

Using of User Micro-Segmentation and Human Resource Management for Supply Chains Approaches to Study Prospective Target Audiences

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Abstract- Supply chain management can enable economies and companies to overcome disruptions and continually transform them to meet the changing needs and expectations of its customers, shareholders and other stakeholders. Therefore, the objective of this study was to investigate the influence of strategic human resource managing on supply chain resilience in manufacturing firms in Russia. The employed population is more considered to be economically active. Possibilities of consumption of this layer of the population are caused by a tendency of development of theories and practices about a society of consumption. The concept of earning in order to consume allows you to explore not only the possibility of consumption in terms of income of the employed population, but also the thematic direction of consumed economic benefits. Semantic fields that form a community of consumers among the employed population are formed by combining people working in one place. All these elements of one system can be described in the economic interpretation, which will allow to look at the new state of consumption of the employed population of the Russian Federation.

Keywords- employment, consumer segments, human resource management, supply chain, segments of the employed population, consumer society.

1. Introduction

In the marketing it can develop and improve Human Resource Management (HRM) strategies, procedures and tools to support and motivate supply chains to meet evolving customer and stakeholder expectations in a changing labour market. Modern philosophers and sociologists have attempted to study the "consumer society", and there have been attempts at various classifications of this society [1]. The main idea of studying this phenomenon is the adequacy of a set of methods for research. Taking into account the main features of the consumer society, it is important to note the parameters on the basis of which it is necessary to analyze the sample of the employed population. The employed population is the main target audience in the studied phenomenon. Segments of the employed population are of interest in different dimensions. Thus, segments with high incomes predispose to a more scrupulous study of their semantic field, as there are more opportunities to use

the directions of consumption [2]. Consideration of this concept is important to begin with the designation of the basic provisions of the consumer society. Main features of the consumer society:

1. Drawing the absolute majority of the population into the process of consumption. Consumption ceases to be a way of fighting for physical survival and becomes a tool for constructing social identity, social and cultural integration into society [3]. The formation of semantic fields in communities and maintenance of information fields of human interaction allows us to give a more accurate assessment of both the individual and the whole community, United by a semantic field.
2. Revolutionary changes in the organization of trade, services. Key positions are occupied by large shopping centers, supermarkets, turning into places of leisure, museums of modern consumer culture [4]. At the same time, the behavior of buyers is changing radically: the so - called shopping about is taking more and more place- shopping without having a more or less clearly realized goal, which is becoming a widespread form of leisure. People interact at different levels of the production process. One of the most interesting for the study of communities of people is the sphere of sales. Further, the study will consider the unique nature of this category of consumer sellers.
3. A revolution in communication. A new information space is emerging in which traditional notions of space and time do not operate [5]. It forms and through it supports a variety of social networks: related, friendly, professional, etc. This criterion emphasizes the qualitative leap in the development of theories about the promotion of goods and the effectiveness of this promotion.
4. The emergence of a developed credit system. The emergence of various forms of electronic Bank cards has dramatically accelerated the decision-making

process for more or less large purchases and minimized time for reflection. In the past goes the culture accumulation [6]. Money, hardly appeared, immediately they go for the purchase of goods on credit. Inflation even at a moderate rate stimulates the development of a culture of waste: money stored at home or in a Bank is depreciated, so it is more effective to let them into consumption immediately. Again, in the context of the consumer society – the employed population – the main users of this service.

5. Transformation of the mass consumer credit system into a new form of social control. When certain economic benefits are acquired on credit, the well-being of the family depends very heavily on the stability of the workplace [7]. Any form of protest, conflict in the workplace is fraught with its loss and the collapse of credit well-being. The persistence of the unemployment factor reinforces this fear and willingness to compromise with the employer.

