

Content of Labor Potential and Formation of the Employee Competitive Advantages in the Cultural Context

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Abstract. New personnel management systems are being built in the changing socio-economic conditions. Scientific and methodological approaches that make it possible to perform in-depth research on the labor opportunities of employees are developed. The article deals with the cultural aspects of the formation of competitive advantages of the employee in the conditions of the intersection of cultures. Representation of labor potential as a socio-economic category that reflects the ability of personnel realize the goals of the enterprise is given. The provision according to which competitive advantages are a means of improving the quality of relations in the labor sphere on the basis of labor potential, considering the cultural aspects of the competitive advantages of employees is substantiated. In what way it is possible to identify the content of the components of the labor potential of workers using the tools of the competence-based approach it is shown.

1 Introduction

There is a constant movement of population groups, which leads to a mixture of cultures of peoples, in a modern changing world filled with political and economic contradictions. The periodically manifested crisis phenomena have a stimulating effect on the intensification of migration flows. The quality of mutual understanding among the staff becomes the key to the successful implementation of the goals of market entities. A distinctive feature of the modern world is the spatial distribution of cultures, ensuring the diversity of work. The role of management is increasing. Decisions are made taking into account the cultural aspects of the behavior of each individual representative of the work collective. The qualitative composition of human resources is changing, respectively, there are difficulties in using the advantages of the arrangement of the human community. People's vision of the world around them changes, which directly affects the qualitative characteristics of the management of business entities. A multifaceted and dynamically changing environment directs employees to changes in their preferences. In work collectives, the size of which is changing, there is a need to better understand the interlocutors, assessing the current and future competitive advantages of both individual workers and their groups. The problem is manifested in the development of approaches that make it possible to compare the current needs of society and its individual

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representatives who have different worldview positions and a different cultural code. Consequently, the need to determine the content of the labor potential of workers becomes relevant. This is the most significant means of realizing the competitive advantages of employees in a flexibly changing market environment.

2 Formation of competitive advantages in a cultural context

There is a need to organize a management system associated with building a system of effective communications for management in a competitive environment [1, 2]. One of the aspects of such activity is the need to master the multiple linguistic aspects of information transfer in the context of a flexibly changing labor market. The involvement of workers with different cultural and worldview positions often leads to misunderstandings. One of the reasons for the emergence of problems leading to conflict situations is the availability of contextual information when translating various common concepts and specialized terminology. The semantic meaning of the terminological units of the language is quite difficult for management representatives in situations where the manager does not have special knowledge. This is true for most scientific fields, where the terminological sphere is not well-established and has a basis for the emergence of controversial situations. The more diverse the conceptual structures formed in human perception as a result of cognition of the surrounding world, the more difficult it is to choose an adequate representation of one or another term in another language. This complexity is especially relevant for areas where the meaning of many concepts is blurred at the legislative level. For example, in the field of terminology related to labor economics.

Leaders differ in their approaches to talent management, including differences in their understanding of the linguistic advantages in communication. Therefore, knowledge of the specifics of interaction in a multicultural environment is important for management procedures and affects the competitiveness of the workforce. It is required to determine the features of linguistic activity, taking into account the nature of work in a specific area of human activity, in order to get an objective idea of the linguistic advantages and disadvantages.

Speech quality is a well-researched and well-documented topic. The problem arises in the training procedures, which is noticeable in the training of specialists in specialties focused on the training of workers, by the type of activity associated with communication. Leaders are required not only to communicate, but also to fulfill overlapping job roles. We can say that such workers should have a wide range of cultural training, paying attention to competitive advantages. The value of speech communication is extremely important for the management team. In this connection, knowledge of languages is one of the most important communicative means of communication. This is largely due to the need to interact with representatives of different cultures in a continuous dialogue among labor collectives. It is important to know the peculiarities of the transmission of contextual information, which often contains the most important semantic nuances of speech. Language is a sign-symbolic system and makes it possible to convey a semantic context in different ways. Translation requires the interpretation of a variety of information, the transmission of which is the encoding and interpretation of messages. The management team of business entities is reforming the organizational environment through linguistic communication, which determines the nature of the relationship between employees. There are discrepancies between the levels of language proficiency when learning any foreign language. The employees have a good understanding of this, who are professionally engaged in language training. The transition from one level of cognition to a higher one absorbs what can be designated as knowledge of the essence of the translated terminology. The translation should take into account the cultural characteristics of the translated concepts in the context of understanding the essence of words by a native speaker, which is well presented in [3].

