



Labor in modern society: project of the future
Tomsk Polytechnic University

Ekaterina Emelyanenko^a

^aSchool of Core Engineering Education, Tomsk Polytechnic University

Abstract

The paper analyzes the transformation of labor in the information society. The aim of the study is to consider current issues of labor transformation in the context of informatization, as well as related changes in future employment. It has been revealed that the modern labor market is focused on the independence, mobility and creativity of a specialist. It is indicated that the transition to digital technology leads to a significant transformation of labor relations towards the formation of a flexible virtual labor market using remote employment. The use of digital technologies opens up new opportunities for fundamental changes in the forms of business processes.

Keywords: Labor, information society, employment, creativity, working time;

1. Introduction

Today, the socio-economic transformation is associated with the formation of a post-industrial society, namely with a change in the form and content of labor. Starting from the 19th century, such scientists as K. Marx, F. Engels, Sen-Simon, Ouen, Fure, etc. wrote about the change and transformation of employment. Today, the most notable figures in the unfolding discussions are E. Toffler, U. Bek, A. Gorts, Ch. Hendi, Dj. Rifkin, etc. In addition, R. Darendorf, Z. Bauman and others raise this problem in their studies [1,2].

The changing content and nature of labor in the information society (knowledge society) has been the subject of many works carried out by Russian scientists, among them are the following: L.M. Lutsenko, V. Inozemtsev, V.K. Petrosyan, etc.

However, the fundamental question of the design of future labor is raised less frequently. Moreover, it has a socio-philosophical nature, as it is associated with the root transformation of social processes, social structure and social structure [3].

2. Transformation of the labor market

Today, society is undergoing a new global transformation - the formation of a post-industrial (informational) society. Scientific and technological progress leads to the transformation of labor and represents a truly complete “breaking” of the existing stereotypes, interests, values, principles. We speak not about their optimization, improvement, but about a radical change.

The rapid transformation of the labor market in most countries that can be observed today is the most significant factor in relation to all the transformation processes that occur under the influence of informatization. The main areas of transformation are the following:

- a significant change in qualification requirements for the most “traditional” professions;
- intensification of globalization processes, the spread of remote work practices (including cross-border);
- a steady declining in the production sector while increasing the number of people employed in the services sector;
- a significant reduction (up to the complete disappearance) of some “traditional” professions with the emergence of new ones.

The consequences of scientific and technological progress are not only the direct liquidation of jobs, but also the regrouping and redistribution of existing works in the context of the globalization of socio-economic processes. The policy of exporting production to the countries with cheaper labor guided by large corporations contributes to the unemployment problem in advanced economies. Moreover, if we take into account that the world’s population continues to grow at a fast pace, we can conclude that unemployment is gradually becoming one of the global problems of our time [4].

According to Dj. Rifkina, the gap between population growth and reduced employment opportunities will determine geopolitics in the context of the emerging high-tech global economy for a long period. Fewer people can produce more goods and services. Over the past hundred and fifty years, gross domestic product in developed countries has grown more than ten times, and the number of hours worked per person has been reduced by half.

For example, a new technology such as telebanking, which does not require the physical presence of a client to complete operations, can significantly reduce the network of bank branches, and hence their employees. For online stores, you do not need extensive premises and a large number of service personnel. Telecommunication and computer technologies can effectively coordinate the production process in real time, freeing up a significant number of middle management [5].

As a result of scientific and technological progress, the production of an ever increasing number of goods and services requires an ever smaller amount of direct human labor.

The world of employment is becoming more and more colorful due to the wide distribution of non-standard forms of employment, including:

- part-time job;
- job sharing where two (or several) employees are hired on the same workplace and work on a rotational basis;
- temporary work, limiting labor relations to a specific term or scope of work;
- work “without a workplace”, involving the performance of labor duties outside the walls of the enterprise (at home or at regular trips, etc.);
- part-time work (at the same time for several employers) where the total working time may not only reach the average working week, but also significantly exceed it;
- self-employment (people that are not members of any formal organizations, they independently produce goods and services);
- informal employment, that is not reflected in official documents (or it is only partially reflected), it is spread due to the fact that the state control over non-standard forms of employment is difficult.

