

MIGRATION ACTIVITY AMONG STUDENT'S YOUTH UNDER THE CONDITIONS OF THE ECONOMY DIGITIZATION

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Abstract

The relevance of the study is caused by the current trend of system digitization of the region's economy which is ensured through the innovative approach to the management of the regional labor potential. The development of digitization is unequally spread among various regions of the Russian Federation. Major development is concentrated in capital cities, that is why young people are leaving their home regions and are seeking to find a more comfortable and affluent life in Moscow, Saint Petersburg, and other large developed cities. In this context, an orientation to a new format of quality adaptation and adaptation of the proportion of the labor force to the future state of the digital economy has become particularly important.

In 2019 Omsk and Sverdlovsk regions, which belong to the category of old industrial regions with the established educational infrastructure that meets the needs of regional industrial enterprises, were included in the empirical field of the comparative study which named «Migration behavior of youth in the framework of regional security and sustainable development».

The main prerequisite for the success of the digitization policy and the migration policy is harmonized actions and systematic communication between authority, business society, scientific society educational and experts' communities.

Key words: migration, students' youth, migration loss, economy digitization, regional potential development

JEL Code: J11, J61, J18

Introduction

Over the long term, the diffusion of digital technology defines the development trajectory of the economy and society. The formation of the digital economy is one of the priorities for most economic leader's countries such as the United States of America, Great Britain,

Germany, Japan, and others. Typically, these countries are characterized by a long period of implementation of the program of digital development and by sustainable priorities (Brynjolfsson and Collis, 2019). This is reflected in the construction of basic information and communication structure, as well as in the formation of coordinated policy in this sphere and in the implementation of programs, which support the global implementation of digital technologies (Udaltsova, 2020).

Russia and its regions are fully exposed to global trends in the development of digital technologies. All the consequences that will face us are already generating a fundamental change in models of economic and management activities and the social life of leading countries. The faster the pace of digital adoption will be, the more difficult will be the tasks of managing the development of the digital economy (Korobeynikova, 2019). The transition to the digital economy is changing the labor market in a significant way: along with the spread of information technologies in all spheres of life, digital skills are becoming critical for employers (Buranshina and Smirnykh, 2018). A large-scale transformation of requirements to specialists is expected: increase of requirements to flexibility and adaptability of personnel, to «soft skills» (to abilities that distinguish a person from a machine); increasing demand for professionals with digital dexterity – the ability and desire to use new technologies to improve business results; the emergence of new roles and professions; reducing the demand for professions associated with formalized repetitive operations; reducing the career life cycle due to rapid technological change; transformation of competency profiles of certain categories of staff (Frey and Osborne, 2017).

It must be noted that in all countries, which are leaders in digital technologies, public authorities appear as drivers of relevant initiatives. The main prerequisites for the success of digital policy are harmonized actions and systematic communications between authorities, business, scientific, education, and expert society (Korobeynikova, 2019). Special attention is paid to monitoring and assessment of efficiency and effectiveness of public policies. From this point of view, the formation of an integrated approach to the management of labor capacity in terms of economy digitization is a promising direction of an investigation (Malfait, 2020).

The development of digitization is developed unevenly across the Russian regions and is concentrated largely in capital cities, that is the reason why the youth groups who are leaving their home regions are wishing to enter Moscow and Saint Petersburg, as well as other developed cities, in search of a comfortable and prosperous life. In these circumstances, it is

important to focus on a new format for adapting the quality and quantity of the region's workforce to the future state of the digital economy. The migration behavior of young people makes a significant contribution to the formation of a positive image of the region, the formation of the economic, demographic, and innovative potential of the territory (Sardadvar and Vakulenko, 2020).

At present, researches involved development trends of digital technologies and human living conditions that are changing as a result of it. Also, the research considered digitization of public management and education, the transformation of the labor market under the new conditions, the issues relating to migration and migration behavior. In particular, this issue is addressed in scientific research of domestic and foreign specialists: the impact of digitalization of the economy on the transformation of the labor market due to the technological complication and disappearance of some traditional professions, the emergence of new professions and the growth of demand for non-competitive work and creativity, the so-called «human in man» was considered by Frey C.B. and Osborne M.A. (2017), Korobeynikova E. (Korobeynikova, 2019), by Brynjolfsson E. and Collis A. (2019); demographic and migration aspects of labor potential are reflected in the works of Iontsev V.A. and Magomedova A.G. (2015), by Rybakovsky L.L. and Kozhevnikova N. (2019), Kashnitsky I. (Kashnitsky, 2018).

It is important to point out that university graduates are the main competitive human capital which provides the socio-economic security and the sustainable development of the region. Student migration in Russia has a strongly centralizing character, the population is drawn to the largest centers – Moscow and St. Petersburg (Iontsev and Magomedova, 2015). Within each region, the young population aspires to regional capitals represented by large cities concentrating on many types of resources. Currently, the problem situation is the outflow of young people from their native regions to the largest cities of Russia (Gokova and Kiseleva, 2017).

