COMPREHENSIVE ANALYSIS OF THE REGION’S SOCIAL AND LABOR SPHERE

INTRODUCTION

In recent years, the system of social and labor relations that characterizes the social and labor sphere has undergone significant changes. The integration of the world economic space, the development of digital technologies, and migration processes require the Russian labor market to strengthen structural flexibility and regulatory validity for the use of resources. The implementation of information and communication technologies into production actualizes issues, such as the development of nonstandard forms of employment, increasing the human potential of employees in proportion to the needs and demands of the labor market, as well as creating favorable conditions for Russia’s entry into a new era of social and labor structures with the appropriate legal framework. In the authors’ opinion, reaching the above is possible only if a comprehensive analysis of the social, economic, political, and technological components of public life is carried out in order to strengthen the impact on the development of the social and labor sphere. In this regard, this study justifies the feasibility of analyzing the dynamics of the main socio-economic indicators that characterize the social and labor sphere, in order to identify its strengths and weaknesses and substantiate recommendations for making managerial decisions.

The research was based on the study of the influence of the social, economic, political, and technological groups of factors on the development of the region’s social and labor sphere. The official data of Russian statistics served an information base for conducted calculations.

MATERIALS AND METHODS

The comprehensive analysis of the social and labor sphere was based on the use of statistical indicators contained in the state statistical reporting database and provided for the integrated use of PEST and SPACE analysis methods (ARUTYUNOVA, 2010). These methods are traditionally used to analyze the macroenvironment of an enterprise (CAUHYE, NIE, POKHAREL, 2012, p. 4-13; BASILIERE, 2021). In the course of the research, they were adjusted to study the transformation process of the social and labor sphere of the region, in particular, the Voronezh Region, which was chosen as a research object. This region, being a part of the Central Federal District, is typical for Russia in terms of its main parameters.

The algorithm for conducting the study is presented in the following steps:

- applying PEST analysis at the regional level;
- applying SPACE analysis at the regional level;
- applying the authors’ methodology for integrating the results of PEST and SPACE analyses at the regional level.

Applying PEST analysis at the regional level. The PEST analysis is a tool for long-term strategic planning for 3-5 years and involves annual data updates. It can be represented in the form of a matrix consisting of four quadrants (Table 1).
Table 1. Matrix of PEST analysis factors (ARUTYUNOVA, 2010).

| P (Political)                          | E (Economical)                          |
|---------------------------------------|-----------------------------------------|
| Type of management                    | Degree of business development          |
| Stability of the government           | Growth rates of economic indicators     |
| Legal norms                           | The level of unemployment, employment,  |
| Level of bureaucracy and corruption   | the condition on the labor market       |
| Trends towards regulation             | Level of disposable income of the       |
| Legislation in the field of labor and  | population                               |
| social assistance to the population   | The most likely economic changes for the |
|                                       | next 3-5 years                           |
| The most likely political changes for |                                        |
| 3-5 years                             |                                        |

| S (Socio-Cultural)                    | T (Technological)                        |
|---------------------------------------|-----------------------------------------|
| Population size                       | Contribution of technologies to the     |
| Health, education, and social mobility| development of the social and labor     |
| Habits and behavior                   | sphere                                   |
| Standard of behavior                  | Development of the Internet and mobile   |
| Standard of living                    | devices                                  |
|                                       | Development of scientific and technical  |
|                                       | achievements                            |
| The most likely socio-cultural changes| Degree of technology utilization and     |
| for 3-5 years                         | implementation                          |
|                                       | The most likely changes in terms of the |
|                                       | technology for 3-5 years                |

Source: Search data.

The abbreviation of PEST analysis denotes the following indicators of the region: political (P), economic (E), socio-cultural (S), and technological (T). The specification of indicators for each group can be described as follows:

P (Political) stands for political and legal factors. Analyzing the political and legal environment, first of all, it is necessary to answer questions about key changes in the sphere of legal regulation and political stability.

E (Economical) stands for factors of the economic condition of the region. Analyzing the factors of this group, it is necessary to determine the key parameters that characterize the economic status of the territory.

S (Socio-cultural) stands for factors of the social and cultural status of the territory. Analyzing the factors of this group, it is necessary to select the key parameters that characterize the social development of the studied territory.

T (Technological) stands for factors of the technological status that characterize the progress in industries since it is the change in technology that can radically change the existing socio-economic foundations in the context of contemporary economy and continuous technological progress.

