

THE PERSON AS THE CENTRAL PART OF MARKETING ACTIVITY ON A MULTILEVEL LABOR MARKET

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Functioning marketing on a multilevel labor market is considered. Marketing is a coordinating element of interaction of subjects and objects of the given market, promoting an effective utilization, formation and development of abilities to work. It is drawn a conclusion that irrespective of a level of the appendix of marketing the central subject of a labor market is the person. Being the material carrier of abilities to work, the person uses them during the labor activity, satisfying both needs of the employer, and need for self-realization and self-improvement.

At the present run of things, the labor market, characterized by flexibility, changeability, high innovation moving forces and trends, distinguishes itself by the disproportion between the labor demand and supply. These circumstances imply the necessity to include the marketing mechanisms by the subjects of the labor market to their activities. Nowadays the labor marketing functioning comes as the indispensable element of its functioning coordination and focuses both upon the personnel, their abilities to work and the working places which are formed in an organization in accordance with its objectives and aims.

The principle directions of the labor marketing functioning, from our point of view, are the analysis (carrying out the marketing researches) and management (planning and practical realization of the marketing activity). The analysis and management of the labor market functioning is performed by way of researches and development of the marketing complex with reference to the labor market which is differentiated by such criteria as territory, branch of industry, profession. Since the unemployment situation on the territorial market is the reflection of peculiarities which emerged on the territorial and professional markets, our attention in this case is focused on the territorial aspect of the labor market in the frames of which there are: the international level, the federal, regional and enterprise levels as well.

The international labor market is a complex social mechanism which in its turn embraces different spheres of people's activities, social groups and classes, finally, the society on the whole and is the sphere of exchanges, purchase-and-sale of

the labor market which are all primarily preconditioned by the interests' of the world economy¹. They determine the conditions of the international labor force employment, salary rate and the features of the required labor force. On the international market of labor force person's abilities to work are highly estimated and expected with special attention focused on his their comprehensive and special training and professionalism, since the present conditions and term of employment on this very market are preconditioned by the interests of the science intensity general level improvement of the world's social production on the basis of using creative, constructive potential of a present-day workman.

The labor force of the international labor market can be divided into segments according to the following principles:

- ◆ Personnel having permanent occupation international economic structures and organization;
- ◆ Workmen who are regarded as the potential labor force (reserves) and either joined the emigrational flows of the international labor market or are in search of work on the international labor market and national markets of the labor force in different countries.

As the research demonstrates, the international market of labor force is now facing considerable and radical changes. More and more companies are getting worried about the increasing lack of the high-skilled labor force. The decisions made by the employers and job-seekers are somehow influenced by the economic and political factors. Many tendencies are of international character and changed depending upon the state educational policy.

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Some analytics mark that the companies are now facing a great pressure upon them while the employment agency which deal with staff recruitment for any branches now put more and more emphasize upon the increasing demand for the high-skilled labor force by indicating the lack of specialists on the labor market. In this respect, an ability to find and recruit workers of the required knowledge and skills abroad the native country is getting one of the key factors of the company' success².

Taking into consideration the aforementioned circumstances, one can draw a conclusion that marketing with its universal set of methods and means can successfully solve and settle the market's problems on the international market, namely, problems and issues related to integration, adaptation and standardization of the labor force (professionalism, work experience, skills, professional and cultural level etc.) on different geographical labor markets; the issues touching upon the reasonability of human capital investments coming from certain subjects which form specific abilities to work; the issues dealing with development of the most effective ways of reproduction of labor force.

The marketing approach towards solving of these issues leads to establishing certain specialized segments of the international labor market where those who have specific abilities to work are migrants, high-skilled specialists of the informative economics.

On the nationwide level the labor market is defined as "totality of socio-economic relations between the state, employers and employees on the sale-and-purchase of the labor force, employees training and using of them in the process of production"³.

The state's combined demand for the labor force is preconditioned by the number and the structure of vacancies which exist in the national economy and need to be filled.

Supply of the labor force changes qualitatively and quantitatively depending upon the alternations in the age distribution and in the system of general and professional training as well as upon the impact of the external factors on the labor market.

The professional and abilities structure of the labor force is primarily forming in the system of education provided by the state which takes the form of the organized process of

making knowledge, abilities and competence at the certain stage of the society development which is conducted within the frames of a certain model of professional education.

With regard to spontaneity of the labor market formation and development and, as a consequence, a considerable discrepancy of the labor force demand, its supply, the nationwide level of marketing perform the functions of prevention of future structural misbalances in the sphere of employment at the nationwide scale as well as solves and coordinates the issues which in turn deal with earlier diagnostics of the labor market.

For that purpose, there are the marketing researches which are aimed at recognizing the tendencies in the labor force distribution between the country's regions, production branches, alternations within the branch professional-and-abilities structure of the labor force which in their turn are to become the consistent and basic part of the country's socio-economic development planning.

The role of marketing is to create mechanisms for redistribution of the labor force between the branches and spheres of production, to coordinate its forming and development and provision with work of the present-day unemployed people.

Nowadays some certain regions are becoming the targets of the regional economic policy of the state and, as a consequence, the full participants of the market.

The regional marketing is the innovative idea, a kind of philosophy, development and realization of the long-term conception of the complex development of economy and social sphere of the territory through orientation upon the clients' needs and the targeted groups of consumers by way of better usage of the present competitive advantages⁴.

The marketing activity within the regional space consists in creating favorable conditions for the quality improvement of the regional product, searching for its potential consumers and placing the region on the leading position in the inter-regional distribution of labor in order to upgrade the quality and standards of life. The regional marketing includes all the local and regional policy directions which had ever existed before and expanding it with such elements and characteristics as: creation and advertising the

region's image, consecutive orientation for the targeted markets' interests, ecological and social orientation, partnership between the authorities and private business⁵.

