



REVISTA INCLUSIONES

ESPACIO Y TIEMPO EN EL SIGLO XXI

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Octubre / Diciembre

2020

ISSN 0719-4706

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INCREASING LABOR EFFICIENCY IN THE AREA OF DIGITAL ENTREPRENEURSHIP

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Fecha de Recepción: 15 de junio de 2020 – **Fecha Revisión:** 22 de junio de 2020

Fecha de Aceptación: 27 septiembre de 2020 – **Fecha de Publicación:** 01 de octubre de 2020

Abstract

The article deals with the organizational and economic aspects of improving labor efficiency in the area of digital entrepreneurship. It is established that the mass spread of digital technologies contributes to the formation of network relations and the emergence of information networks based on the interaction of individual members of society. It is revealed that the increase in information pressure on the entrepreneur through new technologies makes the traditional algorithms for obtaining information and processing it insufficiently effective. The authors have proved that the creation of programs, training, and continuous improvement of the level of digital competencies of entrepreneurs are an urgent need for economic development at the present stage, and have revealed that the formation of professionally competent personnel allows improving the quality of work performed, and ensuring high labor efficiency in a competitive environment. This can be done using techniques and methods, such as state programs for the dissemination of digital competencies, restructuring the education system, creating training platforms, and encouraging the acquisition of digital competencies at the microlevel.

Keywords

Labor efficiency – Digital entrepreneurship – Technology – Quality – Personnel – Competency

Para Citar este Artículo:

Potekhina, Elena Vital'evna; Gulina, Irina Viktorovna; Dmitrieva, Olga Vladimirovna; Frolova, Victoria Borisovna y Semenova, Julia Alexandrovna. Increasing labor efficiency in the area of digital entrepreneurship. Revista Inclusiones Vol: 7 num Especial (2020): 137-145.

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Introduction

The problem of efficient use of intellectual resources is especially acute in the current context of digital economy development. One of the most important intellectual resources is human resources. However, in the context of the digital economy, the bulk of human activity is associated with the processing of information and knowledge, which changes the employment structure and creates a new quality of employment. This leads to the fact that the creative potential of employees and their knowledge become increasingly important for the growth of labor efficiency.

It should be born in mind that labor efficiency also depends essentially on the development of automated systems, that is, on the replacement of manual labor. In this connection, qualitatively new requirements are imposed at a higher level to the employees' competencies, especially to the so-called digital competencies. According to this, the main focus should be on the development of personal competencies of employees and the maximum possible development of their abilities.

To increase the effective use of labor resources, various methods and approaches are used, such as, rationalizing the personnel deployment, automating manual labor, implementing digital technologies at all stages of creating products and services, increasing the level of professional training of personnel, that is, focusing on the intellectualization of labor functions.

The hypothesis of the present research is based on the statement that improving labor efficiency is possible through the application of relevant technologies for the use of intellectual characteristics of labor resources.

The study of issues related to improving labor efficiency is reflected in the works of Yu.V. Babanova¹, A.V. Babkin², E.Z. Zaripova³, O.P. Mikhailova⁴, R.O. Navrotsky⁵, T.L. Syshchikova⁶, et al. However, the system of improving labor efficiency in recent years has been characterized by negative phenomena, which are caused by a sharp decline in wages. The solution to noted problems requires a new approach to the development of promising areas for improving labor efficiency in the field of digital entrepreneurship.

¹ Yu. V. Babanova, O. V. Zubkova y N. A. Bukharina, "Razvitie social'nogo komponenta kak faktor povysheniya proizvoditel'nosti truda kompanii", Bulletin of the South Ural State University. Series: Economics and Management Vol: 12 num 1 (2018): 125-132.

² A. V. Babkin; D. D. Burkaltseva; Sh. B. Khambazarov y A. S. Tyulin, "Analiz rynka robototekhniki v Rossii: problemy i perspektivy razvitiya v usloviyah cifrovizacii", Economics and Management Vol: 8 num 166 (2019): 34-44.