In the context of increasing attention to the environmental condition in the region, ecological factors (E – Ecological), acting in the legal framework (L – Legal), which is applied to the entire social and labor sphere, play a significant role. Such addition of two groups of factors can be considered as an extended version of a PEST analysis.

Factors of a legal status represent the legal environment of business functioning and reflect in more detail possible changes in legal acts which in the context of the present study, may affect the condition in the social and labor sphere. Ecological factors reflect the level of comfort of the environment, which is very important for the population of the region.

Applying SPACE analysis at the regional level. The SPACE analysis includes an assessment of the most profitable strategic position, in this case, the most profitable strategy that can ensure the productive functioning of the labor market, which is a key indicator of the status of the social and labor sphere of the region.

The essence of this method is to identify and assess a group of factors using a scale from 0 to 6. This research stage is carried out through expert evaluation, involving representatives of government agencies and businesses. After evaluating the value of each factor, the average values of the factors within each group were calculated and plotted on the coordinate axes, as shown in Fig. 1.
Figure-1. Matrix of strategic condition and evaluation of actions (ARUTYUNOVA, 2010).

![Matrix of strategic condition and evaluation of actions](image1)

Source: Search data.

This resulted in obtaining one of the quadrangles shown in Fig. 2.

Figure-2. Graphical representation of various strategic conditions (ARUTYUNOVA, 2010).

![Graphical representation of various strategic conditions](image2)

Source: Search data.

If the FS-IS side of the quadrangle is at a maximum distance from the center of coordinates, this means that the labor market is arriving in an aggressive strategic condition. With the maximum distance of the IS-ES side, the market is in a competitive strategic situation. The maximum distance of the CA-FS side characterizes the conservative strategic situation of the labor market. The maximum distance of the CA-ES side characterizes the condition of the labor market as defensive. Depending on what strategic situation is inherent in the labor market, the following groups of strategy mechanisms are the most appropriate.

**Aggressive condition.** This condition is quite typical of the labor market attractiveness, characterized by little uncertainty about the current situation. In the framework of this strategy, it is necessary to focus on maintaining and increasing key positions by means of the region’s financial potential. In this case, the mechanisms are aimed at expanding the production sphere, implementing new equipment and technology, and improving production and employment conditions.
Competitive condition. In the context of the development of competition, this labor market condition is considered as key, since the identification of competitive advantages is important in any situation. Improving competitive advantages requires financial investments. Therefore a strict examination of their use is necessary to identify reasonable sources of financing.

Conservative condition. The stabilization of the labor market is characterized by its conservative condition. In this case, efforts are concentrated on financial stabilization, as in the previous case. The main settlement framework includes strengthening the technological component, increasing production capacity, in particular, in the public sector of the economy, and reducing the gap between lagging indicators of the region’s labor market.

Defensive condition. In this case, the emerging condition is characterized by the lack of institutional specification combined with a financial imbalance in the regulation of the social sphere. The necessary strategy is to prevent the emergence of institutional threats by strengthening the regulatory framework and achieving financial stability by planning public expenditures in the areas of regional development in need.

Application of the authors' methodology for integrating the SPACE and PEST analyses results at the regional level. The essence of the proposed method is as follows: based on the SPACE analysis, a track is built while the titles of coordinate axes are replaced with the names of four quadrants from the PEST analysis. It should be noted that this dependence follows from the validity of combining the two methods since the four PEST analysis factors are interrelated with the SPACE analysis factors. Thus, the factors of financial potential are considered by the authors as an economic aspect of the social and labor sphere, competitive advantages correspond to the political factor of stability from the standpoint of social and labor institutions, the stability of the situation determines the social component and, finally, the industrial potential characterizes the technological aspects. Based on these assumptions, the resulting track is built for the four priority analysis sectors, using the basic track of the SPACE analysis (Fig. 3).

Figure-3. Matrix of strategic situation and evaluation of actions in the framework of combined PEST and SPACE techniques.

Source: Search data.

This matrix allows obtaining information for a comprehensive analysis of the social and labor sphere of the region. The results of the analysis are focused on the development of measures to improve the social and labor sphere by making informed managerial decisions in the social, economic, political, and technological sectors.

