

Revival of the system of consumer cooperation in Russia; sustainable development of the territory and growth of quality life

Reactivación del sistema de cooperación del consumidor en Rusia; desarrollo sostenible del territorio y crecimiento de la calidad de vida
Revitalização do sistema de cooperação do consumidor na Rússia; desenvolvimento sustentável do território e crescimento da qualidade de vida

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Abstract

The system of consumer cooperation has a certain potential in solving national problems related to the provision of employment and the quality of life of the population, as well as to the social reorganization of the village. The study shows that the cooperative system is characterized by the complementarity of traits (social and economic), the dialectical interaction of which serves as the basis for the formation of civil society (self-organization and voluntary cooperation of shareholders in the process of production and economic activity) and a peculiar locomotive of the evolution of society towards building socially-oriented market economy (non-commercial nature of activities and humanistic values). However, the emerging trend of losing the competitive positions of the consumer cooperative system in the regional consumer markets in Russia leads to an awareness of the need for institutional changes that would make it possible to fully utilize the economic and social potential of the development of consumer cooperation in the context of the structural transformation of Russian society. The authors offer practical recommendations on the design and formation of effective forms of management of economic entities in the cooperative sector.

Resumen

El sistema de cooperación del consumidor tiene cierto potencial para resolver los problemas nacionales relacionados con la provisión de empleo y la calidad de vida de la población, así como con la reorganización social de la aldea. El estudio muestra que el sistema cooperativo se caracteriza por la complementariedad de rasgos (sociales y económicos), cuya interacción dialéctica sirve de base para la formación de la sociedad civil (autoorganización y cooperación voluntaria de los accionistas en el proceso de producción económica) y una locomotora peculiar de la evolución de la sociedad hacia la construcción de una economía de mercado orientada socialmente (naturaleza no comercial de las actividades y valores humanísticos). Sin embargo, la tendencia emergente de perder las posiciones competitivas del sistema de cooperativas de consumo en los mercados de consumo regionales en Rusia lleva a una conciencia de la necesidad de cambios institucionales que permitan aprovechar plenamente el potencial económico y social del desarrollo del consumidor. Los autores ofrecen recomendaciones prácticas sobre el diseño y la formación de formas efectivas de gestión de entidades económicas en el sector cooperativo.

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Complex nature of the economic resource requires its inclusion in the correlation algorithm of proactive management. Simulation of sustainable innovation development of the regional system of consumer cooperation is possible only using optimization-qualimetric modeling on the platform of the software product. Computer technologies create objective opportunities for creating the required model. The integrated computer space is able to rework the network of mathematical matrices, building a complete life cycle of an economic resource, consisting not only of collecting and analyzing information, but also the possibility of making operational management decisions.

Keywords: human resources, cooperation system, consumer, quality of life, labor reserve, regional system.

La naturaleza compleja del recurso económico requiere su inclusión en el algoritmo de correlación de la gestión proactiva. La simulación del desarrollo de innovación sostenible del sistema regional de cooperación del consumidor solo es posible mediante el uso del modelado optimizado y cualimétrico en la plataforma del producto de software. Las tecnologías informáticas crean oportunidades objetivas para crear el modelo requerido. El espacio informático integrado es capaz de volver a trabajar la red de matrices matemáticas, creando un ciclo de vida completo de un recurso económico, que consiste no solo en recopilar y analizar información, sino también en la posibilidad de tomar decisiones de gestión operativa.

Palabras claves: recursos humanos, sistema cooperación, consumidor, calidad de vida, reserva laboral, sistema regional.

