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IMPROVING THE EFFICIENCY OF THE USE OF LABOUR POTENTIAL IN RURAL AREAS IN THE CONTEXT OF DIGITALISATION OF THE ECONOMY

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Annotation. The population is the basis for the formation of labour resources and the supply of work on the labour market. The number, structure and density of the population have a significant impact on the level of human resources in rural areas, its development, and the level of natural resources utilisation. It is important to define the efficiency criteria in order to determine the prerequisites for improving the efficiency of the labour potential of rural areas. The labour potential of rural territories determines the opportunities to participate in the production of public goods and increase reproduction. There is no common indicator that determines the effectiveness of labour potential and the conditions of its formation. However, in our opinion, the main prerequisites for the efficiency of rural labour potential are:

- socio-economic (development of the sectoral structure of the region, structure of the labour market, level of employment by sector of the economy, socio-productive conditions, distribution of the population by standard of living, consumption structure);
- technological development and digitalisation (development of enterprises with innovations, training of employees related to the development and use of ICT, share of Internet users). The article shows that.

Key words: *Digitalisation, rural areas, labour potential, innovation, digital entrepreneurship, digital transformation.*

INTRODUCTION

The prestige of rural labour increases with the results of peasant labour. At the same time, the importance of measures to regulate the labour market in rural areas is obvious. Three categories of people work in agriculture: people employed in agricultural enterprises, owners of peasant (farm) holdings and people employed on their own farms (farms). We believe that optimal employment in rural areas will be possible only with the formation of various forms of farming in the agricultural sector.

«An important role in the priority is given to the socio-economic development of rural areas, on the development of private subsidiary farming. In

recent years, they account for about half of all agricultural production» says in the work of Ocharkov A.P. [1].

The results of the study of labour potential in rural areas show that the self-regulation mechanisms of this segment as a national labour market have not been formed and, therefore, should be regulated by the state.

The state, while pursuing employment policy, must ensure that legal norms and relations between employees and employers are respected. In this regard, there are institutional factors related to the effectiveness of the legal and regulatory framework of the labour market. In the work of Gulmira Nurzhanova, Zubirash Smagulova [2] note that institutional factors for them, on the one hand, are the development of special target programmes at the state or regional level, on the other hand, are closely related to the labour resources of the young generation, which are created within the framework of various benefits, scholarships, grants, etc. of these programmes and various legislative acts related to wages and salaries.

One of the priorities in the formation of the modern labour market in the country is the socio-psychological factor. These include vocational guidance, professional training, adaptation, the prestige of the profession, the content of the nature of work, the willingness to change jobs, the ability to combine study and work, and the prospects for professional growth. If the work is not interesting and meaningful, young people make a decision to change jobs quickly. This socio- psychological factor of labour market formation significantly distinguishes it from the factors of labour potential formation in general (Olga Zakharova) [3]. Another group of factors in the priority direction of the labour market is the organizational factor related to employment.

Thus, in order to fully use the labour potential in rural areas, in our opinion, it is necessary to solve two main problems: 1) technical and organizational- economic conditions of labour, 2) social infrastructure of rural areas (living conditions).

Today, the working and living conditions of the rural population indicate that the labour potential in the agricultural sector is not fully used. The experience of foreign countries with developed market economies can serve as an example for Kazakhstan in regulating the labour market. At the same time, in our opinion, it is necessary to develop special programmes aimed at the

formation and development of a community of highly qualified Kazakhstani rural workers on technological modernisation.

In our opinion, the situation with the outflow of personnel and highly qualified specialists abroad can be solved only by radical measures: political and economic stability, accumulation of resources for investment in science and innovation in rural areas [3, p. 233].

Development strategy is important for Kazakhstan and its regions, launching production through the development of science in the diversification of the country's economy, increasing the level of innovative development is one of the strategic objectives of Kazakhstan. This strategy defines the main mechanisms of science and education, technological development and digitalisation in the country and regions [4].

MATERIALS AND METHODS OF RESEARCH.