LITERATURE REVIEW
Many Russian and foreign scientists have been engaged in social and labor research (KOLESOV, TUTOVA, 2011, p. 656-951; Drobizheva, 2008, p. 4-71; AL-THAQEB,
ALGHARABALI, 2019; SOYINKA, SIUM, 2018, p. 23-36). Most often, the status of the social and labor sphere is associated with the situation on the labor market, which, according to the authors, is quite natural and taken into account in the proposed method. The problems of the labor market are reflected in the works of many authors. Technologies in relation to the labor market were studied by G. Graetz et al. (2019).

Migration processes have significant impact on the labor market, as well as the social and labor sphere, in general, that was confirmed in the generalization of the latest results of the consequences of forced migration, as confirmed by S.O. Becker (2019, p. 8). As noted by T. Boeri, attempts to stabilize the condition on the labor market in some cases correspond to the transformation of the legislative and regulatory framework (BOERI, GARIBALDI, 2019, p. 39). The issue of the wage level and dynamics was considered as a key problem in relation to the labor market, and the social and labor sphere, which was reflected in the works of H. Okudaira (2019, p. 72) and J. Ratts (2019, p. 159).

Socio-demographic analysis of employment and unemployment attracted the interest of scientists in terms of its transformation and impact on socio-economic development, which was reflected in the work of P. Soric et al. (2019). The labor market was also considered from the standpoint of its fairness and efficiency; therefore, a significant role has been given to its information transparency, which is very important for obtaining reliable information and forming managerial decisions. On this issue, the authors fully share the viewpoint of E. Isgın (2015, p. 37).

The usefulness of the statistical methods and models to analyze and predict the situation in the social and labor sphere and its sectors were shown by L. D’Ambra (2016) and J. Berbegal-Mirabent (2019). Issues of analysis have been repeatedly reflected in the works of R. Banker (2014, p. 74) and H. Ahn (2018, p. 83) related to the social and labor sphere.

The status of the social and labor sphere is reflected in the inequality of wages and income that is often associated with political condition and corruption. It is argued by the fact that there is a cause-effect relationship between them, which was confirmed in the OECD member countries (POLICARDO, CARRERA, RISSO, 2019). Therefore, modeling of social capital and poverty is considered an essential condition for regulating the situation in the social and labor sphere (HARRISON, MONTGOMERY, JEANTY, 2019, p. 187; Ji, Lu, QU, 2018, p. 266-287). At that, the viewpoint is argued that social capital is associated with innovation and economic growth (LAOPODIS, PAPASTAMOU, 2019; THOMPSON, 2018, p. 46). The focus on decent working conditions is manifested in increased attention to job satisfaction, the organization of the working day, and the established obligations of employees (CAHILL et al., 2015, p. 48).

International experience shows the importance of a differentiated approach to the study of the social and labor sphere as well as welfare in urban and rural areas (NOE et al., 2003, p. 305-310; VIGANO, GROSSI, BLESSI, 2019, p. 34). Moreover, these features depend on the size of cities and rural settlements (SORIC et al., 2019).

The study of the features of the social and labor sphere in Russian regions is reflected in the works of V. Gimpelson and R. Kapelyushnikov (2005; 2011). Yendovitsky D. A. (2009, p. 17), I.E. Risin, Yu. I. Trechshevsky (2018, p. 155), and A.A. Fedchenko (2016, p. 65; 2007, p. 10-23) studied the social and labor sphere in the Voronezh Region. Summarizing the results of the study of the social and labor sphere allowed forming the authors’ attitude with regard to the need for its comprehensive analysis.

RESULTS

In accordance with the authors’ viewpoint, influence analysis of the main groups of factors for each of the selected sectors (social, economic, political, and technological) was carried out using the following SPACE methodology. All initial information for the calculations was based on official data of Russian statistics for 2010-2018 (ROSSTAT, n.d.).

In the authors’ opinion, the key factors are those that affect the social sphere of the region because of their primary importance for the formation and harmonious development of the labor and economic spheres. These factors were evaluated based on the analysis of monetary expenditures in the region for various items. The analysis of the impact of expenditures
dynamics on the development of the social sphere in the Voronezh Region revealed that for seven years all indicators of the social environment were constantly changing, but it could be definitely stated that there was a steady increase in percentages to the result of some of them. Thus, spending on the national economy increased significantly from 16.2 to 21.1%, on social policy - from 19.2 to 22.8%, and on education - from 20.8 to 28.8%. At the same time, the proportion of health spending decreased from 14.3 to 7.1%, while housing and communal services decreased from 10.2 to 4.0%. According to the study of social development in the Voronezh Region, experts from among representatives of government authorities and businesses formed an expert rating of the region’s social development (Table 2).