Resumo

O sistema de cooperação do consumidor tem algum potencial para resolver problemas nacionais relacionados com a oferta de emprego e a qualidade de vida da população, bem como a reorganização social da aldeia. O estudo mostra que o sistema cooperativo é caracterizado pela complementaridade de características (sociais e econômicas), cuja interação dialética serve de base para a formação da sociedade civil (auto-organização e cooperação voluntária dos acionistas no processo de produção econômica) e uma locomotiva peculiar à evolução da sociedade para a construção de uma economia de mercado socialmente orientada (natureza não comercial de atividades e valores humanísticos). No entanto, a tendência emergente de perder as posições competitivas do sistema cooperativo de consumo nos mercados consumidores regionais da Rússia leva à conscientização da necessidade de mudanças institucionais que permitam a plena exploração do potencial econômico e social do desenvolvimento do consumidor. Os autores oferecem recomendações práticas sobre a concepção e formação de formas eficazes de gestão de entidades econômicas no setor cooperativo. A natureza complexa do recurso econômico requer sua inclusão no algoritmo de correlação do gerenciamento proativo. A simulação do desenvolvimento da inovação sustentável do sistema regional de cooperação do consumidor só é possível através do uso de modelagem otimizada e qualitativa na plataforma de produtos de software. As tecnologias computacionais criam oportunidades objetivas para criar o modelo necessário. O espaço computacional integrado é capaz de retrabalhar a rede de matrizes matemáticas, criando um ciclo de vida completo de um recurso econômico, que consiste não apenas em coletar e analisar informações, mas também na possibilidade de tomar decisões de gerenciamento operacional.

Palavras-chave: recursos humanos, sistema de cooperação, consumidor, qualidade de vida, reserva trabalhista, sistema regional.

Introduction

Probably, in modern history it is difficult to find a socio-economic organization that could be compared with cooperation in terms of the tempo and breadth of the world economy, the number of participants, the survival rate in different political and socio-economic conditions, and the effectiveness in meeting the

most diverse needs of people. As is known, cooperative organizations are created to meet the economic interests of their members through economic activities, rely on the attraction of their personal means and labor. However, the solution of economic problems cannot be absolutized, because the uniqueness

and originality of the idea of cooperation is lost. The cooperative system is called upon to fulfill not only an economic but also a social mission, including such inherent features as voluntary and open membership, democratic control, economic participation of members of the cooperative in management and their independence. (Ivanova, 2013). It is the complementarity of traits (social and economic) that serves as the basis for building a democratic system of government and a kind of locomotive for the evolution of society towards building a socially oriented market economy (Morozova, 2017). Absolutizing or ignoring one of the elements leads to the loss of the very essence of the cooperative idea and the sustainability of the existence of the cooperative system as a whole. Summing up what has been said, it can be noted that it is the presence of a dual nature, the dialectical interconnection of the economic and social, that contributes to building a socially oriented market economy throughout the world.

Problems and hidden reserves of sustainable development of the system of consumer cooperation: evolutionary analysis

Foreign experience convincingly testifies to the high assessment by the authorities of the special contribution that the cooperative movement makes to the national economy. Unfortunately, the current state of consumer cooperation in Russia is characterized by a number of negative aspects: during the period of reforms a significant part of material and technical facilities has been lost, volumes in all areas of activity have decreased many times, the growth rates of financial and economic indicators are low, the level of competitiveness in local markets is insufficient, management does not meet the requirements of market forms of management.

In this regard, more and more often the question was raised about the search for an innovative model that would preserve the uniqueness and identity of consumer cooperation as a market-oriented and socially-oriented subject of the economy, strengthen the competitive positions and business activity of the subjects of consumer cooperation at the regional level, and also promote growth quality of life of the population (Morozova, 2016).

The President of the Russian Federation at the Congress of Trade Unions of 2015 defined a vector: "We need to change the structure of our

economy." And taking into account the sectoral structure of the modern economy, burdened by the sanctions, it is necessary to apply project modeling in solving the problems outlined by the Concept of Long-Term Social and Economic Development of the Russian Federation for the period up to 2020. In accordance with this document, "implementation of measures to develop competition in the food markets of the subjects of the Russian Federation, the development of infrastructure for the marketing of agricultural products, the expansion of the network of supply and marketing agricultural consumer cooperatives" becomes of fundamental importance. Competition will require constantly stimulating scientific and technological progress, saving resources, ecology of agro-industrial production, which, ultimately, will have a favorable effect on such indicators as: living standards and welfare of the population, the quality of manufactured goods and services, the relationship between people and the environment, issues of production, distribution, exchange and consumption of goods and services, production efficiency. This requires the creation of a multi-layered agrarian economy, granting of equal rights to economic entities of various forms of ownership, including cooperative ones. This will allow to take into account risks, failures and lay down measures to minimize them.