The peculiarities of the use of their labor duties by employees are studied in the field of labor economics, and linguistics belongs to the field of linguistics. Therefore, the specificity of the translation of terminology related to labor economics is of a pronounced interdisciplinary nature, which complicates the use of specialized terminology. This problem is divided into two tasks.

1. Translation of the term so that the direct context of the words is clear.

2. Transfer of the context of the term into which the translation is carried out, taking into account the cultural characteristics of the language.

Basically, when translating texts, they rely on 1 task, since it is not required to deeply convey the exact meaning of a terminological concept in most situations. There is no need to convey an exact translation, usually in cases where there is an exact analogue of the concept being translated in another language. The emergence of inaccuracies manifests itself in the presence of any varieties of additional evaluative meaning of a word, leading to difficulties in the results of translation and the use of terminological complex concepts. In linguistics, this is known as «connotation». The presence of connotations undoubtedly enhances the value of the cultural identity of the language, but at the same time complicates the translation of terminology that concretizes the field of scientific activity. Here it is convenient to use the concept of the semantic field as a set of linguistic units, united by a common content.

3 Labor potential as a means of displaying the competitive advantages of employees

There is a wide variety of concepts related to labor economics in the semantic field of the terminological apparatus. Let's note such widespread categories as human resources, labor force, human capital, labor potential. Labor potential is one of the vaguest concepts in theory. It includes the category «potential», which reflects the source of the worker's opportunities in the field of work. The following definition is convenient and does not contradict the existing theoretical provisions for practical use.

Labor potential is the ability of employees to realize the goals of the enterprise with proper material, technical, information and organizational support for the labor process.

The components of labor potential are understood as «professional knowledge, practical skills, personal and psychophysiological characteristics of employees, reflecting the ability of personnel to perform the production tasks assigned to them».

This definition is quite meaningful for the category of labor potential. There is a problem of choosing a method of decision-making, acceptable for its assessment, in relation to labor potential. The study of the potential of workers requires the use of an information base, including the names of the list of personal characteristics of workers, distinguishing by their culturological and ideological positions. Any of these personal characteristics can objectively be considered a component of labor potential, since it is closely interconnected with the labor capabilities of the employee.

The standard and most complete list of components includes health, morality, creativity, activity, organization, education, professionalism [4]. The content of these concepts is understandable at an intuitive level and therefore they can reasonably be considered components of labor potential. Professional knowledge, practical skills, personal and psychophysiological characteristics of employees, characterizing the ability of employees to perform any work tasks, cannot be limited to this short list. In the most complete list, the structure of hierarchically dependent elements of the process of systemic representation of the linguistic and non-linguistic communicative environment of labor collectives should be displayed.

The absence of a systematic, approved study of fragments of extra-linguistic reality makes it difficult to understand the semantic and cultural characteristics of the names of the components

of labor potential. In general, this problem is typical for the world of work as a whole. Interpretations of concepts affecting labor aspects represent a wide field of activity for researchers, with the exception of definitions approved by law. The problem of understanding the term “labor potential” in [5] is noted. The problem of the presence in the scientific literature of many of its interpretations is also noted. Hence, deep semantic contradictions arise between the value of scientific research and the context (semantic paradigm) of the entire list of components. The common semantic component for the components of labor potential is a concept that unambiguously characterizes the existing and potential labor opportunities of an employee. Labor potential is such a concept for all components. It is convenient to divide the entire set of components into groups and single out one concept in relation to each of them, which is a semantic component that reflects labor opportunities most clearly. It becomes necessary to formulate and substantiate the definition of competitiveness, which contains the cultural context of the formation of an employee's competitive advantages.

Competitiveness has been one of the most talked about categories for decades. The competitiveness of human labor is significant due to the fact that this category determines the level of an employee's wages, his social status and career prospects for any historical formation. Therefore, there is close attention to competitiveness on the part of employers. Let us turn to such a characteristic of an employee as his competitiveness in the labor market, taking into account the understanding of the cultural aspects of communication. The competitiveness of the staff is associated with educational procedures that are updated and modified depending on the needs of the external environment and the competitive capabilities of educational organizations [6, 7]. Correlation of the competitiveness of a specialist and the linguistic criteria of education makes it possible to determine how important knowledge of the linguistic aspects of communication is for employers in the labor market. A problem arises as to how to understand the language criteria for education. The category of competitiveness determines the ability of an employee to feel confident in the labor market, based on a variety of components. Employers are interested in the knowledge, skills and abilities of the employee, which reflect the degree of his competitiveness. From the point of view of knowledge of foreign languages, a competitive advantage is the ability to use them in professional activities.

