

## PERSONNEL MARKETING AS A MEANS OF LABOUR MARKET RESEARCH

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### ABSTRACT

The article explores the possibilities of using marketing research in providing employment to the rural population. The peculiarities of the organization and conduct of marketing research in the labour market are taken into account. Recommendations have been developed to coordinate labour supply and demand at the district and industrial enterprises, as well as to increase employment.

**KEYWORDS:** Rural labour market, labour supply and demand, marketing research, personnel marketing, marketing program.

### INTRODUCTION

In the context of market relations, the distribution of resources takes place in a market price and competitive environment. It is known from economic theory that labour is embodied in the market as a specific commodity. The uniqueness of this product is reflected in the temporary use of physical and mental abilities of the person between the buyer and the seller, which does not reflect the material, financial or another form of the product. From the point of view of economic resources, competition in the exchange of labour between buyers and suppliers in the market and the influence of labour prices create a problem of structural and structural imbalances. In solving this problem, it is possible to effectively use the opportunities for personnel marketing, which are successfully used in other commodity markets.

Resolution of the President of the Republic of Uzbekistan dated July 14, 2018 No PP-3856 "On measures to improve and increase the efficiency of employment" Improving the implementation of state programs to ensure employment in the country, employment mechanisms for vacancies and quotas, attention is paid to the fact that effective measures are being taken to develop effective forms of self-employment.

At the same time, this normative document still maintains a high level of tension in the labour market in the regions, regulates the creation of permanent jobs, employment of youth, women, members of low-income families, especially in rural areas, as well as external labour migration.

It was noted that the issues of taxation are not resolved. In particular: "Production personnel are often trained and retrained without taking into account the current and future needs of the economy, their capabilities and resources. As a result, there is a shortage of qualified personnel in some specialties in the labour market.

Effective use of marketing research in providing qualified and necessary personnel for industries and sectors of the economy remains a topical issue. The organization and conduct of marketing research in the labour market differs from the processes in the commodity market by a number of specific features. These aspects are reflected in the subject, object, method and specific features of the labour market of marketing research.

### LITERATURE REVIEW

The issues of studying the supply and demand for labour in the labour market with the help of marketing research are reflected in the scientific work of a number of local and foreign scientists [1,2,5,8,9].

The issues of wide and comprehensive personnel marketing at the enterprise level were discussed by the Russian scientist Krylov.A.O. It is proposed to conduct a step-by-step study of the labour market at the local level with the help of marketing among its main constituents [5].

Researcher Maltseva.A.V. proposed a method of market segmentation of marketing research in the analysis of the state and dynamics of the labour market, the mechanisms of mathematical modelling and algorithms in this process [6].

The scientific approach to labour market research involves a systematic analysis and a comprehensive approach, as well as the use of elements of expert evaluation and game theory. In particular, it is recommended to use a method that is a derivative of the Gale-Shepley model in determining an effective solution in two-way open markets.

Preliminary research on the use of the basics and tools of personnel marketing in the labour market in Uzbekistan economist Kholmuminov.Sh. used in determining labour supply and demand and the ratio between them [8]. These studies have developed recommendations for the widespread use of marketing opportunities in the labour market by employers, entrepreneurs, employment centres and agencies in the organization and conduct of their activities.

Interpreted as an integral part of the labour market infrastructure by Arabov.N. The approach suggests the study of personnel marketing in several stages, the first of which should focus on labour mediation, vocational guidance and training, socio-psychological support, finance, marketing, information, regulatory framework.

Isamuxamedov.B. The essence of this problem in research related to personnel marketing is that job seekers do not fully meet the requirements of employers, and vacancies do not fully meet the requirements of job seekers [4].

The supply made by the labour force in the market does not meet the demands and needs of the employer, resulting in the loss of all participants in the labour market. While employers have difficulty in selecting the required qualified personnel, there is a situation where specialists and professionals do not have the opportunity to find a decent job. Thus, higher education institutions should focus on studying and analyzing the situation in the labour and education services markets.

## **ANALYSIS AND DISCUSSION OF RESULTS**

At present, statistics do not fully reflect the employment situation of the labour force in rural areas, as well as the supply and demand for labour. This is due to the fact that it is still difficult to determine the amount of labour demand due to the lack of appropriate methods of accounting for existing jobs in rural enterprises. Extensive application of the basics of personnel marketing research in solving such problems gives positive results.

In studying the demand for personnel in the labour market from a marketing point of view, the main focus is on determining the quality and quantity of the required labour force in accordance with the needs of the employer. The labour force proposal examines indicators such as employment, wages, and working conditions.

