

PAPER • OPEN ACCESS

Personnel training as a factor in the formation of the export potential of the agro-industrial complex of the region

To cite this article: N A Dalisova and I I Grishina 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **315** 022072

View the [article online](#) for updates and enhancements.

Personnel training as a factor in the formation of the export potential of the agro-industrial complex of the region

N A Dalisova¹ and I I Grishina²

¹ Krasnoyarsk State Agrarian University, pr. Mira, 90, 660049, Krasnoyarsk, Russia

² Siberian Federal University, Svobodny Ave., 79, 660041, Krasnoyarsk, Russia

E-mail: dalnata@mail.ru

Abstract. The export potential of a region can be characterized as the possibility of producing the necessary quantity of goods for the purpose of export sales, corresponding in their quality and competitiveness to the demands of an external market relative to a region. But potential is not only and not just the amount of resources, but also the possibility of developing the system in a given direction. The agro-industrial complex today plays a particularly important social role, not only solving the issues of food supply of the Krasnoyarsk Territory, but also providing basic employment and incomes of the population of agricultural areas and maintaining the system of settlement of the region.

Stable development of the regional economy in the market becomes real in the presence of reliable competitive positions. The principle of economic independence of regional subjects of the country makes significant adjustments to their financial and economic situation. The development of the regional economy directly depends on the availability of appropriate socio-economic, scientific-technical and, not unimportant, personnel potential [1]. Among the leading exporters of the country, the Krasnoyarsk Territory is better known for the export of timber products, non-ferrous metallurgy, and the chemical industry.

The assessment issues of the export potential of the agro-industrial complex of the Krasnoyarsk Territory, the formulation of a set of organizational and economic decisions that contribute to increasing the export potential of the region, using objectively existing advantages, are relevant and timely.

Facing the increase of difficulties in the development of the Russian economy, the determination of resource capabilities should be a priority for the strategy of most business entities. The tendency of dependence of economic growth on the potential state is obvious; it has always been noted by the creators of the theory of economic growth, confirmed by economic practice. Today, there are many different definitions and interpretations of the concepts of "potential".

It should be noted that the term "potential" is widely used in the economic literature as a quantitative assessment and acts as a natural, investment, intellectual, economic, resource, labor, etc. The methodology for assessing the potential of phenomena that have a relatively homogeneous structure has been developed sufficiently in terms of target orientation.

The export potential is viewed as "the ability of a territory to export its resources or products".

The export potential of the region forms the following factors: production potential; competitiveness; labor potential; innovation potential (figure 1).



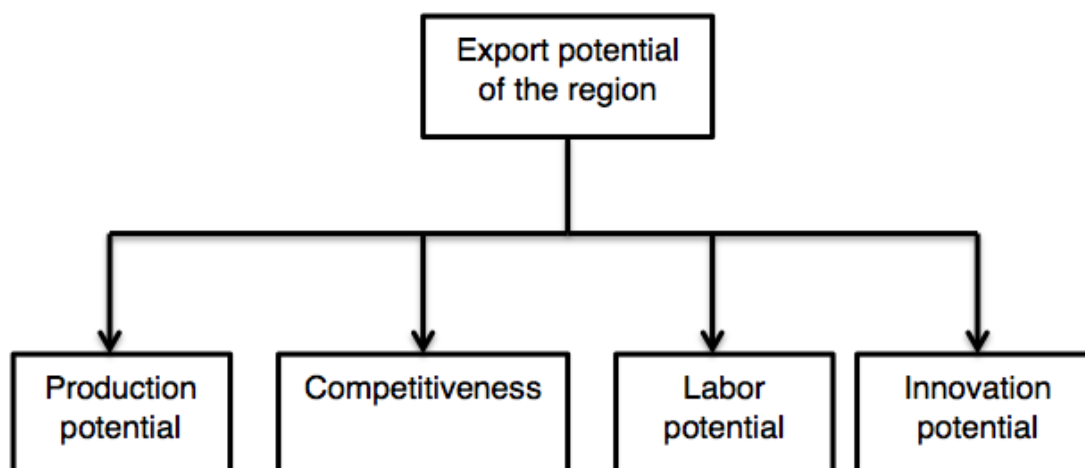


Figure 1. Factors forming the export potential.

In the framework of the round table “Formation and Promotion of the Export Potential of the Siberian Regions” at the Krasnoyarsk International Economic Forum “Russia 2018-2024: Realizing the Potential”, a discussion was held on ways to increase exports of the agricultural sector of the region. The roundtable participants noted that the export of agricultural products is beginning to play an increasing role in the foreign economic activity of the regional business community. The number of small and medium-sized enterprises engaged in export activities is growing annually (today it is more than 10% of the total number of exporters of small and medium-sized businesses).

