

Interviewers came upon something unexpected difficulty for them to continue the research process. It was not the language difference between the parties what hindering the sessions, it was not the linguistic variations in the information by virtue of passing from mouth to ear, from the interviewed to the interviewer, with the inevitable variation of the translator, it was not even the limited time of the interview sessions. Most alarming is that most of the respondents did not have the slightest idea of what University Social Responsibility means or had a definition that was far from the rightful.

It is quite visible to a person from that managerial level of respondents that the meaning of University Social Responsibility can blend in altruistic and caring actions for society, but is necessary to understand – not only for managers but for all individuals who are part of the university – that Social Responsibility should stop being seen as a mere recipe and start to take into account as a new philosophy of university administration.

Thus, concluding this paper, we wholeheartedly share the judgement of Irving Seidman: “Why interview? Interview because I am interested in other people’s stories” [4]. Cultural contexts are eluding any rational preparatory definition or instrumentalist treatment, because they live in the field of an inquisitive interaction, where the mission of the social research decides.

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HUMAN RESOURCES DEVELOPMENT OF THE TERRITORY: THE DEFINITION AND SPECIFICITY OF THE CONCEPT

Abstract. The article considers the concept of human resources development from the point of view of territory management, reveals the specificity of the development process and determines main directions of social policy within the context of human resources development.

Keywords: human resources, human resources development, human capital, social policy, territory.

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РАЗВИТИЕ ЧЕЛОВЕЧЕСКИХ РЕСУРСОВ ТЕРРИТОРИИ: ОПРЕДЕЛЕНИЕ И СПЕЦИФИКА ПОНЯТИЯ

Аннотация. В статье рассматривается понятие развития человеческих ресурсов с точки зрения территориального управления, раскрывается особенность процесса развития, а также определяются основные направления социальной политики различных уровней власти в контексте развития человеческих ресурсов.

Ключевые слова: человеческие ресурсы, развитие человеческих ресурсов, человеческий капитал, социальная политика, территория.

The concept of human resources is one of the most significant and frequently used in modern economic and management sciences. This concept is defined by many authors only within the chosen field of study. Therefore the article will consider the definition and specificity of the concept of human resources development in terms of territorial management.

A person is a producer and a consumer of not only material but also spiritual values. Thus while examining human resources it is necessary to aware that a person is primarily a complex and multifaceted personality. In contradistinction to other kinds of resources such as natural resources and money assets human resources cannot be used without taking into account the *social component* of personality: people need favorable work conditions, timely wages, communication with others, abilities of development, rights etc.

In connection with the above it is necessary to create the submission of human resources specificity. Authors Dokashenko L., Bobrova V. point to a feature of human resources that appears at an individual approach to employees of a company or population of a territory. Moreover, researchers emphasize that this kind of resources is not restricted by general characteristics of resource approach but has a specific feature: people have creative abilities, general culture, moral, they improve employment relations, motivation etc. [1, 141 p.]

Organizational approach to HR development is the most popular among researchers due to the fact of successful practical application of investigations. Thus in terms of organizational management the concept of human resources is similar to a notion of human capital.

The founder of the human capital concept is an American economist Gary S. Becker. Becker's basic idea is in the statement that human capital is the denominator of social and economic development and the process of human resources development represents investments in education, professionalism and culture of the people, intellectual potential, physical and mental health. In other words, human resources development implies state investment deposit with subsequent return [3, 162 p.]

However, in terms of territorial management there are no universal ideas of the concept of human resources management within the scientific environment. One of the main reasons of that fact consists in a complication of a management process that originates from the specificity of human resources, which is social component, in conjunction with the scale factor. Human resources of local, regional or state level represent complex system of relationships and interactions between people. Therefore, all stages of management such as strategic and tactical planning, goal setting, assessment etc. must be clearly defined and implemented with considering this complication.

Authors Ozernikova T. and Berkovich T. consider that another reason of the lack of the concept of territorial human development consists in an absence of an appropriate direction of social policy [4, 45 p.]. However, another reason is an uncertainty of government authorities' functions and an inconsistency of their actions.

Despite of existing problems of HR development concept it is possible to create a kind of idealist conception of this process, identifying the main problems and the required impact points.

The objectives of human resources development at different levels of territorial units

Government objectives should be clearly defined but enough general in order to make particular goals of local or regional social policy appropriate with the state ones. In other words human resources development of local or regional management should imply goals achievement of state social policy with taking into account own purposes.

The main and most urgent problem of human resource development is poverty and social inequality. A positive development is impossible because of unsatisfied basic needs of people, such as nutrition, housing issues, physical and economic security. In connection with the above social policies of all levels of authority must be coordinated and have general strategic purposes, such as a smoothing of social inequality, poverty reduction, increasing average wage and cost of living etc.

It should also be noted that development of human resources at regional and local levels suggests a greater effect of realization of government purposes. For example, public authorities assume the responsibility of important indicators improvement, such as increasing of cost of living, the average salary, the amount of the consumer goods basket etc., but the government often lack understanding of the real state of society. In this regard the development of human resources management at lower levels contributes to a greater efficiency from achievement of purposes due to the fact that local and regional authorities have an advantage of giving appraisal to a real situation and strategy adjustment.

Social policy directions

Social policies of each territorial level should be divided on the basic directions of work. While paying attention to the development of human resources, it is necessary to consider their diversity. A population of any municipality is different social groups and there are socially vulnerable groups such as pensioners, youth, poor people etc. Therefore, it is very important to create a human resources development strategy with considering this fact.

Government responsibility

Author Robert McIntyre in his work "Social policy in countries with economies in transition within the aspect of human resources development" pays special attention to the role of government in social policy. The basic idea of the article is that government acts as a main regulator of population welfare. R. McIntyre emphasizes that this approach involves the development of the institutional capacity of the government that allow to receive positive revenues as taxes, subsequently to provide social services and to monitor the effectiveness of human resources development programs [2, 142 p.].

One of the most important social policy purposes of all territorial levels of government should be human resources development. However, there is no universal understanding of this process due to the specifics of each of study. Thus summing up it is necessary to formulate a definition of the main concepts: human resources development of the territory is one of the social policy directions at a certain territorial administration level that is aimed at the realization of the potential of people by investing in their physical and mental conditions in order to achieve an economic and social welfare of a population.

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The study of what Millennials students in UrFU, Russia look for in a future or current employer with the comparison with Mexican Millennials

Abstract . The organizations nowadays are preparing and learning how to manage the new generation of employees. This generation are denominated "Millennials", but why the organizations are preparing how to manage them? This article intends to show the results of a survey conducted in Russia and in Mexico to students in order to know what they looked for in their future and current employer.

Keywords: millennials, human resources management, employers, leadership, survey, organizations, employees.

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