

# Influence of External Socio-Political Processes on Changes in Character of Working Efficiency of the Modern Person

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**Abstract:** In the article the external sociopolitical reasons and change mechanisms (according to date — decrease mechanisms) of working efficiency of person are stated. The lowered working efficiency makes the person infirm and weak-willed, and the human capital of country — economically noncompetitive. External sociopolitical working conditions become the reason of accruing problems in system of public support of general employment, and thereof — in individual professional work. The person appears dependent on external circumstances, and its working efficiency decreases. The key to reinforce the patient with a problem of the lowered working efficiency, lies in the field of adaptation the person to the changes of the social environment and political conditions, education of mechanisms of self-regulation, creation a system of self-employment — person's possibility independently to define a limits and scheme of the work and to do it.

**Key words:** working efficiency, a global labor market, the human capital, self-employment, self-regulation

## 1. Introduction

The role of work in the person's life and the significance of the human capital working efficiency level in the country cannot be overestimated. Work has been and remains one of the key factors and even the conditions of human development and self-actualization. It is impossible to develop personal and individual qualities without the desire and ability to work, there is no sense of confidence in the future, motivation and meaning in life is lost. A person with reduced working efficiency is characterized by a state of apathy, decreased motivation to work, perhaps euphoric assessment of his capabilities, and most importantly — an objective inability to perform a specific job with the required quality. Lowered working efficiency makes people weak and limp and the human capital of the country — economically noncompetitive.

The problem of lowered working efficiency is well known in academic and public circles. A lot of psychological studies are held (Burikova I. S., Konovalova M. A., Pushkina M. A. & Yuriev A. I., 2009), the results are highlighted as at academic conferences, so to the heads of the country and in the mass media. In this article we will focus on the practical result of our research related with an individual counseling.

One of the frequently voiced reasons for visits to a psychologist and psychotherapist is the problem of apathy, decreased motivation, lack of clear guidance and interest in the specialty in which the patient is working. "I do not want", "I'm not interested", "lose heart", "I cannot concentrate on the task", "how to get myself to work", etc. Quite interesting is the fact that the most of the patients are fairly successful employees, a lot of time and effort

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devoting to their work, financially sound and on the rise of their career. This fact led us to focus not so much on the weak internal mechanisms for regulating these patients' behavior, but rather on common external social circumstances in which they find themselves.

## **2. The External Sociopolitical Working Conditions: A System of Public Support for Full Employment is Established**

Because of scientific advances and the introduction of new technologies in to the production — there is released a lot of working places. There is no need of employees in such numbers, the company can be operated by several people, and machines make the rest. It is no secret evidence that in the employment system in the world in the production work about 10 percent of the population, 5 percent run and 85 percent work in services. That means they do not produce anything. On the contrary, the whole system of social relations is aimed to manufacturing of labor and new working places. There is a paradox: the work is becoming less productive force, it is increasingly needed in the production of labor.

Labor for the labor is an ineffective policy, but the best option has not offered yet. Any impact on public support of full employment immediately leads to a shortage of working places and the employment crisis. Virtually above every specialty “sword of Damocles” is hanging, the sword of destruction of the system supplying professionals with work.

## **3. Objective Characteristics of Working Efficiency of Russian Specialists on the Global Labor Market**

Statistical reports of recent years about the situation on labor market in Russia make the impression of being more than satisfactory. The economic growths, decreasing of unemployment etc. are notable. An example of typical reports on the situation: “The average growth of production in 2003–2005 was 6–7 percent. Total unemployment of the economically active population decreased from 8.6 to 7.6 percent in 2003–2005. With the changing of the situation on the domestic market real income, real wages and the real size of pensions came to the trajectory of growth. Growth in real incomes led to a significant reduction in the poverty rate. The proportion of people with incomes below the poverty level has declined at 8.4 percent in 2003–2005 and it was 15.8 percent of population in 2005.” (Livshin A., Polunov A., & Kashirova A., 2006).

And what experts are worried about is a demographic decline in the country. The population is becoming smaller; there is no one to work. There was a report “Russia - 2020: The long-term development challenges” made by M. E. Dmitriev the President, of the Center for Strategic Studies, in October 2007 in public lectures on the website “Polit.ru” about the most efficient way for using of labor forces. The report shows that by 2020 the number of able-bodied population in Russia will be reduced by 15 percent, i.e., number of working-age population is reduced by 1 percent every year. To speak about the development of the country with such human resources is difficult. However, in the same report, Dmitriev concluded that the main challenge is not reducing of the working-age population but in the inability of Russia to use its human potential. In fact, he is speaking about the development of human capital quality, and in the field of labor — the working efficiency quality (Dmitriev M. E., 2007).