³ E. Z. Zaripova, "Rol' motivacii v sozdanii vysokoproizvoditel'nyh rabochih mest i povyshenii proizvoditel'nosti truda", Young Scientist Vol: 38 num 224 (2018): 51-53.

⁴ O. P. Mikhailova y A. V. Sorochenkova, "Upravlenie povysheniem proizvoditel'nosti truda na promyshlennom predpriyatii", Bulletin of the Management Faculty of the St. Petersburg State Economic University num 3 (2018): 162-170.

⁵ R. O. Navrotsky, "Upravlenie proizvoditel'nost'yu truda kak faktor ekonomicheskogo rosta i uslovie povysheniya urovnya zhizni naseleniya", Bulletin of Tver State University. Series: Economics and Management num 2 (2018): 213-221.

⁶ T. L. Syshchikova y P. I. Gorodetskaya, "Problemy ocenki sostoyaniya osnovnyh fondov v ramkah osushchestvleniya gosudarstvennyh mer po povysheniyu proizvoditel'nosti truda", Bulletin of the Samara Municipal Institute of Management num 1 (2018): 110-117.

Methods

The theoretical and methodological basis of the research includes an abstract-logical method, as well as methods of induction, deduction, analysis, synthesis, and systematization, used to justify approaches to improving labor efficiency. Besides, statistical-economic and graphic methods are employed to study the organizational and economic aspects of improving labor efficiency in the field of digital entrepreneurship.

The information base of the article includes statistical data of state bodies, legislative and regulatory documents governing the problems of improving labor efficiency in the digital economy, as well as the results of scientific research⁷.

In the course of the research, it is planned to analyze approaches to improve labor efficiency in digital entrepreneurship, establish and justify the main promising development directions of digital entrepreneurship to increase labor efficiency. The implementation of these conditions will allow saving on labor resources, learn new methods of motivation, reduce the cost of products, and shorten the production time.

Results

The practice has shown that to improve labor efficiency, one can identify technologies for using intellectual resources, such as the implementation and development of the concept of digital labor, which implies changing in the labor and employment model in terms of digitalization of production; implementing effective teamwork technology; developing soft skills, which are very essential in improving labor efficiency; and investing in the digital economy and related areas to improve the workflow, rationalizing jobs, and improving the business techniques and methods, used by entrepreneurs (Fig. 1).

This can result in a decrease in performance efficiency compared to the possible attainable level. Besides, technologies for big data analysis need to be developed, because as shown by practice, this can increase the level of labor efficiency compared with enterprises that do not apply such technologies. At the same time, the digital economy contributes to the development of the enterprise's brand and reputation, which have become important components of increasing labor efficiency, because an increasing number of operations are carried out online.

⁷ Ek. V. Agamirova; El. V. Agamirova; O. Ye. Lebedeva; K. A. Lebedev y S. V. Ilkevich, "Methodology of estimation of quality of tourist product", *Quality - Access to Success* Vol: 18 num 157 (2017): 82-84; I. N. Lukiyanchuk; S. V. Panasenko; S. Yu. Kazantseva; K. A. Lebedev y O. E. Lebedeva, "Development of online retailing logistics flows in a globalized digital economy", *Revista Inclusiones* Vol: 7 num S2-1 (2020): 407-416 y N. A. Zavalko; V. O. Kozhina; A. G. Zhakevich; O. E. Matyunina y O. Ye. Lebedeva, "Methodical approaches to rating the quality of financial control at the enterprise", *Quality - Access to Success* Vol: 18 num 161 (2017): 69-72.