The migration behavior of university graduates is based on their professional purposes, personal attitudes, and values, and it is determined by their living conditions and environment. The main factor for choosing the place of residence of young people is the quality of life in the region or country (Kashnitsky, 2018). That is why with the development of modern society, as well as the introduction of the digital economy, the migration intentions of students, like youth migration itself, are intensified, as the labor market and competitiveness indicators of the regions, as well as the country as a whole, change (Khokhlova, 2019).

In that regard, the relevance of the study lies in identifying and understanding the causes of the migration behavior of the youth, which is influenced by regional conditions, by factors of viability, and by professional expectations of the subjects on the labor market. In autumn 2019, was carried out a comparative study named – «Migration behavior of young people within the framework of regional security and sustainable development». It took place in the Omsk and Sverdlovsk regions, which belong to the category of industrial regions with established educational infrastructure that meets the needs of regional industrial industries. The study was carried out based on a documentary method and a survey of graduates of universities in the two regions. Research interest is due to the assignment of these regions to different federal districts of the Russian Federation, which have differences in the levels of social and economic development: the Omsk region is located in the Siberian Federal District, Sverdlovsk Region – in the Ural Federal District.

Accordingly, it is necessary to highlight the objectives of the study, there are: analysis of the migration situation in two regions – Omsk and Sverdlovsk regions taking into account the opinion of students on the state of the labor market in these regions, justification of the impact of migration outflow on the social and economic security of the regions; identifying the impact of digital economy development on student migration; proposing recommendations to solve problems in the migration policy of the regions.

1 Analyzing of the migration situation in the investigated regions – Omsk and Sverdlovsk regions

In the absence of administrative and local transformations, the change in the number of inhabitants of the region is defined by two components: natural increase (decrease) and migration. The magnitude of migration increase (decrease) most dynamically reflects the demographic changes taking place in society and it is also an indicator of the socio-economic well-being of the region (Komarovskiy, 2020).

Taking the 2010 population census as a reference point, during all subsequent years except 2014 and 2015, migration had a decisive impact on the population formation of the Omsk region. At the same time, the total migration balance was positive only once – in 2014. In the following years, the migration decline increased and in 2018 exceeded 12 thousand people. This is 22.8% more than a year earlier. At the same time, 80% of the movements are related to the change of place of residence, that is, they are not returnable (The number and migration of the population of Omsk region, 2018).

In terms of the migration outflow rate for 2018 (-6.2 per 1000 people of the population), the Omsk region is in the 75 place in the Russian Federation (the first place corresponds to the maximum migration increase). Among the regions of the Siberian Federal District – in the Omsk region the strongest migration decline (10 place). The negative balance of migration is due to the departure of the population to other regions of Russia, which continues to increase. The migration outflow of the population in 2018 amounted to -12.1 thousand people (in 2017 – 9.9 thousand people) (Omskstat, 2019).

Until 2018, the migration situation in the Sverdlovsk region was more favorable than in the Omsk region. A relatively high migration attractiveness of the Sverdlovsk region was due to the stable economic growth of the central urban districts, the presence of a rich economic and natural resource potential. Of course, fit into the trends of the Russian Federation, the dominance of the urban population is recorded in the Sverdlovsk region. The largest migration decline from rural settlements was observed in 2010 (7024 people). From 2011 to 2017, migration slowed down to an average of 3860 people, and in 2018 there was a migration decline of 1300 people. The most likely reason for such a significant decrease in migration growth and the formation of decline is the slowdown in the rate of socio-economic development of the country as a whole and the Sverdlovsk region in particular (General results of migration of the population of the Sverdlovsk region, 2018).

The geographical scope of the interregional migration remains at the same level over the long term. Regions of preferred departure for both Omsk and Sverdlovsk inhabitants remain Moscow and Moscow region, St. Petersburg and Leningrad region, Krasnodar territory, Tyumen region. Almost half of the migration outflow to other regions of Russia (45%) is due to a change of place of work.

Migration outflow from Omsk and Sverdlovsk regions affects all age groups of the population. Two-thirds of migration loss (67.1%) account for citizens of working age. One-fifth of the migration loss (21%) is due to the outflow of children and adolescents under the age of 16. Obviously, older persons are less mobile. This age group accounted for about a tenth (11.9%) of the migration balance (Omskstat, 2019; General results of migration of the population of the Sverdlovsk region, 2018).

In 2018 the share of persons with higher education in the total volume of migration losses was about 40% in the Omsk region and the Sverdlovsk region.

Omsk is in the fourth place of the rating of cities from which the population leaves: out of 1000 people leave more than 20 people. Since young people aged 20-24 are least tied to

the territory, migration in this age group is the most sensitive to changing the «attractiveness» of the territory. The population in the age group of 20-24 years is also decreasing annually in the Sverdlovsk region, for example, in 2015 the number of this age group was 260.4 thousand people, and at the beginning of 2019, it was only 198.1 thousand people. In 2019 the migration decline in this age group amounted to more than 80 thousand people in both regions (Omskstat, 2019).

