

Formation of a system for increasing the sustainability and productivity of the agro-industrial complex

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Abstract. Research into the issues of increasing the sustainability and productivity of the agro-industrial complex is becoming more and more in demand. The agro-industrial complex acts as a point of concentration of resources in the sphere of material production, a catalyst for economic development, and ensures an increase in the quality of life. This article discusses the issue of measures to increase the sustainability and productivity of the agro-industrial complex as part of strategic planning, ensuring continuous economic growth and the formation of food security, including using methods of effective human resource management. The authors analyzed the problematic aspects of the internal and external environment that affect the productivity of the agro-industrial complex, and also formulated relevant proposals to overcome pressing problems.

1. Introduction

The process of functioning of the agricultural industry is associated with the active use of various production equipment and chemical products, and also presupposes the presence of a large amount of production waste, which negatively affects the state of ecological balance. In this regard, the issue of introducing the principles of greening is becoming especially relevant. The greening of agricultural activities and the agro-industrial complex as a whole is a systemic process, during the implementation of which it is necessary to take into account a whole range of alternative complementary directions. Therefore, there is a need to develop an effective set of measures for the use of agricultural landscapes, taking into account the list of environmental factors affecting the environment of Russia [1]. At the same time, it seems important to develop environmental literacy among both agricultural personnel and the general population.

If not so long ago, information resources and technologies were the main link determining the qualitative development of a particular sphere, then at the moment the peculiarity of the development of labor relations is the revision of the place, role and potential of human resources.

Human resources are one of the most important factors in the development of each of the branches of the agro-industrial complex. Workers are not only the key to the successful functioning of the



complex, but also capital, economic and intellectual resources. They create new products, control the quality of services and goods. If not so long ago, information resources and technologies were the main link determining the qualitative development of a particular sphere, then at the moment a feature of the development of labor relations is a revision of the place, role and potential of human resources. There is a steady tendency to consolidate the defining role of development in the labor force. If until the mid-90s of the last century, administrative and operational functions were the basis of the work of the personnel service, then with the emergence of private property and the development of market relations, workers began to be considered as the most important resource. A lot of fundamentally new tasks in the field of personnel management were formed, related to corporate culture management, change management, talent search, restructuring of production elements, etc. Human resource management is a modern concept that originated in American management, the implementation of which involves increasing production productivity indicators [2].

In turn, agriculture as the fundamental basis of the agro-industrial complex (AIC) is one of the basic components of life support, welfare and security of the state. The agro-industrial complex provides the subject with jobs and food independence, and has a significant impact on many industries. Agro-industrial complex enterprises possessing enormous opportunities and potential are capable of making a significant, if not decisive, contribution to the development of a region, a subject, and the country as a whole. The agricultural sector is a complex multi-level system, the stability of which is determined by various factors and conditions. In the sustainable development of the agro-industrial complex, the institutional environment plays a special role, which is considered as a means of reconciling the social, environmental and economic components of sustainability [3].

In this regard, the formation of an effective mechanism for human resource management in the agro-industrial complex seems to be an important task, which determines the relevance of this study. It is necessary in a timely manner, in theory and practice, to develop a human resource management system in order to ensure the successful functioning of the agro-industrial complex in a market economy [4]. Also, the concept of sustainable development, which replaced the theory of economic from the late 80s of the last century, has a number of problems implementation. A timely analysis of existing difficulties and modernization of both methodological and theoretical foundations is required, especially in the context of rapidly changing factors of the internal and external environment [5].

2. Materials and methods

In accordance with the purpose of this article, the authors have applied research methods such as analysis and comparison of relevant scientific research presented in journals, monographs, textbooks and various periodicals.