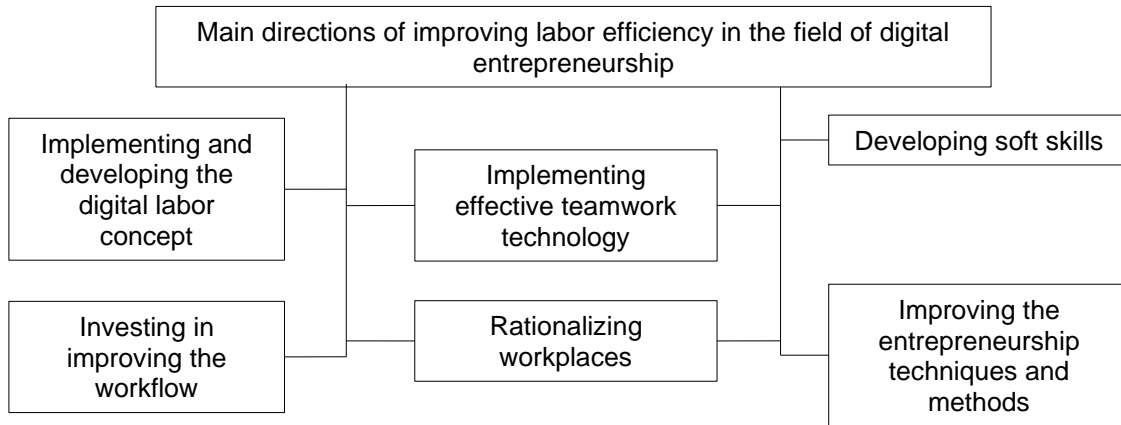


Figure 1
Main areas of improving labor efficiency in digital entrepreneurship

The quality of management also affects the sustainable improvement of labor efficiency that makes it necessary to acquire high-quality and contemporary management competencies to effectively apply technologies for using intellectual resources. In this case, digitalization leads to a transformation of reality, radically changing all areas of life, which also leads to changes in people's behavior, in particular, labor in the era of the digital economy, namely, the nature of labor, its quality, employment structure, and efficiency.

A new technological paradigm is being actively formed and developed, which is called the new industrial revolution, aimed at developing an innovative economy, implementing cyber-physical systems, and eliminating borders between the physical, virtual, social, and biological spheres of life. At that, the basis of the technological paradigm is the digitalization of all activity spheres. In this regard, the concept of digital labor is discussed widely, as well as the problems of the impact of computer technologies on various types of work, qualification of the workforce, and labor management.

In the context of the transformation of the technological paradigm and the production fundamentals, the labor and employment model is also changing. The ongoing changes in the development of digital technologies lead to changes in demand and supply in the labor market, changing both the work organizing process and the content of the very work. Working conditions for employees are changing, becoming less attached to the place and time of work, as well as requirements for employees, especially for their digital competencies.

However, the exact requirements for employees, their qualifications and competencies have not yet been elaborated. But one can confidently state that it is necessary to improve digital competencies since the digital environment is becoming an integral part of any activity aimed at further development. Therefore, the ongoing transformations in all spheres of activity lead to the transformation of the labor market including through the development of digital economy technologies. More and more labor market players, especially young professionals who have recently entered the labor market, are considering the possibilities of digital technologies as new opportunities for their development and career growth, the realization of their interests.

Nontraditional forms of employment, such as freelancing, remote or distance employment, part-time employment, self-employment, and agency employment, are becoming increasingly popular. The sharing economy is becoming more widespread, i.e. a network of people who work without any formal employment and can participate in several projects at the same time, layout, and organize their employment. In this case, all these forms of employment require individuals, who seek self-actualization through these forms of employment, to possess high-quality digital competencies that will allow them to be competitive in the digital labor market and occupy a proper niche.

The authors of present research use terms, such as *hard skills* and *soft skills*. While hard skills are aimed at the ability of employees to perform specific activities according to the requirements for their professional activities, soft skills are multipurpose skills that do not depend on the specific professional affiliation of the employee. Soft skills are personal qualities of an individual that make it possible to interact more effectively with other people.

Currently, in the context of the digital economy progression, the main focus is on the development and improvement of soft skills, i.e. competencies aimed at personal growth, self-actualization, and development. Commonly, it is accepted to distinguish eight main soft skills: communication in the native language; communication in a foreign language; mathematical literacy; digital competence; learning skills; communication skills; initiative and entrepreneurship; cultural awareness, and self-expression.