Table 2. Expert assessment of the social sphere development in the Voronezh Region

| Development factors                  | Score |
|--------------------------------------|-------|
| National-level issues                | 2     |
| National defense                     | 1     |
| National security                    | 1     |
| Housing and public utilities         | 2     |
| Environmental protection             | 1     |
| Public health service                | 4     |
| Social policy                        | 4     |
| Education                            | 4     |
| Average score                        | 2.37  |

Source: Search data.

Along with the social sphere, the economic potential of the labor market of the region was studied as well. An important factor in the development of economic strength is the monetary income of the population. Analysis of the composition and dynamics of monetary incomes of the population in the Voronezh Region has shown that the composition of incomes of the population in the Voronezh Region is dominated by income not associated with the main directions of their production, the so-called “other income”, whose proportion varies from about 28.1 to 41.5%. Remuneration of labor accounts for between 27.1 and 34.8% of citizens' income, while income from business activities ranges from 10.4 to 11.1%.

The real average monthly wages, whose importance was emphasized by a number of authors, was considered one of the key indicators of the region’s economic development. The dynamics of the real average monthly accrued wages were considered as of August 15, 2018, as a percentage of the previous year. In 2015, the real average monthly wages increased by 89.1%, in 2016 - by 99.1%, while in 2017 - by 102.8% that indicated a steady growth trend. In the authors’ opinion, it is reasonable to consider the dynamics of the average monthly real wages in combination with the cost of a minimum food basket. Analysis of the cost dynamics of the minimum food basket per person per month revealed an increase in this indicator, which was associated with both inflationary processes and the expansion of the considered range of products.

One of the most important indicators that characterize the social sphere of the region is the consolidated budget revenues. Analysis of the structure and dynamics of the consolidated budget revenues of the Voronezh Region revealed that the largest proportion in the revenue items was personal income tax (24.1-28.9%), while the proportion of tax on profits ranged from 12.8 to 17.2%. According to the study of economic development in the Voronezh Region, experts from among representatives of government authorities and businesses formed an expert rating of the region’s economic development (Table 3).

Table 3. Expert assessment of the economic potential development of the Voronezh Region

| Development factors                     | Score |
|-----------------------------------------|-------|
| The monetary income of the population   | 4     |
| Real average monthly accrued wages      | 3     |
| Cost of the minimum food basket         | 4     |
| Consolidated budget revenues            | 3     |
| Average score                           | 3.5   |

Source: Search data.
The impact of socio-economic factors is directly related to the development of the political potential of the region considered in this study as institutional. Thus, migration processes are an indicator of the socio-economic well-being of the region, the development level of social and labor relations, as well as investment attractiveness. Analysis of the migration process's structure and dynamics in the Voronezh Region revealed an increase in the number of migrants, whose large proportion was the urban population of the region. The proportion of migrants in the total population of the region ranged from 3.2 to 12.5%. For the Voronezh Region, migration processes are significant since they result in a decrease in the number of labor resources, which is associated with legal and political features of regulation in this area. One vivid indicator of the political and legal situation in the region is the development of individual entrepreneurship. Dynamic analysis of the number of individual entrepreneurs by main types of activity has revealed that transport and communications, real estate operations, rental and provision of services, wholesale and retail trade, agriculture, as well as hunting and forestry are the activity areas developed most successfully.

It should be noted that all of the above indicators were considered in the context of institutional factors that act as development indicators of the political environment in the region. Based on the research results of the political (institutional) sphere of the Voronezh Region, experts from among representatives of government authorities and businesses formed an expert assessment of the development of the political sphere of the region (Table 4).

**Table-4.** Expert assessment of the development of the political (institutional) potential of the Voronezh Region

| Development factors                                      | Score (expert assessment) |
|----------------------------------------------------------|----------------------------|
| Positive (+)/negative (-) migration balance              | 4                          |
| The structure of the labor force                         | 3                          |
| Dynamics in the number of individual entrepreneurs       | 5                          |
| Average score                                            | 4                          |

*Source: Search data.*

Development factors of the industrial (technological) potential of the region were estimated based on the number of used and developed advanced production technologies, communication and information technologies implemented in organizations, by equipping organizations with personal computers, etc. The number of used advanced production technologies has revealed that design and engineering (average score amounts to 451.6); production, processing and assembly (563.0); as well as

**Figure-4.** Track of the strategic situation of various spheres of Voronezh Region based on the research data.

![Figure-4](source: Search data.)
Thus, the evaluation of statistical data for the period of 2010-2017 has shown an uneven impact of factors. The highest rating has been given to technological factors which reflect increase in the availability of personal computers in organizations of the Voronezh Region, as well as the use and development of advanced technologies. In addition, migration gain has been noted in the Voronezh Region, which characterizes the investment attractiveness of the region. In the context of a declining working-age population, the emergence of foreign workers is one of the ways to reduce the imbalance in the labor market. However, the situation in housing and public utilities, the environment, national-level issues, and security issues requires increased attention on the part of regional and municipal authorities by means of administrative control.