Similar conclusions can be made at by looking at the situation of Russian migrants, who are working abroad. Russian citizens are working in France, Germany, Austria, Denmark, Canada, Latin America, the United

States and other countries. A general reason of brain drain is impossibility to find an adequate job in the motherland. Global labor market offers a choice of any country to work and life. However, the Western countries generally use the workers and specialists from Russia in the semi-skilled occupations in establishments with dangerous working conditions in mining and manufacturing industries, as well as in trade, services, as nurses, domestic workers and nannies. Demand for unskilled labor from Russia is stable, but the supply sometimes exceeds demand here. The majority of looking for a job migrants does not have proper training and they are often unable to pass the system of appropriate tests (Tomilov V. V., Semerkova L. N., 1997).

This means that Russia mainly acts as supplier of cheap labor force now. Mass professions are non-competitive essentially because of their lack in training. In many cases, as the training there is no need in additional certifications and knowledge. You must be able to contact, speak the language, even though English. Additionally, the positioning in the global labor market requires certain personal qualities for successful competition. There are a lot of proposals for unskilled workers and so the competition is high here. All these circumstances gave rise to a phenomenon, which is known in the theory of imperfect competition as an entry barrier.

There are problems on the domestic labor market too. In addition to the demographic decline, a major factor became the problem of occupational training. According to estimates of the investment climate, many Russian enterprises are short of qualified workers with professional skills: The number of companies (27 percent), pointing to the work force shortage almost twice more than those who spoke of a surplus of labor force (13 percent). Among the companies which are reported about the shortage of skilled workers, 72 percent complained, in particular, on the lack of workers in the local market with the necessary skills. In addition, it was a lot of complaints about competition in wages (41 percent), high staff turnover (30 percent) and competition due to high demand on labor in the local market (23 percent). The overall picture is characterized by a significant shortage of skilled labor force (Newsletter of the World Bank in Russia, 2006).

According to the same investment climate assessments businesses are trying to solve this problem on their own by providing training on their base. However, the proportion of the workforce covered by training is very low: it is only 7.7 percent among skilled workers and 1.4 per cent among unskilled workers. For example, in Brazil and China, these percentages are 53 and 45, and 44 percent and 28 percent respectively (Newsletter of the World Bank in Russia, 2006).

Summarizing the description of the productive forces of Russia, we note except positive shift in the direction of reducing of unemployment and increasing of the average wage, the key issues that experts distinguish. These problems have already become a deterrent factor for further development of productive forces in the country:

- Regional imbalances of supply and demand in the labor market.
- Reducing of the working-age population number.
- Changing in the structure of the working population — the aging of its economically active part.
- Lack of professional and territorial mobility of labor force.
- Structural imbalances of supply and demand in the labor market (shortage of skilled workers, although there is still a large number of unemployed people. More than 1 million vacancies are not closed for that reason).

Thus, the global labor market in the first place demanded in Russian unskilled personnel. Professionals and skilled specialists often face the entry barrier; here we take a general trend without specific targeting invitation of specialists. Head-hunters in Russia are mainly oriented to the representatives of natural sciences and engineering: mathematics, physics, engineering, etc. In the domestic market in a prosperous situation around wages and the

available free vacancies, there is a shortage of qualified professionals who could work. There is a demand on unqualified workers, where competition among semi-skilled workers is fairly high.

#### **4. External Global Labor Market Requirements to the Working Efficiency of the Specialist**

In the world experts or productive forces are considered first of all as a human resource, i.e., the number of able-bodied workers willing to do the necessary work. At first glance, there is nothing complicated. There are a physically healthy people, who can work, and there is a global labor market, where as on the exchange buyers and sellers of human resources are represented. There is formed the demand for labor force, and labor force is looking for a job that gives a higher income and status in society. Globalization forms a new meaning of life — the total consumption: “The more I consume, the more weight in society I take, the more intelligent becomes my life”.

But in close examination it becomes apparent three major problems of working society:

(1) The actual presence of physically and mentally healthy people who can do the job. The problem of the most developed countries — the appearance of vacancies that are no one to take.

(2) Employees performing specific work, fail to comply with it in the right quantities and with appropriate quality.

(3) The interest in his work is shifted from substantive area (what is the purpose of my work, its meaning, what is the result of what I do, what values of leadership, and finally, do I want to perform this particular work, and not some other) into the region of quantitative — the level of wages, the number of weekdays and weekends, the schedule of working hours, stress, etc. Thus, the work becomes a formal pretext to take money from the employer to spend it on the temptations of society of consumers.