The outflow of young professionals has a negative impact on the socio-economic situation of the region. This is leading to a decline in the quality of intellectual potential, to the changing in employment structure and population structure, to rising unemployment, and issues in the reproduction of labor force.

2 Migration behavior among student's youth under the conditions of the economy digitization in Omsk and Sverdlovsk regions

A positive or a negative impact of migration trends on the socio-economic security of a region depends on the nature of migratory behavior among university graduates. The survey conducted in autumn 2019 among students of graduate courses of universities of Omsk (245 people) and Sverdlovsk (255 people) regions illustrates the conscious desire of young people to find themselves in the labor market, to be able to realize themselves professionally in modern conditions of digitalization of the economy.

A key factor in the success of digitalization processes is the availability of highly qualified personnel in sufficient volume and appropriate jobs, as well as a system of training of specialists with certain competences for the development and introduction of digital technologies.

Unfortunately, it must be noted that the youth from peripheral regions still has little knowledge about the digital economy. Among the answers to the question «What do you mean by the term «digital economy»?» were such answers as «carrying out economic operations through computers», «economy in which there are no routine processes, as they are automated», «electronic business», «turnover of goods and services on the Internet» etc.

Even though more than half of respondents estimate their chances to get a job as «average» and they have a little concept of the digital economy, more than 70% of Omsk and Sverdlovsk students hold the view that their specialty will be in demand on the labor market in the context of the digital economy (Table 1).

According to students, «information technology», «economics and finance» and «marketing communications» will be the first industries to affect digitalization.

Also, 41% of respondents in the Sverdlovsk region, and 48.5% of respondents in the Omsk region believe that in the digital economy the level of mobility of young people will increase significantly.

Tab. 1: Is there a chance to practice your specialty in conditions of the digital economy?

The response options	Omsk region, % of respondents	Sverdlovsk region, % of respondents
Yes	33.1	30.9
Probably would	43.1	40.2
Probably not	18.4	21.7
No	5.4	7.2

Source: own computation

The majority of interviewed students in both regions believe that they would probably need to get additional education because of digitization. From the data of Table 2 it can be concluded that 56.7% of students in the Sverdlovsk region and 59.8% of students in the Omsk region believe that for successful employment in the digital economy they will need knowledge of computer technologies. Almost 20% of respondents from both regions believe that they will not be able to do without economic and managerial knowledge. 10.4% of Omsk students and 12.1% of Sverdlovsk students are sure that they will need knowledge of foreign languages.

Tab. 2: What knowledge you will need for success in the labor market on the terms of the digital economy?

The response options	Omsk region, % of respondents	Sverdlovsk region, % of respondents
Knowledge of computer technologies	59.8	56.7
Economical skills	19.8	19.6
Legal knowledge	1.2	3.2
Communication knowledge	7.7	5.2
Foreign language skills	10.4	12.1
Other	1.1	3.2

Source: own computation

Young people participating in the survey clearly understand that the concept of the profession itself is being transformed, as the set of competencies that an employee who has received training in a certain profession or specialty should have is no longer fixed, static; competency profiles become variable, they are modified following technological and organizational changes, and become «dynamic portfolios». In this situation, the role of a qualitative approach to forecasting the staffing of the organization is particularly increasing. Companies should focus not on the staff of employees, but the organizational «skills stock», i.e. on the aggregate «portfolio of competences» of employees of different professions, which allows forming for specific tasks and projects different sets of competences necessary in each case.

Respondents were asked how well they know the most common digital technologies. It turned out that among the respondents 95% regularly apply computer and Internet skills in practice, another 5% use them periodically. The skills of ICT data collection and processing are regularly used by 48% of students, another 33% – periodically. Concerning advanced digital skills, many of the technologies interviewed were at least heard of, but the range of their practical use is still very limited.

Conclusion

The results of the survey show that university graduates from both regions have a general tendency in changing their place of residence. This tendency is connected to a big problem of lack of commitment and loyalty among students to their residence and their place of education. According to the results of the study, it was possible to establish that young people have common ideas about the digital economy; more than half of respondents think that it will be possible to find a job based on their specialty in terms of the development of the digital economy. Information technology will become the primary industry and more than 55% are confident that they will need computer technology knowledge to succeed.

To summarize, it can be noted that to sustain the commitment and loyalty among youth to their place of studying and living, the regional government of the Omsk and Sverdlovsk regions should focus particular attention to the following points; the development of digital transformation in public administration; the development of information communication infrastructure based on new technologies; the strengthening of information security; the development of digital skills and competencies. The consequences of losing

young stuff may lead to drastic aging of region population, to population decline, and high unemployment. All of these, in turn, will affect the economy of the regions as a whole.

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