At the same time, in a competitive environment, the main priorities of the professional competence of a specialist are the ability to adapt to rapid changes and new needs of the labor market, be information-educated, act actively, make quick decisions, and learn throughout life. Therefore, from the practical psychology standpoint, entrepreneurial competence is a personal quality, ability, behavior model necessary to successfully solve certain business tasks, and achieve high results in business activities.

Besides, the digital economy encourages the generation of fairly high incomes based on small capital and a small number of employees. At that, the implementation of digital technology brings with it challenges that must be overcome by the society for the successful implementation of the digital economy. These challenges are associated with lack of competencies, low level of digital literacy of the population; short-term decrease in labor efficiency due to implementation of new technologies; growing technological unemployment; significant changes in the regional structure of productive forces; lack of qualified personnel to implement a digital transformation strategy that requires the use of a state support system for digital entrepreneurship (Fig. 2).

The strategy of the digital transformation of the business environment requires improving customer service and switching to a customer-oriented service system, developing partnerships and flexible integration with partner companies (digital partnership is becoming one of the factors of business scale), as well as using databases, implementing new strategies and a culture of innovation.

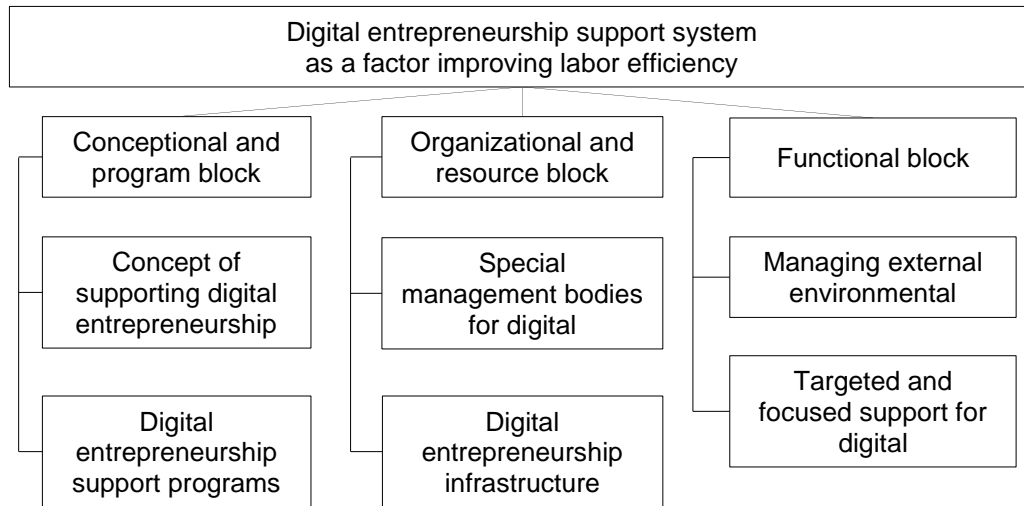


Figure 2

Support system for digital entrepreneurship as a factor improving labor efficiency

Entrepreneurs should understand how digital technologies can support communication, creativity, and innovation activities, and be aware of their capabilities, limitations, consequences, and risks. They must understand the general principles, mechanisms, and logic behind developing digital technologies, as well as the basics of how various devices, applications, and networks operate and are used.

The acquisition of digital competencies by entrepreneurs can be seen as a need for the entire society. This problem was also identified at the state administration level. As a response, mechanisms for the digital competencies formation in society have been developed and implemented. In this case, the most common mechanism for the digital competencies formation in society is government programs aimed at orienting society to the digital economy conditions.

Studies suggest that entrepreneurs should be critical of the validity, reliability, and impact of information and data that are available through digital media, and be aware of the legal and ethical principles associated with the use of digital technologies. Entrepreneurs must be able to use digital technologies to maintain active citizenship and social integration, to collaborate with others, and to be creative in achieving personal, social, or commercial goals.