The pursuit of the global labor market establishment, already leads to a reduction in the number of super-specialists and to increase of the number of generic workers who are ready to offer themselves in any capacity. Complex activities that require serious academic, methodological, technological and other scientific knowledge become bare with the lack of professionals. The second downside of the pursuit for global market related to the behavior of the employer. He understands that he can easily replace any person in his organization for the reason that essential we do not have. A worker has to work at maximum capacity, proving his skills. This situation leads to the depletion of both physical and mental powers of man. Employee cannot and does not want to work harder.

At the same time a type of worker who is willing to adapt to any requirements of the employer, to the demands of modern production, to be mobile, to move from city to city and from country to country is forming. It is flexible, and communicative people who are prepared to work in all fields. As noted above, Russians at a disadvantage in this competition, primarily because they face an entry barrier.

In parallel, and from employers, new requirements are appearing, which are still only beginning to emerge into our culture, and for foreign companies such demands are obvious. This demand for healthy way of life and not just during the working day of the employee, but also outside of it, thus determining the whole life of the employee.

The Business Week (1992) warned readers: “drinkers, smokers, athletes, beware you may not be hired, fired, or monthly fine, if your lifestyle does not satisfy an entrepreneur.” Many U.S. private firms harass not only smokers by charging them higher fees for health insurance or refusing to work, but also athletes, afraid to bear the

costs of lost time due to injuries and even persons, with excessive weight, considering them prone to disease (Loskutov V. I., 2001).

Thus, for an effective presence on the global labor market, you must either have unique value to the employer (i.e., be able to do what others cannot, have a specialization, qualifications, other advantageous differences), or have a unique opportunity to win a huge competition among unskilled workers, you should be flexible, supple, tolerant to the whims of the employer, not to have communication barriers, etc. Despite of the complexity of having own specialization, competition with hundreds of millions of good workers still seems less perspective. Therefore, strategically correct to find the own unique way.

## **5. The Existing Image and Stereotypes of Perception of Russian Worker**

Stereotype is a relatively stable and simplistic image of social object (group, person, event, fact, etc.), built up in terms of lack of information as a result of generalization of personal experience of the individual and often biased on perceptions accepted in society (The Great Soviet Encyclopedia).

Thanks to stereotypes people can respond quickly to unfamiliar situations, typically respond on the basis of general knowledge and opinions. Stereotypes are sketchy, they are not the correct view, but there is some truth in them. Partly because of Russian epics, partly from the practice of interaction with Russian workers the image of Russia's productive forces is not the best, even among its own countrymen. Russian worker is lazy, unreliable, not industrious, drinking, inconsiderate and irresponsible. But he has the mind sharpness, kindness, the breadth of soul, a sense of humor, physical strength and light attitude towards life.

The facts from modern life join the stereotypes. For example, the lack of adequate training of the international level (as discussed above), the weak competitive position, and sometimes just a lack of skills of such competition. And one of the additional factors is poor health.

There is no tradition of mass physical culture in Russia. In a country with many million population has never been organized a single mass sports start with more than 5000 people. While virtually in every European country such competitions are held. Not to mention the famous giant mass marathons — Berlin and Boston Marathon. Boston gathers around 60000 participants in the simultaneous start of marathon (42 km), most of which are residents of the Boston area. We are rapidly losing points in the eyes of the world community in the level of physical fitness in spite of the stereotype of strength and physical health.

Due to the policy of the last century, Russia has not become a leader of knowledge and innovation in the world community. Our education, which had been valued throughout the world, is now seen as insufficient, behind the modern practice. Inventions made by Russian scientists, are unknown for the world community. And part of the innovations is internally transferred abroad, because there they have received support and funding. A sad example — the invention of television:

In 1907, Boris L. Rosing (1869–1933) the Petersburg Technological Institute Professor made a theoretical basis for using a cathode ray tube to receive the image. B. Rosing — the father of the first television telecast in the world, received in May 22, 1911 when on the small screen a fixed point glowed.

In 1923, Russian scientist Vladimir Zworykin (1889–1982), while traveling in the U.S. (where he stayed), made an application for an invention of electron transmission tube. V. Zworykin was born in the town of Murom (<http://bibliotekar.ru/divo/31-98.htm>).

Finding no support in Russia, Zworykin brought the invention to the United States, where he became the

ancestor of modern television, leading the American research laboratory RCA. His construction, known as iconoscope, was patented in 1923 (Zworykin also developed a system of color television, which was patented in 1928). Soon the RCA laboratory demonstrated the first television suitable for practical use. In April 1939, RCA introduced the first television for the general sale. It was featured at the World Exhibition in New York.