6. In this context, human resources are the most important asset of statistical offices. Appropriate and skilled human resources are essential to ensure the production of high quality statistics and to implement more efficient and effective production processes based on new technologies. Development of advertising as a key factor of market success. Advertising becomes a form of means of production: it produces desires, conscious needs and interests [8]. At the same time, rational and functional arguments in favor of the choice of this product are increasingly inferior to its presentation as a symbol of a certain prestigious lifestyle. Advertising consumer society generates a desire to belong to a particular group or type of people, thanks to the possession of a particular product.

7. The formation of the cult of the brand. The result of production is not goods endowed with some functional properties, but brands - trademarks that have turned into phenomena of mass consciousness (images, estimates, expectations, symbols, etc.) [9]. the production and sale of brands are becoming efficient economic activities as people pay for their own performances.

2. Methods and technologies

Supply chain disruptions can be very severe to the productivity of manufacturing firms. To improve the quality of the study, the following list of methodological tools was chosen based on the human resource management techniques:

1. The method of abstraction - Theoretical-empirical method. This method allows to distract from random, situational, from non-essential properties, connections and relations of the studied phenomenon, as in our case the main qualitative characteristics of users, and to distinguish the essential characteristics of the process [6] in the process of analytical and design work. So in our distribution errors of distribution relating to non-essential will include one-time exceptional features of the individual, inducing to consume goods beyond the semantic field, that is, not peculiar to the community of consumption.

2. Active observation is a Type of observation method where the observer is actively involved in the activity of the phenomenon under study, simultaneously recording the details of significant changes [10].

3. The method of alternatives is actually used to objectify the procedure for choosing a method for solving a specific problem, because when using it, different alternatives, options for methods of action, answer the question, options for solving the problem are put forward [11].

4. The method of analysis is a Theoretical and empirical method, the dismemberment of an integral subject into its component parts (sides, features, properties or relations) for the purpose of their comprehensive study [12]. The division of the employed population into segments and their supply chains are the main idea of the study.

5. Methods of mutual influence analysis – analysis of the influence of various factors on the studied problem. Consideration of the reasons for a particular distribution, its availability, volume or lack thereof in certain countries, for example in our case, will be reflected to form a complete picture of the problem [13].

6. The method of analysis and systematization of data implies structuring the materials obtained during the analytical actions with the subsequent unification of previously disparate concepts and judgments into qualitatively new information [14].

7. Analysis method range of subproblem Method of analysis of the range of subproblem is to decompose the original problem into interdependent components, taken separately, the components of subproblem (as a rule, subject to hierarchical subordination) [15]. Then, all possible combinations

of the components of the problem are compiled, for each of which a particular draft decision is drawn up.

8. The method of analysis of problems – Choosing the research method subproblem, we couldn't pass the method the main problems. This method is used for solving the task of selection of alternatives through multicriteria ranking [16]. The methodological basis of the research is the use of system-historical, comparative, structural-functional, typological, economic-statistical and regression analysis. Heuristic and expert research methods were also used. The purpose of the study is to consider the main segments of the employed population in terms of their belonging to semantic fields and, accordingly, target audiences. The subject of the study is the ratio of target audiences with information and semantic fields of the population. The object of the study is the employed population of the Russian Federation.

3. Discussion

HRM is a holistic approach towards development of iorganisational goals in the bark of individual goals. An employee is able to perform well if the organisations follow and implement good HR practices. A transparent, culturally sound, a well blended set of traditional and professional management with participative approach and perhaps

technologically supported work culture can inculcate good values, moral principles and cordial relationships amongst the employees In order to successfully implement the changes that official statistics are confronted with, it is important that human resources not only adapt passively, but actively participate and contribute to the process of modernization. Belonging in consumers to certain target audiences depends on the information and semantic fields to which they belong. The most influential semantic fields are formed in relation to the division of society into age groups. The dynamics of these indicators is very important to consider the static situation. So the population of working age in 2018 decreased by 960 thousand people compared to 2017, which is 15 thousand people less than in 2016 - 2017. At the same time, the population over the working age has increased [17]. Official statistics show that in 2019 the number of able-bodied citizens of the Russian Federation amounted to almost 76 million people, which is 52 % of the total population of Russia. While the level of unemployment reached at the moment at 5.8 % (4.4 million people) [18]. Compared to 2017, this figure increased by 3.4 %. In 2018, the growth in the number of this group amounted to 677 thousand people, in 2017 - 699 thousand people.