This is why companies that have relied on global trends are among the world leaders. However how long they will be able to hold on is a big question, largely related to the competencies of their employees. The new model of higher education creates "competencies portfolios" based on the assessment of future demand of companies. Its implementation is largely due to the coincidence of three groups of factors: the active application of new technologies; the transition to the concept of an "entrepreneurial university" that combines education, science, and business; and the development of demand from end-users within the framework of the lifelong learning concept.

Skills include the ability to use, filter, evaluate, create, program, and distribute digital content. Individuals must be able to manage and protect information, content, data, and digital identities, as well as recognize and work effectively with programs, devices, artificial intelligence, and robots. At the same time, working with digital technologies and

content requires a reflexive, critical, and at the same time an inquisitive, open, and forward-looking attitude to their development. It also requires a moral, safe, and responsible approach to the use of tools for improving labor efficiency.

Discussion

The reliability of the presented approaches is confirmed by the fact that the creation of favorable conditions and the search for appropriate models of public-private partnership, their support, will contribute to the growth of private investment in the field of digital entrepreneurship. The emergence of new operators in a short period will significantly expand the opportunities for entrepreneurs to obtain appropriate digital skills, especially in the regions.⁸

One of the important tasks is to update the state classifier of professions, that is, to develop and approve a list of digital professions based on the requirements of the labor market and digital trends, followed by the development of an appropriate program for their implementation in specialized educational institutions. Therefore, the digitalization of the real sector of the economy is the main component of the digital economy and a determining factor in the growth of the economy in general, including the very digital industry as a technology producer.

The practice has shown that digital technologies in many sectors are the basis of product and production strategies. Therefore, to implement large-scale digital transformations, enterprises, small and medium-sized businesses, as well as industries need to create conditions and appropriate incentives – from information and marketing to fiscal ones. In this case, digital technologies should be accessible both from the standpoint of organizational and technical access to the corresponding digital infrastructure, as well as from the financial and economic viewpoint, that is, through the creation of conditions and incentives that will encourage businesses to digitalize.

This activity will result in economic modernization, its recovery, and competitiveness. At the same time, the integration of digital technologies into production processes is a priority state policy. For the development of such a policy, it is important to set goals, that is, to analyze and study the economic sectors to assess competitiveness and development prospects. Such work assumes involving research agencies, obtaining relevant insights, identifying growth drivers, organizing result-driven communication, etc. The research results should be used for further planning and reducing risks for entrepreneurs in the digital sphere.

Conclusion

Summing up, it can be concluded that the mass distribution of digital technologies contributes to the formation of network relations and the emergence of information

⁸ N. Ya. Golovetsky; E. V. Ivanova; E. A. Galy; I. B. Vypryazhkina y O. Ye. Lebedeva, "Improvement of methodological approaches to financial analysis of fixed assets of the enterprise", *Espacios* Vol: 40 num 34 (2019); E. V. Ogloblina; M. I. Seredina; J. O. Altunina; V. A. Kodolov y K. A. Lebedev, "Socio-economic consequences of digital development of the economy", *Revista Inclusiones* Vol: 7 num Especial (2020): 421-430 y E. I. Shishanova; A. S. Bagdasarian; A. E. Semak; A. L. Frolov y P. N. Sharonin, "Integrated Use of Multitrophic Aquaculture Resources in the Recreational Business", *Journal of Environmental Management and Tourism* Vol: 11 num 3(43) (2020): 714-720.

networks based on the interaction of individual members of society. In this case, the increase in information pressure on the entrepreneur through new technologies makes traditional algorithms for obtaining and processing information ineffective. Therefore, creating programs, training, and improving continuously the level of digital competencies of entrepreneurs are an urgent need for economic development at the present stage.

Besides, the formation of professionally competent staff allows improving the quality of work performed and ensuring high labor efficiency in a competitive environment. To do this, it is necessary to use approaches and methods, such as state programs for the dissemination of digital competencies, restructuring the education system, creating training platforms, and encouraging the acquisition of digital competencies at the microlevel.

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