

## **New Approaches for Developing Competitive Skills of Employees for Regional Labor Market in Modern Economic Environment**

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**Abstract:** In the study, the researchers consider the peculiarities of labor market in Samara region and possibilities of CLIL implementation in the educational process of high schools through the introducing the CLIL methodology. The purpose and the tasks of the study include the analyses of regional labor market and arguments for the necessity of the special methodology of training the specialists. SWOT analysis provides all the strengths, opportunities, weaknesses and troubles of this idea. The abovementioned technology gives a possibility to teach and train competitive specialists who satisfy the regional labor market demands.

**Key words:** Labor market, the demand for working professions, supply of working professions, the factors affecting the demand for working professions, new pedagogical technologies for labor market, CLIL

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### **INTRODUCTION**

The definition of market is complicated. First of all it includes the relationships between sales sector and customers. Secondly, it is the environment where employers and the employees correlate and influence each others. Thirdly, the labor market is the field where companies buy and the stuff sells skills and knowledge.

The theoretical aspects of the labor market were introduced by the representatives of the classical economics, namely Ricardo (1919), Marshall (1892), Samuelson (1989) and others. Modern Russian scientists continue studying and developing the economics and the theory of the labor market. Nowadays the labor market is the combination of laws, public and state facilities which provide the working forces for the market. The theoretical ideas of Kamaseva *et al.* (2015) and many others are based on definition that labor market is the correlation between the labor skills demand from the employers side and their supply by the specialists on the market.

The labor market is assessed from different points (Frank, 2006). But many scientists suppose that the employers monitor and evaluate the market by the availability and quality of employees and the price for their services.

The applicants for the position evaluate the market by the possibility to sell their knowledge and skills for the

better price and the possibility to be promoted through the career ladder. The Government monitors the labor market for searching the unemployed specialists and provides them with the work according to their knowledge and skills through implementing different laws and initiatives. In other words the labor market is influenced by the law of demand and supply.

So, the purpose of the study is to define the main requirements of regional labor market and consider the possibility of educational technologies to influence the process of employees adaptation and effective work (Hacker, 2000; Gustav, 1997). The abovementioned aim of the study defines the following goals and tasks:

- Consideration of both foreign and Russian theoretical approaches to the definition of labor market
- Analysis of labor market in Samara region
- Defining the requirements of labor market
- Making SWOT analysis of current situation on the labor market
- Studying the possibility to use educational technology for training the specialists according to the requirements of labor market

The study includes 2 main parts. In the first the theoretical parts of regional market are represented.

The second one reveals the methodology of the CLIL implementation in educational process for training competitive employees.

**MATERIALS AND METHODS**

**Theory:** In spite of current depression Samara region is still being considered to be quite stable because of existence of the Special Economic Zone and constant investments in its development. Its main purpose is to implement inventions and innovations making the region more attractive for investments of a real sector of economy of both the native and foreign countries (Lazear and Oyer, 2004). Thus in the region there are a lot of companies which need employees with competence of foreign language communication. These are such companies as “Foresia”, “EPAM”, “AUTO VAZ” company and its branches, etc. In other words the parties of the labor market have to follow new requirements of globalization and environment. According to the market law of supply and demand, the labor market demands the employees with alacrity to foreign language communication and the educational facilities should supply such specialists to provide the effective work of the market. The gist of the SWOT analysis can be seen in the Table 1.

CLIL technology is considered to be a new pedagogical technology which provides fast teaching and adaptation of specialists for new requirements of labor market in conditions of globalization. It helps to get rid of foreign language linguistic fear and constructs the employees’ alacrity to communicate and effectively work in a team with foreign specialists.

There are many definitions of «labor market». Three main approaches to the consideration of this concept have been allocated in the course of the analysis and it is considered on the Fig. 1. Demand in the labor market is influenced by the following factors:

- The structure of social production
- The level of development and the production structure

- The dominant forms of social production
- The volume of social production
- The level of scientific and technological development
- Growth rate and development of the national economy

Supply in the labor market is influenced by the following factors:

- The average salary
- The number of population and demographic situation
- The professional structure of the labor market
- Mobility of the population
- Ethnic, cultural and psychological characteristics of the population

Let’s consider the labor market of the Samara region. How we can see on the Fig. 2, the population for the 4 years (from 2010 to 2013) has decreased by 7, 4 thousand people or 0, 23 %. But the birth rate has increased by 7.4 % and in 2013 was 39 thousand. The death rate has decreased by 4.7% and in 2013 amounted to 44.8 thousand but stayed higher than the birth rate.