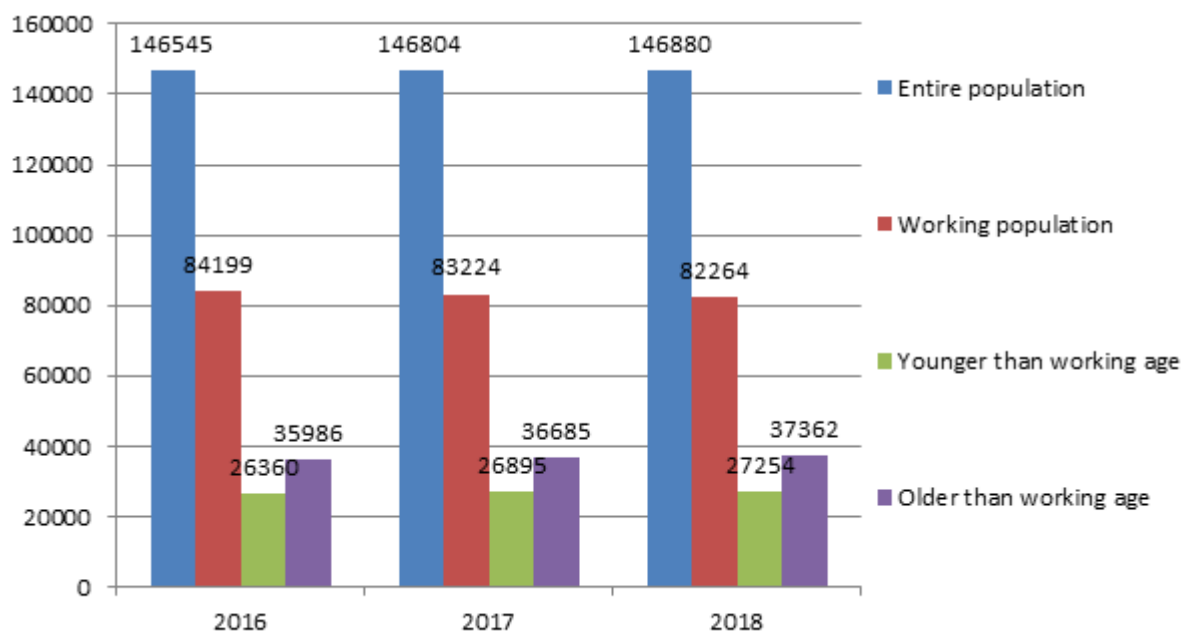


Figure1. population Dynamics of the Russian Federation taking into account working age, in human resource management [7]

In contrast to 2016, when 11% of the vacancies in the market were for young professionals, the starting vacancies in 2017 amounted to only 10.6% of the total number of vacancies in the total Russian labor market [19]. Along with the

decrease in the share of vacancies, the share of resumes of young professionals in the Russian labor market also decreased — from 14.6% in 2016 to 14.0% in the same period of 2017. The age of consumers represented by the working population

influences preferences. The dependence of age characteristics on preferences is due to many factors, which is confirmed by numerous studies. Young professionals – the most interesting layer of the target audience [20]. The need for new goods and services is associated with the actual absence of such due to the use and form of management. This category can actually be divided into three psychological classes of consumers:

- 1) in Need of a new – this type is under the influence of the old pattern of education, which by analogy with the growing children requires constant updating of wardrobe, gadgets and interior [21];
- 2) Consumer of services – for this type of consumption is reduced more to the use of services

than to the consumption of goods [22]. This class is determined by the attitude of specific individuals to life as such.

