovation region. It was defined that changes on the labor market of Omsk region are associated with the low living standard, by virtue whereof migration loss of the working-age population is observed in the region, especially it regards young specialists. At the same time the number of employees above working-age occupied at the enterprises of Omsk oblast grows. It gives rise to a necessity of a proper migration policy and engagement of employees from other regions and countries in order to meet the requirements of the regional economy.

Demographic crisis observed in the region for the last several years represents one of the most serious threats for development of the region. What competitive ability can the region have if young employable population aims to leave for regions with higher living standard? Is it possible under the present-day conditions in the region to improve the demographic situation and stop migration of young and skilled staff? This is an entirely realistic objective in our view. The region possesses ample resources to develop industrial production which is the basis for development of the region. It will help to create additional work places. At the same time, it should be borne in mind that young specialists can be engaged in enterprises only provided that high level of working life is created, and first and foremost wages are raised to the size of the average wages of the economically developed regions. One more pressing problem is ecology and diseases associated with it. This problem alarms probably not only residents of Omsk region but also residents of many other RF regions. It is a global issue. Certainly, the main task of resolving the problem shall fall on regional authorities. However, we suppose that major industrial enterprises of the Omsk region should bear responsibility for air pollution in the first instance, since employees of the enterprises are also residents of the region.

Problems that have been revealed in the stated matter can “scare away” potential investors. In our opinion one should assess positive aspects as well before making a decision: advantageous geographical location, the region is a major petrochemical complex of the country and possesses the required raw materials (oil, gas, peat, ore sands of zirconium and titanium, mineral salts, therapeutic muds). What can be more attractive for industrial development in the region? Thus, the research of the region’s labour market and development of industrial sector can be used in creating programmes on regional policy implementation. Moreover, the primary advantages of the region that have been mentioned in the paper can be interesting for investors concerned about the region’s development.

CONCLUSION

The regional policy shall first of all level out interregional differences under the existing interregional imbalance; secondly, provide conditions for normal human life in the region; thirdly, make the greatest possible contribution to the national economic growth, and economic growth of the region. Thus, for development of the Omsk region problems associated with the social and economic development of the region shall be resolved. General recommendations are as follows: Development of the region’s infrastructure; Attraction of investments in the region’s economy; Promotion of new industrial productions based on competitive and resource-saving technologies; Competitive recovery of Omsk products; Development of information provision for entrepreneurial and investment activity; Improvement of the city resources management process; Development of innovation processes at industrial enterprises; Creation of a system for work motivation of young people (use of payment methods taking into account individual features of young employees, buddy system formation, application of career building programmes etc.); Creation of socio-technological and socio-organizational systems at enterprises. These directions will enable to avoid threats on the regional labour market and improve social and economic situation at industrial enterprises, which will result in social attractiveness and competitiveness of the Omsk region.

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