One of the important issues in labour market marketing research is to accurately assess the state of labour supply and demand and determine the dynamics. At the same time, it is recommended to study the demand for labour, its supply and the study of those that affect the ratio between them separately by grouping the factors that affect the ratio between them.

The economic factors of labour supply mainly include labour cost, labour productivity, skill level, and so on. Social factors include the study of non-competitive segments of the population in the labour market, in particular, youth, women, the unemployed, the disabled with working capacity, and others.

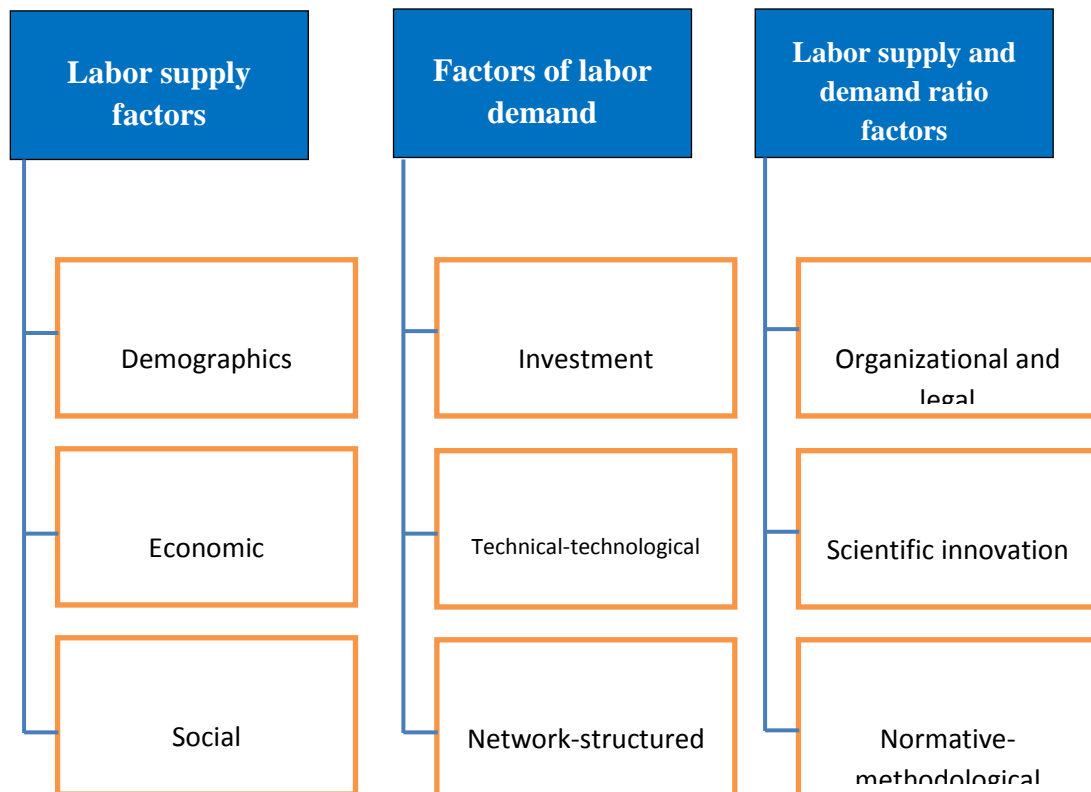


Figure 1. Workforce factors in labor market marketing research

**\* Developed by the author on the basis of research.**

Marketing research involves the analysis of the status and dynamics of demographic factors, including population structure, natural increase, movement, migration and other similar indicators.

The main indicators of the study of labour demand from the marketing point of view are investment and credit in industries and sectors, new jobs created and reduced due to technical and technological and sectoral structural changes. At the same time, it will be necessary to study jobs by professions and specialities.

Recognition of non-traditional types of employment and their use in the system of indicators representing the labour market recommended in the normative and methodological guidelines of the International Labour Organization [10]. These include temporary employment, part-time employment, labour leasing, on-call work, other types of self-employment.

Virtual employment, freelancing, recruitment, outsourcing, delivery services, personal labour, etc. such forms can also be used effectively.

On the basis of marketing research in the labour market is represented by the study of the supply of labour, demand for it and the indicator that represents the balance and ratio between them using marketing tools.

The final result of the research will be an information base for effective decision-making on the identification of long-term and short-term priorities in the labour market of the employer, labour force and the state. It is advisable to conduct marketing research in terms of professions and specialities, respectively, at the level - at the industry or district level, and at the micro-level by enterprises and farms.