The conditions of the present-day informational epoch makes it necessary to use the marketing approach while forming the intellectual-innovative potential of the regions which is in itself a possibility of the staff provision for the strategic directions of the region's socio-economic development, a promising development of new production items, spheres of business on the basis of the science-intensive enterprising, commercialization of scientific-technical ideas⁶.

On this given level marketing can promote solution of the following objectives:

- ◆ formation of the labor potential the qualitative and quantitative characteristics of which meet the requirements of the regional economy with regard to the local people' mentality;
- ◆ provision of enterprises with all the required staff from different sources including with the help of inter-regional redistribution ;
- ◆ provision of efficient and dynamic people's activity (training, retraining, recruiting of workers and jobless people who all need placement);
- ◆ sustenance of the regional, branch and professional-ability balance between the structure of vacancies.

On the regional level of market the marketing activities promotes the formation and sustenance of proportion between demand and supply of the labor force as the system of abilities to work under certain conditions within the given territory in order to upgrade its competitiveness.

Severization of competition and the increasing number of professionals in contemporary companies lead in turn to the higher requirements for loyalty of a workman to a company and for the system of salary stimulation, which causes reasonability of using the marketing approach within the organization (internal marketing).

Many specialists suppose that the principle aim of the internal marketing consists in providing of satisfaction and loyalty of the personnel of this organization and, first of all, contact personnel⁷.

The organization management should follow such principles of management which take into account objectives and interests of workers, provide their wide involvement in the process of solving the corporative problems. In

order to have the majority of workers in the organization show sincere loyalty towards it, it is necessary to create special conditions for work of the personnel by way of applying the methods of the internal marketing, in other words, to introduce the set of measures which would positively influence upon the level of loyalty, and pursuing two basic strategic aims - creating of the atmosphere of integrity, openness and mutual help and elimination of the staff policy aspects which are to detect the personnel's unloyalty. The personnel's loyalty primarily depends upon its satisfaction with work which in its turn is dependant upon meeting of the personnel's needs and its expectations realization which are related to its work. In order to diagnose changes of the level of loyalty, the level of satisfaction and the internal marketing performance results estimation it is necessary to detect the personnel's loyalty systematically. That is why the key practical aspect within the internal marketing is the in-house marketing research.

Consequently, the internal marketing is application of the marketing approach towards the personnel as well as orientation, stimulation, coordination and integration of the personnel for the efficient application of corporation and functional strategies in order to meet the needs of a consumer through the process of interrelation with the motivated and client-oriented personnel. The present approach allows achieving high standards of quality not only at the stage of the issue of the finished product but also at all stages of price-formation. Due to this circumstance, there can be seen the increase of the personnel's motivation, thus it can be regarded as the mechanism of the products and services quality control.

In this respect, marketing within an enterprise provides the latter with intraorganizational and socio-psychological conditions which are required for the effective work of the personnel and its increasing loyalty for the organization. The role of marketing consists in the urge to use abilities to work in a most effective way and also their formation and further development.

The socially-oriented market system establishes rather acceptable conditions for life and socially useful work of all the society members; therefore, it is the case due to the efforts of the most active individuals which take responsibility for their personal and the whole society

well-fare⁸. This means that among the market relations subjects a special treatment is given to an individual, as a bearer of abilities to work, who also meets his/her own needs in self-realization in course of labor activity.

A systematic approach towards an individual's self-realization is the conception of ego-marketing along with its supplement conception of self-marketing the essence of which is that an individual under competitive conditions should define standing in the society by means of maximal mobilization of energy and initiative, natural gifts, acquired knowledge and abilities of self-enterprising and active life position. Ego-marketing is a set of measures for realization of an individual which can be formulated by any active member of the society. The very goal of making success mobilizes and pushes an individual for definite actions, successive steps towards his/her targeted goal, overcoming of troubles and provides with satisfaction with one's own value and usefulness for the society. Self-marketing is a complex of interrelated measures which includes an objective estimation of one's knowledge and abilities, business qualities and psychological traits under certain circumstances with regard to a given working place, as well as a set of methods and means for self-improvement, one's skills quality upgrading, improvement of one's business qualities in the right direction along with psychological traits⁹.

Nowadays self-marketing is a constituent of "marketing competence" of any specialist since it implies abilities to analyze and predict the labor market situation, conjuncture of demand and supply of one's own profession and with all this duly considered - to convert one's own "labor force" into a profitable and highly demanded product. Taking into consideration the increasing pace of the scientific progress a worker should improve and upgrade his own "product", by raising the market price of abilities to work, and, consequently, be competitive.

With all these circumstances considered, one can conclude that on the level of an individual marketing, which pays attention to skills and competence of an individual, his intellect and will, psychological and physical approach, promotes self-realization of certain individual, development of his self-actualization and enterprising. With a focus on the present-day labor

market requirements and definite vacancy, a specialist is able to create such a product (in other words, himself) who will be in great demand on the labor market.

To sum it all up, having analyzed the functional aspect of the marketing activity in respect to the labor market, we definitely recognize such levels of the marketing functioning as:

- ◆ Macro level (international, nationwide, regional);
- ◆ Micro level (corporation, enterprise, organization);
- ◆ Ego level (individual, personal, workers).

Marketing is a coordinative element of the interrelations between the regions activities on all levels of the labor market the activity of which promotes the efficient usage of abilities to work.

Whatever the level of marketing is, the central figure of the labor market is individual and his abilities to work. Being a material bearer of abilities to work, an individual uses them in the course of his work and meets his own demands for self-realization.

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