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**EVALUATION OF EFFECTIVENESS OF THE REGIONAL HUMAN RESOURCE
DEVELOPMENT PROGRAM WITHIN THE SITUATION-BEHAVIORAL APPROACH**

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Abstract

Changes caused by the development of robotics and artificial intelligence contribute to the emergence of new and exacerbate existing problems in the labor market. According to analysts, there will be staff reductions in retail, health and social services, educational institutions, in the service and catering sector. At the same time, in the regions of Russia there is an outflow of young and most promising personnel to the capital and major cities. The observed trends require effective measures aimed at ensuring the necessary balance in the regional labor markets and reducing social tensions. The relevance and social significance of the problem of human resource management at the federal and regional level is due to the fact that market

mechanisms of regulation of the professional and educational structure of the working population do not provide the required balance of human resource in accordance with the state and trends in the socio-economic situation in the regions. Demographic, migration processes and the functioning of the educational system have an impact on the personnel potential. The authors consider the experience of application of situation-behavioral approach to the management of regional human resource on the example of the Belgorod region. The activities of the program for the development of regional human resource are formalized, the target groups of the population for each type of activities are allocated. The methods of obtaining estimates of the potential effectiveness of the Program activities on the basis of sociological surveys are proposed. The differentiated approach to carrying out actions for separate various categories of the population providing balance of the labor market and coordination of release of experts by influence on the allocated target groups of the population is proved.

Keywords: regional human resource, decision support, event, sociological survey, questionnaire.

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[, 2009; , 2015; , 2015; , 2016; , 2016; , 2015].

20

[, 2017].

2007

(50 %),

(40 %),

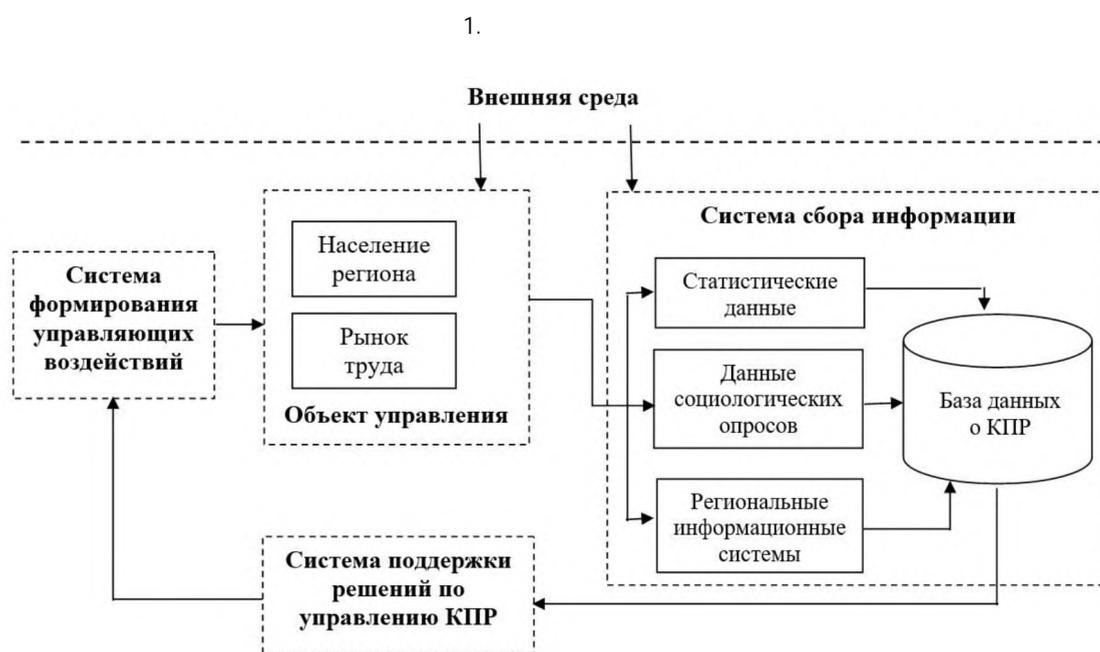
(38 %).

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. 2018. URL: <https://primamedia.ru/news/736471/> (: 25.07.2019).

² Burton J. 2016. Robots to take 11 millions jobs by 2036. Available at: <https://www.dailymail.co.uk/news/article-3412982/Robots-11million-jobs-2036-supermarket-factory-staff-risk-automated-high-streets-norm-report-warns.html> (accessed: 31 July 2019).

[., 2018].



1. ()
Fig. 1. Structure of the system for region human resource management

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1, [, 2000]. (, 35), (35), (, 21

- 1 - ;
- 2 - ;
- 3 - ;
- 4 - ;
- 5 - 35 ;
- 6 - 35 ;
- 7 - ;
- 8 - 35 ;
- 9 - 35 ;
- 10 -

(. . 1).

1 () <http://www.gks.ru/>
 (26.06.2018).
 2 ()
<https://gisp.gov.ru/> (15.08.2018).
 3 2010 () http://www.gks.ru/free_doc/new_site/perepis2010/croc/perepis_itogi1612.htm (22.06.2018).

Events of the Program for the human resource development in the Belgorod Region

1		1, 2
2		1, 2
3		1, 2
4		10
5		7
1		4, 7
2		7
3		4, 10
4		3
1		7
2		7
3		3
4		7, 10
5		7
6		10
1		5, 7
2		7

1)

; 2)

3)

1)
(1-3); 2)
(4-10) (.2).

(. 2),

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(. 2).

(,)

[, 2000].

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(,)

Questionnaire of a sociological survey of various categories of the population to determine the significance of factors affecting the choice of region of residence

1	1,2		/
			/ /
			/ /
			/ /
2	1,2	(1 10)	;
			;
			;
			;
			.
3	1,2	?	;
	1	?	
1	-		
4	1	?	;
4	1,2	?	

250

3.

« ?» (. . 2).
 .3. (3)
 (1) (2),
 (4). (3)
 3

3
 Table 3

Questioning results of various categories of the population to assess the effectiveness of the activities of the Program for the development of human resource of the Belgorod region

		, %			, %				
					2	1	3	4	3
1	35	69	20,7	10,3	55	-	-	-	-
2	40	50	40	10	70	-	-	-	-
3	39	61,5	15,4	23,1	-	-	-	17,9	67
4	14	64,3	14,3	21,4	-	78,6	14,3	-	-
5	39	51,3	23,1	25,6	-	-	-	-	-
6	31	59,4	12,5	28,1	-	-	-	-	-
7	18	61,1	27,8	11,1	-	50	-	-	-
8	22	45,5	36,4	18,2	-	-	-	-	-
9	15	46,7	33,3	20	-	-	-	-	-
10	12	75	16,7	8,3	-	-	30	-	-

1.

2.

: 1 2 (15)
 10 %, 3 (23) - 23 %

(7, 10).

3.

9. . . . 2009 . 8: 43-45.
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