**The process of conducting marketing research in the labour market can be in several stages. The main stages of this process are as follows:**

- ✚ Problem statement and task definition;
- ✚ Identification of information sources and data collection;
- ✚ Statistical processing and analysis of collected data and preparation of conclusions.

It is expedient to organize marketing research of the rural labour market at two levels, namely micro-level, based on goals and objectives. In the first case, the state of labour supply and demand at the district or network level is studied using marketing tools.

Targeted marketing research at the enterprise level in cities and districts helps to determine the exact parameters of labour supply and demand. It is recommended to express a sample program of marketing research at the enterprise level on the basis of the following table.

Table 1. SCHEDULE for conducting marketing research of labour supply and demand in enterprises

№	Elements of marketing	The content of the work to be done
1.	Object of research	<ul style="list-style-type: none"> <li>• enterprises and organizations in separate districts of the region;</li> <li>• farms in rural areas;</li> <li>• households in rural areas</li> </ul>
2.	Research participants	<ul style="list-style-type: none"> <li>• marketing services of enterprises and farms;</li> <li>• marketing specialists of educational institutions located in the region;</li> <li>• Employees of employment agencies.</li> <li>• Coworking centres and labour guzars</li> </ul>
3.	Applied methods	<ul style="list-style-type: none"> <li>• statistical analysis;</li> <li>• factor analysis;</li> <li>• expert evaluation;</li> </ul>
4.	Information collection method	<ul style="list-style-type: none"> <li>• statistical reporting;</li> <li>• questionnaire;</li> <li>• survey</li> </ul>
5.	Workforce factors used in research	<p><b>Labour supply factors:</b></p> <ul style="list-style-type: none"> <li>• level of qualification, professional training, specialization, number of workers;</li> <li>• labour productivity indicators;</li> <li>• required salary;</li> <li>• Youth, women, disabled and non-competitive labour supply.</li> </ul> <p>Factors of labour demand:</p> <ul style="list-style-type: none"> <li>• structural factors (number of jobs requiring information and skills);</li> <li>• technical and technological (demand jobs, distance employment, etc.)</li> <li>• sectoral-structural (the level and dynamics of natural renewal of staff, staff turnover, etc.)</li> </ul> <p>Factors of labour supply and demand ratio:</p> <ul style="list-style-type: none"> <li>• organizational and legal (minimum wage, unemployment benefits, guaranteed jobs);</li> <li>• scientific and innovative (level of business openness, dynamics of graduates of higher and vocational education, number of vocational training centres, etc.)</li> <li>• normative-methodological (standardized jobs, legal protection, poverty level)</li> </ul>
6.	Marketing activities and deadlines	<ul style="list-style-type: none"> <li>• Maintaining a single interactive website on demand for labour - on a regular basis.</li> <li>• Analysis of labour supply by age, gender, occupation and determination of prospects on the basis of statistical reports at the level of the industry and the industry - continuous, quarterly;</li> <li>• Holding job fairs at enterprises, organizations, institutions - regularly, quarterly.</li> <li>• Conducting sociological surveys on labour supply in the adjacent areas - regularly, quarterly.</li> <li>• Preparation of reports and proposals on the ratio of supply and demand and the dynamics of flour by specialities by industry and industry at the regional level - continuous, at the beginning of the year.</li> </ul>
7.	Marginal costs of marketing research	5 to 25 times the minimum wage

**\* Developed by the author on the basis of research.**

The scope, duration, and periodicity of marketing research affect the total cost of conducting it.

## CONCLUSION

A number of methods can be used in data analysis: statistical analysis, factor analysis, and expert evaluation. In particular, the demographic factors of labour supply and demand include:

- Population dynamics of the able-bodied district;
- Dynamics of the structural structure of the working-age population by sex, age, level of education;
- District-wide labour migration;
- Dynamics of the official number of unemployed in the district;
- Dynamics of labour demand;

The data obtained as a result of marketing research should be reflected in the reports. At the end of the report, the proposals to ensure the balance of the labour market in the near future should be reflected.

An important step in coordinating the supply and demand for labour at the district level and ensuring the dynamics of employment is the generalization, grouping and dynamic analysis of data collected through marketing research. At this stage, the necessary information base for the final decision on the effective employment of the workforce will be formed.

The study of rural employment through personnel marketing provides an opportunity to study the situation on the labour market, to determine the demand for skilled labour, to train them on a regional scale, to improve their skills and to export labour.

Full and efficient use of labour potential in rural areas will help to alleviate the socio-economic situation in the labour market, increase the level of employment and income of the surplus labour force, and sharply reduce unemployment and poverty.

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