Next we can see the composition of the economically active population in the Samara region on the Fig. 3. The economically active population has decreased, so in 2013 it amounted to 1727.7 thousand people. At the same time, the number of employed people has increased in comparison to 2010 on 0.8% and amounted to 1667.7 thousand people, the number of unemployed has decreased on 44.2% and amounted to 60 thousand people. Unemployment rate is 3.43%. The unemployment rate is

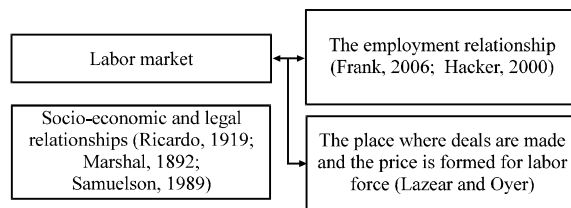


Fig. 1: Definitions of “labor market”

Table 1: SWOT analysis of demanding the employees with foreign communication competence for regional labor markets

Factors	Current	Future
Advantages	<p>Strengths:</p> <ul style="list-style-type: none"> <li>Increasing the competitiveness of employees</li> <li>The possibility of expanding business abroad</li> <li>The possibility to work in international companies abroad</li> <li>The increasing the self-esteem of an employee</li> </ul>	<p>Opportunities:</p> <ul style="list-style-type: none"> <li>The increasing of competitiveness of the company in the international market</li> <li>The increasing of competitiveness of the region in the international market</li> <li>International outsourcing</li> </ul>
Disadvantages	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>Low level of foreign language communication in professional sphere</li> <li>Phobia of using foreign language</li> <li>Expensive linguistic training in Russia and abroad</li> <li>High level of unemployment</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>Losing the investment attractiveness of a labor market</li> <li>Losing the investment attractiveness of a region</li> <li>Economic deterioration of a region</li> </ul>

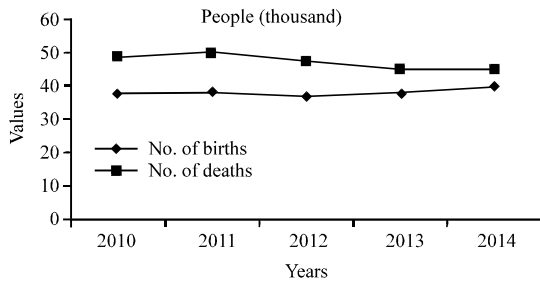


Fig. 2: Demographic situation in the Samara region

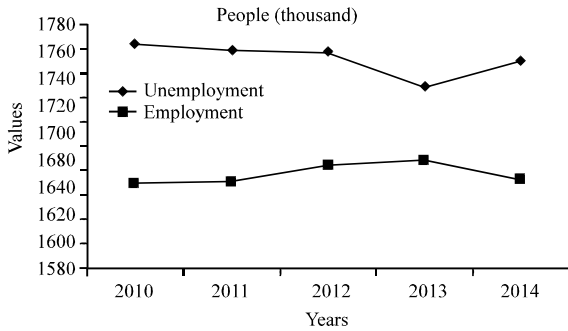


Fig. 3: Composition of the economically active population

low in the region, the unemployment rate is 6.3% in the country. The distributions of employment in the economy by education level are considered on the Fig. 4.

People with higher education is dominated in the Samara region (35%), the second place is vocational education (28%). But it is very important that the region has a problem with employment of graduates who do not have work experience. Next we can see professions which have very high demand. The results are presented on the Fig. 5.

Demand is higher than labor supply, the highest imbalance we can see in areas such as construction; the industry has not enough working such as stonemason,

plasterer, painter and concreter. According to the analysis, we see that for every 4 resumes we have 10 vacancies.

Skilled workers are sorely lacking while young people seek to obtain higher education. According to a survey conducted by the All-Russian Public Opinion Research Center, both legal and managerial professions are considered to be the most prestigious. The economists have the second place and in third place there are medical workers. Only 5% of parents want to see their children as skilled workers.

But the employers in Samara region have special requirements for the applicant's competence for legal and managerial positions. Due to the State project of the Special Economic Zones PC competence and knowledge of foreign language are in high demand. Figure 6 reveals the analysis of labor market in Samara region and its demand for specialists of economic profiles.

All these professions require skills of foreign language communication which is very important for sales managers-21.8%, IT managers-15.1%, project managers-14.5%, business analysts-10.5%. Also the diagram reveals that "one-position" vacancies are not wanted. The employers have a demand for «multy-position» and multy-skilled employees where knowledge of foreign language and skills of foreign language communication are very influential.

Problem of finding effective methods and development of models is topical. It contributes to stabilization and identifies the perspective directions of development the labor market at the regional level. Regulation of labor market can achieve to growth of socio-economic development of the region through effective using tools.