3. Labor activity

The boundaries of the traditional division of labor are changing, the boundaries between professions are being erased, the “extinction” rate of traditional professions is accelerating, and

new, previously unpredictable ones are emerging. Today, employment growth is projected in the newly emerging technology sector, as well as in such areas as the creative economics, digital and virtual economics, human-oriented services, etc. The development of digital technologies changes the content of the labor process itself and the requirements for a person [6].

Labor activity becomes an individual creative manifestation of human abilities. Creativity and work are not opposed to each other, they are closely intertwined. In the implementation of productive activities, they act as a unity of opposites, complementing and replacing each other where it is necessary. The main drivers of a progressive society are creative people and their ideas, that are created, implemented and then make a profit.

The tools that the digital economy offers allow markets to develop even in times of economic crisis, as they enable companies to quickly and flexibly respond to changing market conditions and better meet consumer demands. In recent years, online services have appeared that connect job seekers with those who are looking for employees for a wide range of tasks. Similar business models of employment are already being adopted by individual enterprises, creating a digital intra-organizational environment.

The ever-increasing mobility of work also leads to the fact that it can be performed outside the office. This can be work from home (telework), work on the territory of the client (service types of work), work on the road, as part of the performance of official assignments (exhibitions, conferences). The need for formal leadership is sharply reduced, the creative team itself can nominate its manager, sometimes for a specific time period, sometimes for specific work.

An important element of creative activity is a high level of education. Moreover, if in the process of labor a person gains knowledge, experience, improves his/her skills created and transferred to him/her by others, then in creative activity a person him/herself forms new knowledge that is created on the basis of basic knowledge and the desire for knowledge.

The conditions for creative activity is the ongoing process of generating and assimilating information. Information is a kind of material support for creative activity [7]. In the context of the increasing impact of informatization on the professional sphere, it is important that the specialist possess the skills of working with information technologies: obtaining, accumulating, coding and processing any data, creating on this basis qualitatively new information, its transfer, and practical use in making the necessary decisions. With the development of information technologies, social and labor relations are changing, as well as the preferences of the employed population [8].

4. Conclusion

Thus, in modern society there are changes associated with the qualitative transformation of labor. The main problem of the projects of the new society is how to materially ensure the people's lives in the society where the majority of people are unemployed. This problem is very complex, and the ways to solve it are still not completely clear.

The transition to digital technologies leads to significant transformations of labor relations in creating a flexible virtual labor market, accompanied by fundamentally new changes in social and labor relations.

Labor in the era of the information society is understood as a creative activity aimed at person's self-realization. There is a transformation of value-labor orientations and motivation for employment. Employment for a person becomes a way of expressing creative initiatives, personal potential, and not just a way to achieve material well-being. The ongoing transformational

processes require constant research, forecasting and the development of adequate regulatory mechanisms.

References

1. Bezrykova, A.I. (2013). «The end of labor» as a transformation of the labor space in modern society. *Science and School*. № 2. pp.162-164.
2. Cooper, C. and Kaplinsky, R. (eds.). (1989). *Technology and Development in the Third Industrial Revolution*. London: Hutchinson.
3. Dikynov, S.A. (2015). Transformation of employment: trends and contradictions. *Bulletin of the Saratov University. New series. Series Sociology. Political science*. № 2. pp. 42-44.
4. Inozemtsev, V.L. (2000). Modern post-industrial society: nature, contradictions, prospects. *Science and Society*. № 7. pp.113-117.
5. Kykyshkina, S.N. (2017). Labor in the information society. The transformation of labor into creativity. *Economics of knowledge: theory and practice*. № 3. pp. 35-48.
6. Odegov, V.N., Pavlova, V.V. (2017). Labor Transformation: 6th Technological Order, Digital Economy and Employment Change Trends. *Living Standards of the Population of Russian Regions*. № 4 (18). pp. 29-33.
7. Shipelik, O.V. (2009). Features of labor in the information society. *Diploma*. № 7. pp.1-3.
8. Yudina, T.N. (2017). Digitalization as a trend in the modern development of the economy of the Russian Federation: State and municipal government. *SCAGS Scientific Notes*. № 1. pp.139-143.