CONCLUSION
Building a contemporary society is based on creating a socially-oriented sphere that is undergoing significant changes. The need to study the social and labor sphere has been noted in the works of many authors. The present research was based on the study of the impact of the social, economic, political, and technological groups of factors on the development of the social and labor sphere of the region. The methodological apparatus included conducting statistical research, using various analysis options, and expert evaluation.

The multi-aspect nature of the research allows obtaining a result, whose application will contribute to making informed and constructive managerial decisions aimed at improving the social and labor sphere, as well as forming its development vector that takes into account the priority of social equity over economical efficiency.

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Comprehensive analysis of the region’s social and labor sphere

Análise abrangente da esfera social e trabalhista da região

Análisis integral del ámbito social y laboral de la región

Resumo
Com todas as características regionais, é possível identificar os principais padrões que, na opinião dos autores, se manifestaram na Região de Voronezh, região típica do Distrito Central. Os dados de 2010-2018 do Serviço Federal de Estatísticas do Estado (Rosstat) foram utilizados como base de informação para a realização da análise. O algoritmo de pesquisa foi apresentado pelas seguintes etapas: aplicação da análise de PEST no nível regional, aplicação da análise espacial em nível regional, desenvolvimento da metodologia dos autores para integração dos resultados das análises de ESPAÇO e PEST no nível regional. Com base nos resultados da pesquisa, foi realizada uma avaliação pericial em relação aos aspectos que refletem o potencial da região, ou seja, social, econômica, política e tecnológica. O uso da metodologia para integrar os resultados das análises ESPAÇO e PEST permitiu combinar e formar um caminho do estado estratégico da esfera social e trabalhista da Região de Voronezh, refletindo o vetor de sua mudança.

Keywords: Social and labor sphere. PEST analysis. SPACE analysis. Expert evaluation. Managerial decisions.

Abstract
With all the regional features, it is possible to identify the main patterns that, in the authors’ opinion, were manifested in the Voronezh Region, which is a typical region of the Central Federal District. The data for 2010-2018 of the Federal State Statistics Service (Rosstat) were used as an information base to conduct the analysis. The research algorithm was presented by the following steps: application of the PEST analysis at the regional level, application of the SPACE analysis at the regional level, development of the authors’ methodology for integrating the results of SPACE and PEST analyses at the regional level. Based on the research results, an expert assessment was performed with respect to the aspects that reflected the region’s potential, namely, social, economic, political, and technological. The use of methodology for integrating the results of SPACE and PEST analyses allowed combining and forming a track of the strategic state of the social and labor sphere of the Voronezh Region, reflecting the vector of its change.

Keywords: Social and labor sphere. PEST analysis. SPACE analysis. Expert evaluation. Managerial decisions.

Resumen
Con todas las características regionales, es posible identificar los principales patrones que, en opinión de los autores, se manifestaron en la Región de Voronezh, que es una región típica del Distrito Federal Central. Los datos para 2010-2018 del Servicio Federal de Estadísticas del Estado (Rosstat) se utilizaron como base de información para realizar el análisis. El algoritmo de investigación se presentó mediante los siguientes pasos: aplicación del análisis PEST a nivel regional, aplicación del análisis SPACE a nivel regional, desarrollo de la metodología de los autores para integrar los resultados de los análisis SPACE y PEST a nivel regional. Con base en los resultados de la investigación, se realizó una evaluación pericial con respecto a los aspectos que reflejaban el potencial de la región, a saber, social, económico, político y tecnológico. El uso de la metodología para integrar los resultados de los análisis SPACE y PEST permitió combinar y formar una pista del estado estratégico de la esfera social y laboral de la Región de Voronezh, reflejando el vector de su cambio.

Palabras-clave: Ámbito social y laboral. Análisis PEST. Análisis SPACE. Evaluación de expertos. Decisiones gerenciales.