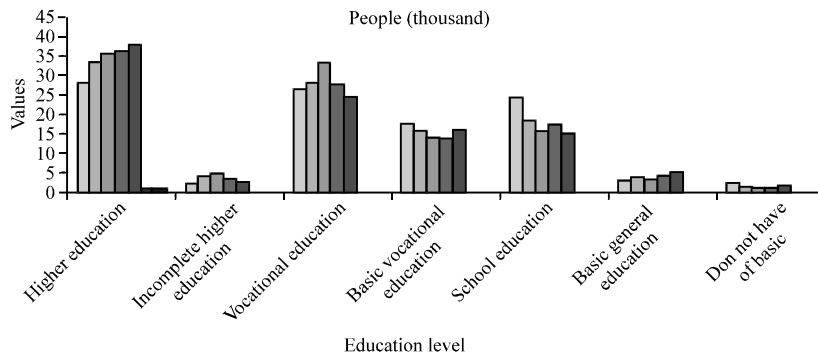


Fig. 4: The distribution of employment in the economy by education level

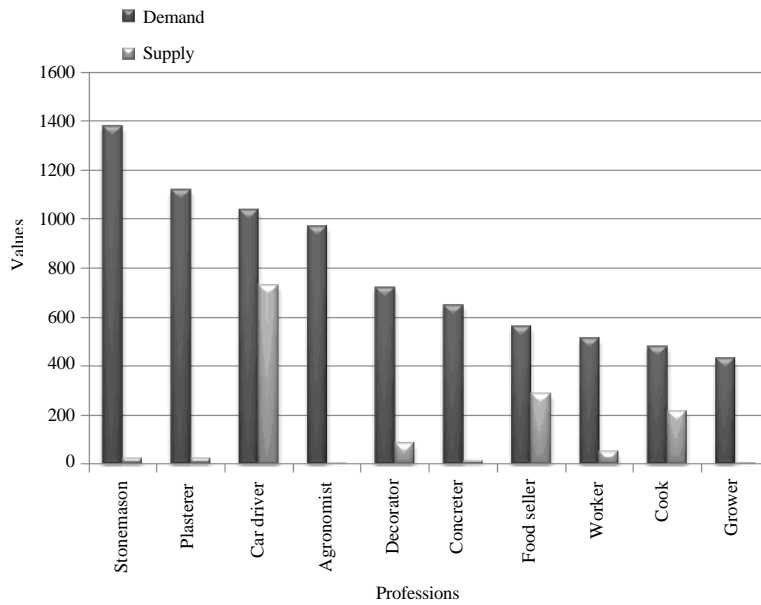


Fig. 5: Demand and supply of working professions

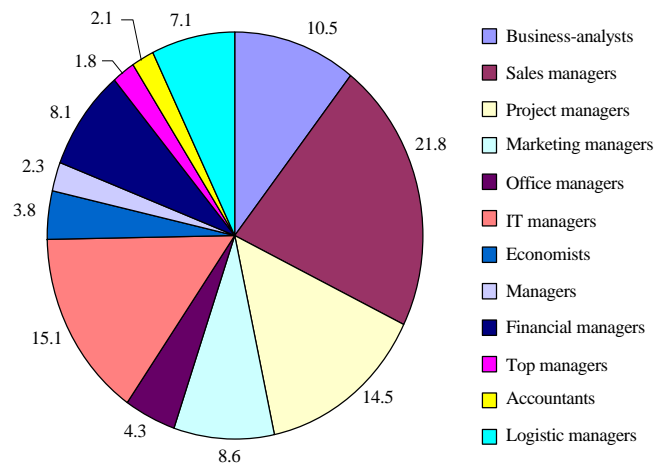


Fig. 6: Demand and supply of professions

## RESULTS AND DISCUSSION

Let's consider the methodology of CLIL Technology. CLIL stands for Content and Language Integrated Learning. The Integrating language with content is not a new concept for education and the term CLIL has actually become an "umbrella" term that covers other educational approaches.

The researches by Maljers A., Marsh D., etc. represented the basic ideas for CLIL technology and its main methodological categories. The Coyle revealed the methods of teaching by CLIL technology in Europe and represented the ideas about 4Cs that are necessary for effective trainings of employees.