The innovation and technological process is a key factor determining the competitiveness of agricultural enterprises. Innovation policy of Kazakhstan is closely related to the integration of domestic science and its place in the global scientific space.

Innovation activity can be widely used in science, social life, political system, agriculture and other spheres of society. Orientation to innovation processes means updating the dynamics of development of agricultural enterprises, uniting science and industry.

It is expected that at the new stage of economic development, resource-saving technologies in agriculture will become a priority for both public and private companies. Otherwise, the lag will increase day by day.

At any stage, the education system in the agricultural sector has developed faster than in other areas, and vast experience in training qualified personnel has been accumulated. Even today this experience shows that in many cases the final result of agricultural works depends on organisational, political and business qualities of specialists and their managers. Therefore, mastering new technologies is of great importance in the education of agricultural specialists in Kazakhstan. On the other hand, the activities of agricultural specialists are important not only in their own business, but also in the cultural and educational sense [5].

With the growth of high-speed internet connections with internet access, mobile applications, social media and digital interaction platforms have significant potential to improve access to information and services for people in rural areas. However, many smallholder farmers in developing countries remain isolated from digital technology due to a lack of skills in its use.

An enabling environment for farmers and agricultural entrepreneurs to innovate is needed to create a 'digital agriculture ecosystem'. Funding and co-operation on digital agriculture projects and start-ups is already growing and is beginning to attract international investors and media attention.

Almost half of the world's population now use the internet, this is disproportionate to nations. In LDCs (Least Developed Countries), only one in seven people use the Internet, and there are clear differences between rural and urban areas (although patterns vary from country to country). As Table 1 shows, the most Internet-active farmers are those in Norway, Finland, Denmark and the Netherlands.

Table 1 - Use of Internet system by farmers

Country	Number of full time farmers	Number of farmers working in the Internet system	
		чел.	%
Czech Republic	175000	4000	2,3
Denmark	60000	30000	50
Finland	80000	40000	50
France	330000	25000	7,5
Germany	170000	55000	32,4
Ireland	40000	10000	25
Italy	260000	10000	3,8

Japan	426000	52000	12,2
Holland	100000	50000	50
Norway	70000	40000	57,1
Poland	2000000	5000	2,5
Spain	1000000	10000	10
Sweden	30000	14000	46,7
Great Britain	80000	30000	37,5
Russia	275000	3000	1,1
Note - Compiled from source [36, p. 6]			

Level of education and income are strong determinants of how people use the Internet. Those with higher levels of education tend to use more advanced services such as e-commerce, online financial and government services. Users with lower levels of education tend to use the Internet primarily for socialising and entertainment.

In rural areas where education and literacy levels are low and usually lower, mobile phones tend to be used mainly for communication and social networking. This provides a challenge for the adoption of digital application for agriculture, requiring more advanced digital skills. The low overall smartphone ownership in rural areas, combined with high internet costs and limited network coverage, also creates challenges for the use of mobile agricultural applications and limits the scope of application by using social media to assist agriculture to support information flows between farmers.

The digital availability of information can help farmers make better farming decisions that can contribute to increased yields, reduced environmental impact and improved livelihoods [7].

The variety of technologies available and the lack of standardisation and interoperability between them, for example for data exchange, also create barriers for farmers as there are no independent advisory services to support these decisions.

RESULTS AND DISCUSSION

Countries that have high ICT education programmes can afford digital tools and have good access to the internet using the best digital skills.

In the agri-food sector, digital transformation will change the structure of the labour market and the nature of work. It will redefine the role of farmers and agro-producers and change the skill set needed in the agri-food sector [8].

Rural areas, in particular, are lagging behind in digital skills. There is a need to develop a digital skills training model aimed at educating rural populations so that they can learn how to assess and implement best practices and technologies for their businesses.