Not only large enterprises, but also small and medium-sized businesses are developing a new type of activity for themselves, as well as new products for the Krasnoyarsk Territory and products in demand in foreign markets. So in 2018 Taimyr delivered to the international markets such products as Taimyr game animals and by-products, smoked, raw smoked, frozen, air-dried venison, fish, Siberian taiga wild plants, mushrooms and berries, as well as such gifts of Yenisei Siberia such as: pine nuts, turpentine gum, buds and needles of cedar and fir, taiga berries, honey products.

The state policy pursued in recent years to support foreign economic activity has allowed the region to become one of the leaders in terms of grain exports, and to enter a sustainable growth path for exports of products of the agrarian sector of the economy. For the period from 2015 to 2018, exports of foodstuffs and agricultural raw materials from the region increased by half, its share in the regional export commodity structure doubled. Small and medium-sized companies in the region carried out almost all the export of this group of goods.

The evaluation of the export potential of the agricultural sector of the regional economy by experts and industry experts suggests an annual increase in export volumes for such export-attractive goods as cereals, rapeseed, flour and dairy products, industry, and other goods. According to the forecast parameters of the regional project, the export of agricultural products from the Krasnoyarsk Territory by 2024 will increase by 2.5 times and reach 47.9 million US dollars (+18.7 million dollars by 2017).

In this regard, one of the important factors influencing the promotion of our products to foreign markets is the qualification of representatives of small and medium-sized businesses in the agrarian sector, their organizational readiness for export.

Therefore, in order to solve new regional tasks on the development of export potential in the region, we need to adjust approaches to personnel training, approximation of educational export programs to regional characteristics of agricultural business. For a long time, the tendency towards a decrease in the number of employees has been observed in the Russian agro-industrial complex, since in the background sectors of the national economy, agriculture remains a non-competitive and

unattractive industry. This situation is observed both in the country as a whole and in the Krasnoyarsk Territory in particular.

Krasnoyarsk Territory became the leader in terms of the constant population size among the regions of Siberia, on the second place was the Novosibirsk Region, where the population increased by 18.465 people over the year and reached 2.780.702 people this year. On third place was the Kemerovo Region, where the resident population for the year decreased by 8.223 people and amounted to 2.709.404 people [2].

According to the natural population growth in the Republic of Buryatia, where the figure was 5,126 people, in terms of migration growth - the Novosibirsk Region (15,664 people). The maximum natural population decline was recorded in the Kemerovo Region – 6,113 people, the largest outflow of migrants - in the Irkutsk Region (7.019 people).

In terms of per capita incomes and average wages, the Krasnoyarsk Territory (table 1) is a clear and stable leader among other regions of the Siberian Federal District (1st place).

Table 1. Employment rates in the agro-industrial complex of the Krasnoyarsk Territory.

Indicator	Year						
	2006	2012	2013	2014	2015	2016	2017
Number of people employed in agriculture, thousand people	140.9	125.8	114.7	113.6	110.8	108.7	106.5
The share of the total number of employees, %	9.9	8.7	7.8	7.8	7.7	7.6	7.6
Average salary in the industry, rubles	4567	12345	13467	14565	15678	17990	21167
Percentage of average salary in the region, %	35.8	49.9	51	49.2	49.6	52.6	55.8

Not unimportant component of the export potential of the region is the labor potential. The labor potential of the region is a complex dynamic system. Consequently, a systematic approach can be used to study the labor potential of a region, determine its structure, estimate and forecast possible states. The labor potential of the region can be characterized by the number of working-age population, its professional and educational level [3-7].

The set of components of labor potential is determined by the problems of socio-economic development, by the level of integration of the system of real achievement of the scientific and technological revolution, and therefore the number of components and their effectiveness cannot remain the same both in time and in space. Theoretically, labor potential is a holistic model that develops by overcoming the emerging contradictions within the system and in interaction with the external environment of production, combination, cooperation, etc. At present, all this is not sufficiently linked to the problems of the use of labor resources.

The main educational platform in the region for export-oriented subjects has been operating for several years on the basis of the Regional Center for Export Coordination and Support (Export Center). Since 2017, the Education Program of the School of Export of the REC has been implemented at this platform in cooperation with the regional representative office of JSC "REC". For the period 2015-2017, were trained, including as part of the educational project of JSC "REC", 174 small and medium-sized businesses, and about 5% of them are representatives of agricultural business.