The creation of a multi-layered agrarian economy will provide equal rights to economic entities of various forms of ownership, including cooperative ones. A multistructured economy also involves cooperation between different forms of ownership and management. The development of society is impossible without coordination of efforts, coordination of actions, without purposeful use of human and material resources, which implies a system of cooperation. It is the correlation of the interests of agricultural producers, processing enterprises and the product market that will allow them to overcome the antagonism of their interests and form a scientifically grounded technological algorithm for the functioning of this system. It is the rational interaction of economic entities along the horizontal and vertical lines that will ensure a comprehensive approach in the sphere of production and processing of agricultural products, as well as solve a number of acute social problems of the city and village (Pardabaeva, 2004.) Vertical integration serves as an objectively necessary means of a specific resolution of reproductive difficulties and

contradictions, unites small enterprises into a single whole.

Certain growth of small business today characterizes not the deconcentration of production and capital, as it is often asserted, but a certain modification of the strengthening of the role of big capital. Small business, the growth of which is useful and necessary, can not replace the large, become the basis. "Small," as Osipov rightly noted, "is fine as part of a large whole, connected with it by the division and combination of production, the exchange of innovations." (Osipov, 1991). The close interweaving of various forms of property and management allows us to build a network of a single economic mechanism, the scale of which will depend on the task, and experience can be transferred as a "calibrated tracing paper" to objects of both local and state significance. Moreover, the basis for optimistic design is: the statistics confirm the presence in some regions of not only the existing conditions, but also the necessary resources. An important argument for boosting the development of consumer cooperation is its self-sufficiency, and, consequently, its readiness for world economic integration in comparison with the country's agro-industrial sector.

Proposed technological algorithm of functioning of this system will allow to build the most rational horizontal and vertical links of economic entities.

Contours of the Innovative Model of the Consumer Cooperation System

The system of consumer cooperation acts as a kind of intermediary in the technological chain: the production of agricultural products, its processing and sale. Rational interaction of economic entities in the horizontal and vertical will allow to provide a comprehensive approach in the sphere of production and processing of agricultural products, as well as to solve a number of acute social problems of the city and village. The deeper the specialization, the more demands are placed on the nature and individual forms of connection, the contraction of individual phases of the reproduction process (Gulmagomedov, 2013).

In addition, the high degree of openness of the modern socio-economic system leads to an increase and complication of economic relations, the evaluation of their effectiveness can not be unambiguously determined on the basis of traditional approaches (Soldatova, 2010).

Thus, to ensure a higher organizational and technological level of production, it is necessary to rely on the doctrine of the social division of labor, which determines its form and form, depending on the emerging market situation.

The model of the formation and functioning of consumer cooperation will be an open nature of the logistic pilot, focused on development and consolidation in the following stages:

1. Structure formation:
 - Resource base formation;
 - Base of material and technical capabilities formation;
 - Formation of the base of potential investors.
2. Technological links formation.
3. Functional structure with revealed regularities. Development of a clear perspective for the development of commodity policies, allowing to engage in priority and most profitable activities in the perspective of the program for the development of cooperation at the micro, meso and macro levels.
4. The mechanism of generalization and introduction in the consumer cooperation of the experience of advanced enterprises, international experience in the development of the sphere.
5. Development of the mechanism of the perspective state regulation of development of cooperation in Russia.

The first stage in the implementation of the proposed system may be the formation of a basis for designing the vector of economic development (and, in a particular case, of one or another production), namely, the creation of map-bases of the basic regional resources. And, as an example, the creation of a unified regional labor reserve base. It is the definition of the structure of this resource that will give the main impetus for the rational formation of this or that production cycle. That, in turn, will solve a number of acute social problems in the region.

Unlike big capital, consumer cooperation, as a self-organizing structure, allows and gives a chance for self-realization for enterprising people, with which our country is famous, but is

suppressed by the established bureaucratic machine. Also there is an opportunity of an investment of free money resources of legal and physical persons by creation of credit cooperatives.