Digital entrepreneurship involves the transformation of existing businesses through new digital technologies and the creation of new innovative businesses characterised by: using digital technologies to improve business operations, inventing new (digital) business models, and engaging with customers and stakeholders through new digital business models. There are a growing number of initiatives around the world to foster digital entrepreneurship related to the creation, development and scaling of digital start-ups, including in the agriculture and food sector.

Modern farmers can be particularly suited to entrepreneurship. These days, young farmers often develop business plans, seek financing, use farm enterprise "incubators" and attend scientific conferences.

During the pandemic, in Kazakhstan, online farmers began receiving government subsidies. In the context of the coronavirus pandemic, the government was able not only to increase the amount of funding, but also to increase the number of recipients. The online subsidy mechanism has significantly reduced costs for business and government, so that procedures that used to take months of work by teams of specialists now take a few days.

Young farmers, in particular, are also more likely to take risks in running their businesses. In Italy, for example, more than 17,000 agricultural startups were created in 2018 by men and women between the ages of 25 and 30.

Developed countries are still leaders in creating an entrepreneurial culture. Rural entrepreneurship is a promising development and business option to effectively harness the labour potential of rural areas.

Africa, with its large agricultural sector and consumer market, is expected to be a major testing ground for digital solutions. At the beginning of 2018, there were 82 agri-tech startups operating in Africa, with more than half of them having been launched in the previous two years.

However, despite the rapid growth of digital agricultural technologies, most ICT-enabled solutions have yet to be developed and demonstrated at scale.

One challenge is that entrepreneurs lack guidance on strategies for scalingup in underserved markets.

To drive digital entrepreneurship in the agricultural sector, companies must build pools of digitally skilled employees. This includes finding potential employees with relevant skills and identifying how they can be attracted and retained, as well as recognising talent that can be developed within the existing base and investing them in developing digital skills in existing roles.

Education is the most important factor of labour potential for accelerating innovation and research, development into educational innovation: investment in R&D, working with a broad coalition of partners to redesign education with a focus on e-learning tools, hands-on DIY learning, rewarding experimentation, critical thinking, digital and financial literacy and software skills.

The COVID-19 pandemic has led to a significant decrease in employment activity in the labour market of the Republic of Kazakhstan. It is worth noting that adaptation to the remote mode of work in Kazakhstan today is an important factor in improving the efficiency of labour potential.

As part of digitalisation of education in Kazakhstan, schools are equipped with computers. Pupils use electronic diaries and journals (6703 out of 7014 schools). 90 per cent of schools (6,336 schools) are provided with Internet with a speed of 4 Mbit/s and higher. Electronic queues have been introduced in 78.5% of

preschool institutions, 70.3% of schools accept pupils online. 74% of educational services are automated.

Digitalisation of the education system has reduced the gap in the quality of education between rural and urban schools by more than 30%.

In order to provide the rural population with broadband Internet access services, 705 rural settlements were connected in 2019 and 489 RS in 2020. This made it possible to provide access to high-speed internet to 3,718 state bodies and budgetary organisations. At the same time, the list of rural settlements was sent to local executive bodies for approval. The built infrastructure stimulates the development of mobile operators. The total length of FOCLs was more than 20 thousand kilometres.

841 state bodies and budgetary institutions located in 299 villages are connected to the Internet in 2019. Further, it will be connected according to the approved schedule of the Public Private Partnership agreement gradually.

By the end of 2020, 532,000 citizens were trained in digital literacy, the plan was 462,846.

About 78.3 thousand citizens from more socially vulnerable segments of the population were trained in digital literacy.

But despite the provision of broadband Internet access services to the rural population, there are problems of poor quality Internet connection in remote rural areas.

Young entrepreneurs play a key role in the digitalisation of the agricultural sector. They gain unique knowledge by listening to the experience of their parents, ancestors, observing missed opportunities.

Startups from small farming communities often draw inspiration from and aim to help the agricultural communities in which their founders grew up. Nowadays, young people need sprint programmes and financial support to penetrate the entrepreneurial market. Such programmes attract investment and start-ups.