3. Results

So, at present, various researchers highlight a certain list of existing problems in the field of human resource management, where in the first place is the shortage of personnel [6]. For a number of branches of the agro-industrial complex, seasonal work is typical, mainly in summer and off-season with a period of stagnation in winter. This circumstance determines the need of the complex in the amount of labor resources. Seasonal workers face intermittent unemployment, which makes the job offer less attractive. Also, during the period of “downtime” of the main place of work in the agro-industrial complex, employees can find new jobs and not come back. However, the shortage of personnel is due not only to the instability of jobs, but also to the low level of salaries, weak or absent material or non-material motivation of employees. This circumstance leads to a decrease in the productivity of the agricultural sector. Separately, it is worth highlighting such problem as the weak implementation of human resources management functions in the agro-industrial complex. This aspect follows from the previous factors. Lack of employees in the HR department leads to the impossibility of fully performing the functions of personnel management, even if the staff members are highly qualified. It is worth noting the fact, that the institutional environment in rural areas on the territory of the Russian Federation was formed in the absence of private property. This had an impact on the

worldview and mentality of local residents, therefore decisions on modernization and change of any elements of the agro-industrial complex management should consider this circumstance.

4. Discussion

Noting that the strategy for sustainable development of the agro-industrial complex is the most important link in the agro-industrial policy of the state, at the moment there is a deficit of state regulation in this area. The existing most important tasks of the development of the agricultural sector cannot be achieved until a sufficient amount of attention of the authorities is paid to this. It is required not only to attract qualified employees, ensure their employment during the period of stagnation and increase the level of wages, but also stimulate investment attractiveness and scientific developments, increase the level of development of various forms of management, etc. Achieving the implementation of the concept of sustainable development of the agro-industrial complex is a difficult task. Since human resources inseparably coexist together with financial, information and other flows, it is required to pay attention to the development of not one specific area, but to develop all existing areas of activity in a balanced way, maintaining a balance between the spheres of agro-industrial activity [7].

Studying the field of human resource management reveals the need for formation and further application an integrated effective approach to the management of labor resources of the regions and the country as a whole. The creation of a modernized human resource management system will determine the basis for the implementation of innovative systems for the formation and management of labor resources in the agro-industrial complex, as well as information systems that promote cooperation and integration of the agro-industrial complex's spheres of activity. The development of a system of material and non-material motivation of personnel is also relevant for increasing the productivity of the agricultural industry. So, for example, some enterprises of the agro-industrial complex use such methods of stimulation as: subsidizing personnel; issuance of loans; health insurance; provision of agricultural goods and services at a reduced cost. The widespread use of the above methods of motivation can increase the interest of personnel in work in the agro-industrial complex - to retain existing personnel and attract new ones. A quick response to requests from both personnel and the rural population will help to overcome the existing problems of the agro-industrial sector [8]. Before the future of the state administration of the agro-industrial complex, the tasks of creating new production and agricultural processes, tools and mechanisms of influence for the development of complex industries of significant scale are outlined [9]. This is the accumulation of physical and human capital, which constantly requires the construction of a new agro-industrial strategy, a high business culture capable of being mobile and quickly responding to internal and external challenges to modernize and increase agricultural productivity [10-11].

5. Conclusion

At the end of this article, it should be noted that the modernization of the human resource management system in agriculture acts as a necessity based on the state of the economic process and economy, which affects not only the number and quality of employed personnel and increased competitiveness, but also directly contributes to the implementation of the state import substitution program, and also increases the productivity of the functioning of this area. An important task for the economy of the Russian Federation is the full realization of the potential of agro-industrial complexes, which are going through a period of production degradation [12]. Based on this, it can also be said, that in addition to local actions of organizations in the agro-industrial complex in specific regions, there is a need for support from the state policy system. The modernized mechanism of human resources management in the agro-industrial complex should ensure the efficient operation of business entities in modern economic conditions. It is required to create a structured, high-quality adapted system, consisting of jointly and interconnectedly functioning elements, the main goal of which will be to fulfill not only the needs of the administration, but also the personnel of organizations. It is important to conduct regular monitoring to make relevant adjustments to the formed system [13]. A person as a labor unit is

actually an asset of our time, and human resources are capital, therefore the lack of proper attention to them will immediately affect the state of all agricultural production.

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