The transfer of the consumer cooperative system to the technological renewal course requires the development of innovative components and the enhancement of the role of human capital, the reproduction and effective use of which becomes a necessary condition for its (consumer cooperation) of successful development. Only system analysis will allow to track systemic deformations in this sphere (Filatova 2014). It is spontaneous "distortions" that are the reason for slowing the pace of solving the tasks of economic development, as the main factor in the growth of social indicators and development of the characteristics of human capital. The pledge of long-term and successful activity in the chosen direction should be timely recording of erroneous actions and the possibility of their correction before the "point of no return" on the way to achieve the goal.

It is the personnel resource as the most difficultly formalized will be the subject of our consideration. The choice of the vector of its strategic transformation should be directed in favor of new methods of managing this resource, in order to achieve the set goal with nonincreasing material costs. Properly organized management will allow to synchronize the formation, redistribution and effective application of such a specific economic resource (Gunin, 2017).

The main task of managing the human resource should be the predictability of its mobility. It is necessary to take into account that mobility has a cause-effect character, namely, being the result of structural transformations of social and labor relations, is also a prerequisite and the basis of a new stage of transformation. Such a dual character of an economic resource requires its inclusion in the correlation algorithm of proactive management, whose task is complicated by the heterogeneity of regional economic conditions (Ksenofontova, 2012).

Complex space-heterogeneous factors of regions and unstable resource conditions complicate the task of choosing the optimal development vector. The statement of the problem should occur with a clear identification of directions taking into account resource

constraints. And since the human resource, by virtue of its specificity, is subject to the operation of both objective economic laws and the operation of public and state laws, and its development is due to the manifestation of a number of factors: economic, political, technological, demographic, socio-cultural and others, design and forecasting should be carried out within the framework of a single socio-economic system. And the deeper the factors of this system are worked out, the more rational they will be built into the logic of the forecasted development model with the maximum possible result and sufficient state intervention in the innovation process with the aim of optimizing it.

The application of the generally accepted criteria for assessing human resources does not give the desired effect due to:

- Subjectivism of questionnaires;
- the lack of a mechanism for determining representative samples of the indicators in question;
- Significant laboriousness of existing methods;
- difficult to trace the dynamics of expert assessments;
- impossibility of quantitative definition of quality depending on the level of professional preparedness;
- impossibility of considering indeterminism and stochastic nature of the indicators (Gunin, 2015).

It is necessary, on the one hand, to study reality, on the other hand, to provide prompt and reliable information in the form of a set of supporting features. In this situation it is necessary to turn to the linear programming system. Computer technologies create objective opportunities for creating a model of human resources. The integrated computer space is able to rework the network of mathematical matrices, building a complete life cycle of this resource, consisting not only of information gathering and analysis, but also the possibility of making operational management decisions.

One of the conditions for the successful operation of the proposed system is the continuity of the process, its transparency and the possibility of introducing refinement adjustments. Automation of the process

eliminates the subjective factor with its indeterminism, ambiguity and uncertainty. This creates a condition for including the most objective information in a harmonious system of links, making it predictable, and therefore viable.

In addition to the traditional structural analysis of the resource, it is necessary to turn to the study of its functional content with a reference to the personal and professional potential. His personality-formative and personality-developing content requires introducing in the traditional methods of management not only quantitative but also qualitative indicators. Taking into account the heterogeneity of the measurement units of the indicators, the problem turns into a category that is difficult to formalize. By solving this problem when processing data in a qualitative manner, the application of the qualimetric method becomes. This will prepare the indicators in a homogeneous key for introducing them into the algorithm of software analysis.

Systemic tracking of the state of the human resource, based on the developed indicators and indicators, will allow not only to track the qualitative and quantitative composition, the dynamics of its development, but also to predict the results of the proposed changes. This advantage makes it possible to carry out a proactive situational analysis and make operative decisions, relying on their variability with a predetermined reliability. Simulation modeling translates the collected information from the category of inert material into the evaluation process, thereby increasing the efficiency and validity of management decisions.