CONCLUSIONS

Thus, taking into account these issues, the following general conclusions can be drawn:

1. It is necessary to improve the regulation of entrepreneurs in agriculture, to adopt programmes for their professional training and retraining to protect the status of workers. At the same time, the state needs to support effective activity of producers engaged in entrepreneurship, specialisation in entrepreneurship, attraction of investments in it.

2. Raise the costs of training rural people related to the development and use of ICT and digitalisation.

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ЭКОНОМИКАНЫ ЦИФРЛАНДЫРУ ЖАҒДАЙЫНДА АУЫЛДЫҚ АУМАҚТАРДЫҢ ЕҢБЕК ӘЛЕУЕТІН ПАЙДАЛАНУ ТИІМДІЛІГІН АРТТЫРУ

Түйін. Халық, еңбек ресурстарын қалыптастыру және еңбек нарығында жұмыс ұсыну үшін негіз болып табылады.. Халықтың саны, құрылымы мен тығыздығы ауылдық аумақтарды кадрлық қамтамасыз ету деңгейіне, оның дамуына, табиғи ресурстарды пайдалану деңгейіне айтарлықтай әсер етеді. Ауылдық жерлердегі еңбек әлеуетінің тиімділігін арттырудың алғышарттарын анықтау үшін тиімділік критерийлерін анықтау маңызды. Ауылдық аумақтардың еңбек әлеуеті қоғамдық тауарларды өндіруге және ұдайы өндірісті ұлғайтуға қатысу мүмкіндігін айқындайды. Еңбек әлеуетінің тиімділігін және оның қалыптасу шарттарын анықтайтын жалпы көрсеткіш жоқ. Алайда, біздің ойымызша, ауылдың еңбек әлеуетін пайдалану тиімділігінің негізгі алғышарттары: - әлеуметтік-экономикалық (өңірдің салалық құрылымын дамыту, еңбек нарығының құрылымы, экономика салалары бойынша жұмыспен қамту деңгейі, әлеуметтік-өндірістік жағдайлар, халықтың өмір сүру деңгейі бойынша бөлінуі, тұтыну құрылымы); - технологиялық даму және цифрландыру (инновациялары бар кәсіпорындарды дамыту, АКТ-ны дамытуға және пайдалануға байланысты қызметкерлерді оқыту, интернет желісін пайдаланушылардың үлесі). Мақала осыны куәландырады.

Кілт сөздер: Цифрландыру, ауылдық аудандар, еңбек әлеуеті, инновациялар, цифрлық кәсіпкерлік, цифрлық трансформация

ПОВЫШЕНИЕ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ ТРУДОВОГО ПОТЕНЦИАЛА СЕЛЬСКИХ ТЕРРИТОРИЙ В УСЛОВИЯХ ЦИФРОВИЗАЦИИ ЭКОНОМИКИ

Аннотация. Население является основой для формирования трудовых ресурсов и предложения работы на рынке труда.. Численность, структура и плотность населения оказывают существенное влияние на уровень кадрового обеспечения сельских территорий, его развитие, уровень использования природных ресурсов. Важно определить критерии эффективности, чтобы определить предпосылки для повышения эффективности трудового потенциала сельских территорий. Трудовой потенциал сельских территорий определяет возможности участвовать в производстве общественных благ и увеличении воспроизводства. Не существует общего показателя, определяющего эффективность трудового потенциала и условия его формирования. Однако, по нашему мнению, основными предпосылками для эффективности использования трудового потенциала села являются: – социально-экономические (развитие отраслевой структуры региона, структура рынка труда, уровень занятости по отраслям экономики, социально-производственные условия, распределение населения по уровню жизни, структура потребления); – технологическое развитие и цифровизация (развитие предприятий имеющие инновации, обучение сотрудников связанные с развитием и использованием ИКТ, доля пользователей сети интернет). Статья свидетельствует об этом.

Ключевые слова: *Цифровизация, сельские районы, трудовой потенциал, инновации, цифровое предпринимательство, цифровая трансформация*