In 2015-2017, the Export Center for export-oriented small and medium-sized businesses organized participation in 59 exhibitions and fairs (28 of them are foreign) and in 14 business missions (9 of them are foreign). Participants in certain designated events were and agro exporters.

For the last two years, the Ministry of Agriculture has held the International Forum "Food Industry", in the framework of which master classes and seminars of foreign specialists are organized.

So, in 2017, 22 workshops and 4 seminars were held by experts from Germany, France, Austria, Ukraine, Moscow, St. Petersburg and other cities to manufacture finished food products using regional raw materials on the presented process equipment. According to export-oriented organizations and entrepreneurs, these events have become a good help for improving the quality of their products.

Thus, thanks to the active interaction of the regional representative of the REC, regional executive authorities, regional export center, scientific and educational organizations, it became possible to integrate agricultural issues taking into account regional characteristics of agricultural production and logistics of promoting food products for export in the context of existing educational services. The training of specialists with competence in the export of agricultural products is one of the systemic measures and should be of a long-term nature.

In this regard, the Krasnoyarsk State Agrarian University, together with the regional office of JSC REC in the Krasnoyarsk Territory, prepared a master's educational program in the direction of training on 38.04.02 "Management" focusing on exporting agricultural products. Specialists from the regional representative office of the REC, Russian experts and practitioners in the field of export of agricultural products are invited as lecturers.

The program is focused on student who received the Bachelor and / or Master degree and wish to carry out high-quality training in the field of practical entrepreneurship and the export of agricultural products.

This program regulates the objectives, expected results, content, conditions and technologies for the implementation of the educational process, tools for real management of business processes and projects, assessment of the quality of graduate training in this area. The goal of the Master's educational program "Export of Products of the Agricultural Industrial Complex" is the creation of a sector of educational system that helps to increase the competencies of graduates of educational institutions in the field of export of agricultural products.

Adapted to the foreign economic activity of agribusiness: the curriculum, work programs of disciplines, assessment tools and other materials that ensure the quality of training of students. It is important that within the framework of the curriculum, students will have practical training at specific exporting enterprises. The total labor intensity of the practice is 42 CU or about 1500 hours in 7 types of practice, including the practice of gaining professional skills and experience in export activities, as well as scientific -research.

The first intake on the Master's program was held in 2017, a two-year admission company showed the interest of young people in this program - the competition was 3 applicants per university place and all 12 of them were occupied.

In our opinion, such a measure of support for the export of agricultural products of an educational nature will bring to the labor market specialists who already possess the necessary competencies for foreign trade, therefore, increase the number of rural producers ready to supply products to foreign markets.

Speaking of training for small and medium-sized businesses, it should be understood not only the entrepreneurs themselves, but also employees. Today, business leaders prefer to attract ready-made specialists from the labor market. Therefore, it is extremely important that not only managers, but also production personnel would acquire modern professional competencies in the field of export activities.

Note that in 2014, the Krasnoyarsk State Agrarian University has received accreditation of the European Council for Business Education (ECBE) for the Bachelor and Master programs in the areas of 38.03.02 Management and 38.04.02 Management. In 2017, accreditation was extended for 5 years (until May 2022). This is evidence of increased competitiveness and quality at the international level and contributes to the demand for our educational program by the professional community, including at the international level.

In conclusion we want to mention that realization of the export potential of the region is based on infrastructure facilities localized in the region, on the effective functioning of a large number of small and medium-sized businesses. Therefore, the demand for quality education in management and foreign

economic activity in the agro-industrial sector, focused on the competence approach and employers' demands, has significant prospects for further development.

References

- [1] Lukashina M V 2009 Strategic directions for the development of innovative entrepreneurship *Economy and forecasts* **3** 86-96
- [2] News of Krasnoyarsk Territory Available from <http://newslab.ru/news/751517>
- [3] Vladimirova E O 2009 Competitiveness of the labor potential of the region *Reg Economics: Theory and Practice* **13** 64–7
- [4] Miroedov A I 2017 Regional Export Potential Management (St. Petersburg State Technical University)
- [5] Russian Federation Government 2012 About the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food Markets for 2013–2020: Resolution of the Government of the Russian Federation of July 14, 2012 No.717 *ConsultantPlus Legal Reference System*: Available from <http://www.consultant.ru>
- [6] Papakhchyan I A, Lisovskaya R N and Shamrov K N 2015 The economic situation of the regional agricultural sector and small management *Regional development* **6(10)** 1-7
- [7] Sapir E V and Karachev I A 2015 *The export potential of the enterprise and its growth factors in a regional cluster* (Novosibirsk: "SibAK")