Nevertheless, in compare with the international community the average level of education of Russian citizens is high. And this is recognized by all international standards. However, we do not hold leadership in the number of patents and scientific publications per capita. This indicates that with all our knowledge and ability, we are not fighting for copyrights. In our time of information such attitude to the rights of intellectual property is unacceptable. Each lost publication or patent reduces the importance of Russia in the field of knowledge and innovation.

## **6. Russian Specialists' Advantages in the Global Labor Market**

Speaking about some advantages of the productive forces in Russia we could not help recall our victories: the development of Siberia, the war of 1812 and 1941–1945, buildings of the century, the Stakhanov movement, and the life itself in our climate — is also a kind of heroism. According to some researchers — a climate similar to ours can be found only in the northern latitudes of Finland and Canada. But there is almost no one lives. The climate has taught us in 3 full months of the summer to prepare for the winter season (9 left months): prepare clothes and food for the whole family and even for cattle for the next 9 months when the weather does not allow us to sow and harvest. Russian man accustomed to an emergency method of work. No wonder, Ilya from Murom, 33 years sat on the stove, and then began to fight with the enemy, defending the Russian land. The image of the hero Ilya is fully consistent with type of Russian worker.

Human working efficiency depends on several variables: the vital forces (biological, physical basis of the body) and attitude to life: a combination of values and meaning of life. That is why the Russian worker is characterized by praise: “You can, when you want!” Indeed, the life force allows us in the X hour to rouse ourselves and perform the required task. We have a remarkable ability to store energy, build strength of will, though not for a long time. This type of work occurs in spurts, it cannot be regular, as it mobilizes all forces of the body.

Another proof of disposition to an emergency type of work is the following data from a study of the World Bank and Higher School of Economics: One of the strongest relationships uncovered in the ICA is a strong statistical relationship between innovation (the introduction of new products) and competition. In enterprises that are in strong competition with foreign or domestic firms, the probability of innovation is 20 percent. Thus, the relatively low level of innovative activity in Russian manufacturing enterprises could be related with limited competition in domestic markets.

That is, being set in a situation of competition, fighting, Russian workers are beginning to work more efficiently. This type of work can be called a breakthrough. That's it at what we recommend you to do the accent, in terms of uncertainty, in terms of global crises, a series of which are now beginning to unfold. No country in the world is prepared completely to work in extreme conditions, in terms of information deprivation, in terms of uncertainty and inaccuracy of solutions. No country except Russia. And representative of the productive forces of Russia may engage in labor relations in the global labor market as such crisis worker, breakthrough employee.

## 7. Conclusions and Recommendations for Creating A Progressive Image of Russia's Productive Forces to Influence on the Working Efficiency Level of Qualified Specialists

The global labor market is demanded in Russian unskilled personnel in the first place. Professionals and skilled specialists are often faced with the entry barrier. At the same time in the domestic market in a prosperous situation around wages and the existence of free vacancies, there is a shortage of qualified professionals who could work. There is a demand on unqualified workers, where competition among semi-skilled workers is fairly high.

Thus, for an effective presence on the global labor market, you must either have exceptional value to the employer (i.e., you should be able to do what others cannot, have a specialization, qualifications, other advantageous differences), or have a unique opportunity to win a huge competition among unskilled workers, you should be flexible, supple, tolerant to the whims of the employer, should not have communication barriers etc. Despite the complexity of having their own specialization, competition with hundreds of millions of good workers still looks less perspective. Therefore, it is strategically correct to find own unique way.

We recommend for the development of working efficiency, raising the vitality and strengthen the attitude to life of Russian citizens: the development of mass physical culture, as well as the values of innovation, clarify and promote the values of intellectual property and knowledge.

The productive forces of Russia have a unique feature: ability to mobilize for a particular task in terms of breakthrough. No country in the world is fully prepared to work in extreme conditions, in terms of information deprivation, in terms of uncertainty and inaccuracy of solutions. None country except Russia. And representative of the productive forces of Russia may engage in labor relations in the global labor market as such crisis worker, breakthrough employee, especially in a situation of pressure on the world economy of global crises.

This article describes the external social and political reasons and mechanisms of changing (and according to the present day-reduction) person's working efficiency. The key to how to strengthen the patient with the problem of reduced working efficiency lies in the field of human adaptation to changes of social environment and political situation, training the mechanisms of self-education of people, creating a system of self-employment, the possibility to determine the scope of his work and execute it.

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