3) Measured consumption is the rarest type of consumption among young professionals. Measured consumption is reduced to the fact that the consumer spends resources on the minimum necessary economic benefits for various reasons [23].

The most common vacancies offered to young professionals are positions that imply possession of basic personal qualities and do not involve deep professional knowledge in the industry of the vacancy [24]. Let's consider the most popular professions among applicants in Russia for 2016-17.

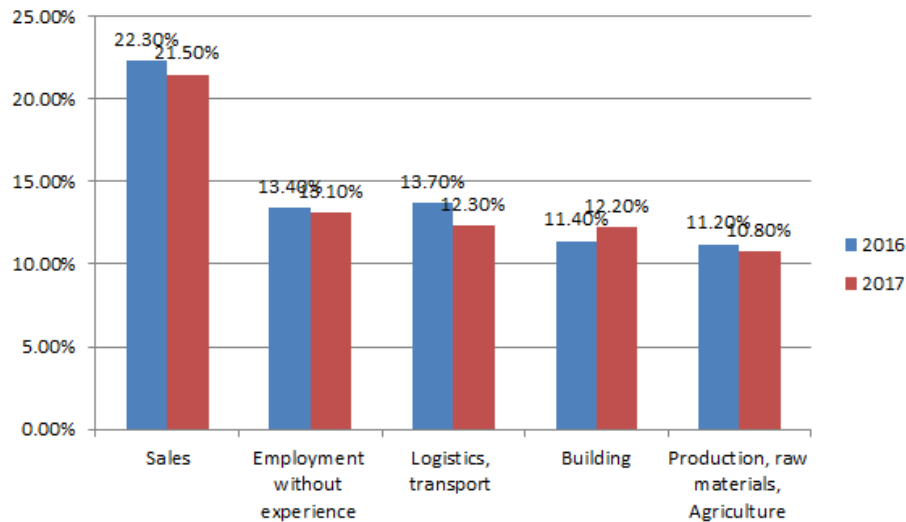


Figure2. The Most popular professions among applicants in Russia for 2016-17 [5]

Consider an industry where the most sought-after young professionals in 2016-17. on the Figure 3.

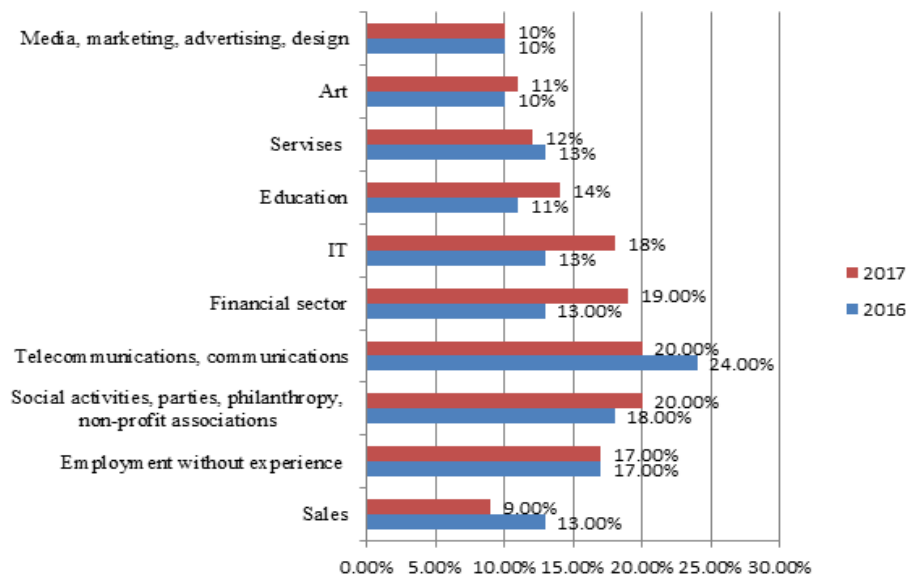


Figure 3.the Need for young professionals [25]

The ratio of the positions of the patterns speaks volumes. Select the brightest elements:

1. In fact, the young employed population is mostly involved in sales. This fact is interesting because in the field of sales, each person is engaged in the promotion of goods [26]. In order to do this effectively, the seller must believe in his speech to promote the product. It is through this that the seller becomes a consumer as well.