The essence of the proposed optimization-qualimetric model of creation and management of the personnel reserve is to maximize the effect of using the potential of the region. The issue of not just staffing the planned economic activity, but the selection of personnel with a possible calculation of its compliance is being addressed. The risks of ineffective use of the personnel reserve are reduced, since in addition to the traditional parameters of qualification, it becomes possible to monitor innovative components as well.

At creation it is necessary to apply the following stages: retrospection, diagnosis, prospectus. The final stage of the proposed system should be the forecasting of the spatial and economic development of the human resource. The necessary variational prediction is possible only with the use of virtual situational control within the framework of simulation modeling with the possibility to analyze its relational structures and interrelations.

For the placement of this software product, it is advisable to use the ramified system of the state employment service, improving technology. It is quite enough to impose an innovative algorithm on the already formed organizational and methodological functional, which is an effective conductor of state policy. The unified network of the state employment service with established practice and the generalization of positive experience of personnel work perfectly suits the requirements of a clear legal regulation of the procedure for the adoption and implementation of all personnel decisions.

Diagnostics of the personnel situation of the organization						
Decision making and development of performance standards						
Transmission and Dissemination of Information						
Collection of information						
Comparison of achieved results with established standards through monitoring and measurement						
Evaluation of the results by level and comparison with the previous period to track the dynamics						
Programs (measures) of introducing new monitoring methods	Utilitarian	Functional	Economic	Socio-psychological	Programs (measures) to optimize the quality of implemented monitoring methods	
	Evaluation of the overall resulting indicator of the level of personnel situation					
	Checking the correlation with the reference indicator for admissibility (matching criteria)					
	Determination of compliance with the standard format of the type of personnel situation					

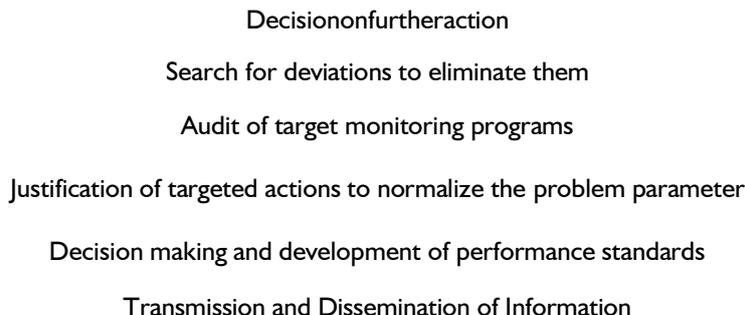


Fig 1 . Basic model of diagnostic and management of human resources policies

Thus, the creation of institutionalized mechanisms for the formation of the personnel reserve will allow monitoring its configuration, respond to emerging tensions in the labor market and timely stabilize the situation (Gunin, 2017).

Theoretical and practical thoughts about this problem were can be found in articles of such authors as Czarnecki M.T. – “Managing by measuring: How to improve your organization's performance through effective benchmarking” (Czarnecki, 1999; Dorfman et al., 1987) – “Linear programming and economic analysis”, (Brown ,1959)- “Statistical Forecasting for Inventory Control” (Dorfman et al.,1987), Bellman R. - “On the Computational Solution of Programming Problems Involving almost Block Diagonal Matrices” (Bellman, 1957), (Fleming & Koppelman,1997) – “J.M. Earned value Project Management” (Fleming & Koppelman,1997), Tijms H.C. - “Stochastic Models – An Algorithmic Approach” (Tijms, 1994), Morse P. - “Queues, Inventories and Maintenance” (Morse , 1958).

Conclusion

The model will allow to develop preventive measures to prevent spontaneous outflow of rural population from their territories. These measures should be the nature of socialization of potential forced migrants. The social effect will be manifested in the growth of productivity and profitability of agricultural labor, and, consequently, in improving the quality of life of rural residents (Sleptsov, 1999). Attractive should be a variety of not only a permanent form of employment, but also temporary and seasonal work, part-time work, the use of home work. The introduction of the entire spectrum of diversity of forms of employment will give a chance to choose the most acceptable, which does not violate the traditional living conditions

of the rural population. This will be the starting point - the fulcrum for the formation of a sustainable, personnel-oriented reserve for the cooperative direction of the economy. Given the universality of the proposed model, it can be applied in any business structure.

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