A lot of European teachers consider that CLIL can include CBLT (Content-Based Language Teaching), EAL (English as an Additional Language) and LAC (Language Across the Curriculum). So, CLIL technology is a dual-focused educational approach in which a foreign language is used for the simultaneous learning and teaching of both language and content. In this case English is considered to be both the subject and the language of instruction for other subjects in curriculum including Maths, Art, Science or Geography. Since CLIL is pupil-centered and content-driven, it extends the experience of language learning by providing an active, safe and motivating environment in which to learn. A CLIL approach prompts teachers to become more skilled

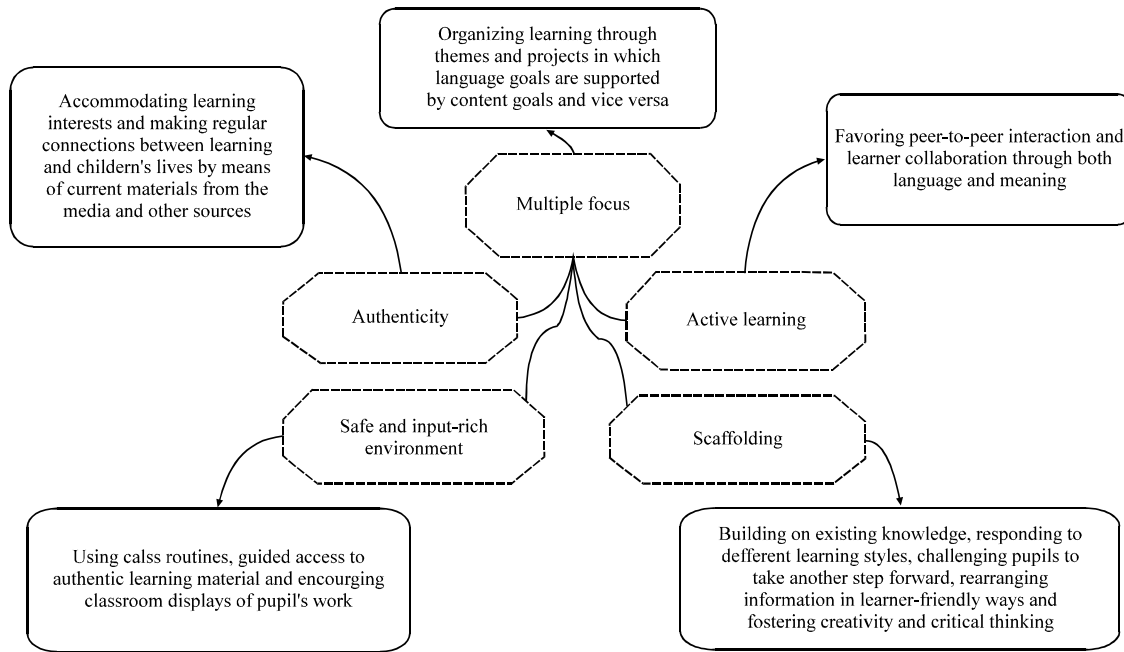


Fig. 7: Methodology module: CLIL

at presenting the language in more relevant ways through anticipating language problems that may make content hard to understand. This naturally results in an input-rich and meaningful learning context on the Fig. 7.

The picture reveals the main aspects of CLIL methodology and their correlation to each other. Keith Kelly reveals the Ingredients for successful CLIL lessons. Lessons should be planned according to the principles of 4C which include content studying, culture studying, developing of the cognitive skills through communication. In study Grieverson and Superfine (2012) reveal the CLIL resource, with provide the effectiveness job. So, CLIL is the technology where foreign language is used as the medium to instructions to form knowledge of a subject and develop both cognitive activity and skills of communication in international market. Now a days the above mentioned technology is used in some universities of Samara region where Togliatti is one of the leading cities that uses CLIL to teach competitive specialists both for local and international markets. In order the technology to be effective the lessons in curriculum are organized according to European practice and experience:

- Students should be have a core competence in the matter of subject
- CLIL should take at least 25% of the content
- Team work between the teachers of subject and language teachers is essential
- Language support is provided

- Students are assessed according to their achievements and productivity rather than on their target language ability

So, the CLIL technology is one of the components off successful integration of specialists into labor market and the development of regional economy.

## CONCLUSION

The labor market reveals the requirements for working forces. Now a days the supply exceeds the demand. All the regions of Russia correspond to this characteristic. Anyway the multy-skilled specialists of economic profiles are still in demand. So, the vacant positions in all regional labor markets are occupied by specialists with extra competences. Economists-managers and employees with high level of cognitive activity and skills of foreign language communication are assessed and usually these are they who get a fast promoting. The main task for high education in region is to develop students and graduates with the abovementioned skills which give them an opportunity to be competitive on the labor market.

CLIL technology is considered to be a pedagogical technology which provides fast achieving of the main goal for high school. It teaches and make an adaptation of specialists for new requirements of labor market in conditions of globalization.

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