2. Logistics and transport, construction – the direction is quite extensive, however, it can be concluded that the consumer from among the employed in this industry will acquire more goods and services similar to the people from his environment. Namely, these people are affected by advertising aimed at a large part of the population. These are busy people who often care about their time and they are interested in transport topics. The corresponding goods and services are formed in need for these people in accordance with the sphere of interests of the society in which they are.

3. Production, raw materials, agriculture – on a similar mechanism with sales production and demand from the producing force and the nearest market of goods and services. The low cost of these products in Russia is due to the specific impact of economic activity on the domestic market.

4. The need for personnel – despite the financial relative stability of the national currency, which significantly hinders the development of the economy, the growth of the need for personnel of modern specialties is growing.

The labor market of 2018 has kept the trends of 2017:

- continuing decline in the labour force and working age population;
- in the workforce increases the population of working age;
- is a low level of unemployment;
- There is a shortage in certain professions.

Taking into account the positive forecasts of the Russian economy in 2019 (MAYOR, Central Bank, IMF), we can expect to maintain and strengthen the above trends.

In this regard, the improvement of the quality of the labor force, the development of its professional mobility, the effective use of highly qualified older professionals can ensure the development of the labor market in 2019. According to the state employment services, the number of vacant jobs and vacant

positions declared by employers to the employment service bodies as of December 4, 2018 amounted to 1579.24 thousand units (as of the same date of 2017 - 1482.30 thousand units). In September 2018, employers stated the following most in-demand occupations: workers employed in construction and related workers occupations (except electricians); drivers and mobile equipment operators; workers employed in the Metalworking and engineering industry, mechanics and repairmen; operators of industrial installations and fixed equipment. According to the company HeadHunter in January - November 2018, the increase in vacancies compared to the same period in 2017 amounted to 41%, and the increase in the resume - 23%, which characterizes a moderate level of competition. These indicators show rapid growth despite the socio-economic situation [6]. The target audience is growing by attracting labor to the industry.

4. Conclusion

Statistics Finland's objective Human resource and supply chain management are recently adopted strategies in industries. Albeit, these practices have already existed in companies in a very informal and casual manner, there is a need to revamp these practices under separate departments of HR and supply chain management SCM which are responsible for performing these practices that human resources are used appropriately and flexibly from the point of view of the whole organisation. This can be achieved by proactive planning of the quantity and quality of human resources and by procuring from outside such competence and services that are not expedient to be provided in-house. The employed population is the most socially and economically active in supply chain. This fact is confirmed by many articles and works on the subject of the study. Association of these people in a community occurs spontaneously. Different types of individuals acquire both professional deformations, and, due to continuous communication with colleagues, acquire their habits and consumer preferences. The formation of these information and semantic fields in society can help to analyze the needs of society, to manage the market supply of goods and services at the corporate and even state level. The uniqueness of the modern society of the Russian Federation is due to the identity of the society. This fact once again emphasizes the need for planned solutions for the organization of workplaces and accompanying organizations in the provision of goods and services.

5. Acknowledge

In the framework of the agreement with the Ministry of education and science of the Russian Federation from 26.09.2017 No. 14.577.21.0251 on the topic: "Development of experimental prototype of a software complex of management of the organization's reputation, built using integrated data sources based on the technology of streaming microsegmentation of the Internet audience, machine learning and data mining». Unique project ID RFMEFI57717X0251.

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