Knowledge, skills and abilities that determine competitiveness are closely related to the concept of human capital in education. Some scholars believe that the costs of human capital formation should take into account the costs that increase the productive capacity of people, including investments in formal training. Hence, the assumption is made that the educational part of human capital includes various forms of education, which include self-education, cultural development, enlightenment, upbringing in the family and other factors and conditions that form a person [8, 9].

Let's understand the criteria for the quality of proficiency in both native and foreign languages under the linguistic criteria of education. The generally accepted criteria include indicators that determine the level of speech culture. It mainly includes informative richness, accuracy, consistency, purity and correctness of speech. The same applies to a foreign language. If a person cannot fully use his native language, mastering a foreign language at a high level will also be a problem. Based on this, it is possible to compare the skills of native and foreign languages.

According to the described approach, it is convenient to focus on the allocation of competitive advantages associated with potential labor opportunities. In the theory of labor potential, a set of components is highlighted, each of which is one of the competitive advantages. Distinguishing the cultural aspects of competitiveness, one can single out those components that reflect the professionalism of the employee. The components that determine the linguistic capabilities of a person include giftedness, organization, memory, diligence, ability to concentrate, purposefulness, etc. Possession of any developed component from this list provides the employee with an additional competitive advantage. The content of the

components can be reflected in the formulation of competence, which is confirmed by the widespread competence-based approach [10, 11]. Based on the theory of labor potential, we present the definition of an employee's competitive advantages in the cultural aspect.

The cultural competitive advantages of an employee are determined by their psychophysiological, personal and professional qualification characteristics in the labor market that meet the employer's requirements to the greatest extent according to the criterion of vocational-cultural training.

This definition shows that there is a fundamental opportunity to represent the cultural competitive advantages of an employee on the basis of professional characteristics that are components of labor potential.

There are severe time constraints in decision-making and information uncertainty in the modern controversial world. All this is superimposed on the unregulated work of the management staff and the presence of constant stressful situations in the personnel sector. Communication and good management are inextricably linked. Competitive advantages are the connecting link between them, they are realized through the image and are acquired when performing competent communications. The development of speech skills in communication helps to create a favorable impression of the leader. The development of language communications in personnel management procedures is relevant in such conditions. Communicative activity in personnel management has a logical completeness and practical nature, provided that it is combined with the advantages of a competence-based approach.

4 Representation of competencies based on the theory of labor potential

Competence models, reflecting the knowledge, skills and abilities of workers, systematized according to some criterion [12, 13] in the field of education, have become widespread. The competence-based approach is used to build such models and has an appropriate terminological apparatus. The competence-based approach is a means of orientation in the amount of information related to professional knowledge and skills. The instrumental capabilities of the competence-based approach make it possible to draw a logical chain between the employee's competitiveness, linguistic criteria for education and professional responsibilities.

The content of the competence is clearly described in terms that allow revealing the various characteristics of the individual. It is possible to use such formulations as “propose solutions”, “evaluate the consequences”, “determine the essential characteristics of a person”, “navigate the situation”, “use methods”, “solve problems”, “formulate topics”, “develop approaches”, etc., to display the image characteristics. Thus, a logical connection is maintained between the description of the content of the competence and its levels. It is advisable to formulate at least three signs, since the content of the competence is represented by three terms (know, be able, own). Each of the signs is a characteristic of knowledge, skills and possessions. If the signs correspond to the level of competence as the informativeness of the image characteristics increases, this will be reflected in a visual form by the content of the components.

Competencies are based on personal qualities of an employee's ability to demonstrate knowledge and skills in professional activities. Such knowledge and skills are displayed by professional qualifications and personal characteristics necessary to perform functions in certain positions. The competence that contributes to the development of the image includes the professional and qualification and personal characteristics of personnel, focused on the development of the internal individual potential of the employee, which forms a personal image, and contributes to the achievement of organizational goals.

An image is a stable image of a person, filled with content that society understands (by definition). This content is made up of various qualities (actually existing or invented) attributed to a person. The psychophysiological, personal and professional-qualification characteristics of

an employee may not be directly related to the image, but are a separate component of the formed image of a person. Many qualities are given to a person by nature (for example, empathy or perseverance), and are formed in various professional spheres of human activity. A number of qualities are especially important for the image, for example, the ability to present oneself in public («self-presentation»). It is difficult for a person to form the required image, who does not know how to correctly represent himself to the audience. Professional competencies reflect the features of the formation of competitive advantages and are improved in the process of labor activity. Let's make a list of these qualities. For each of them, it is possible to form the essential characteristics of the individual (components of labor potential), directly or indirectly affecting the image. Table 1 presents a list of components of the labor potential of employees that are significant for the formation of the image of an employee who works with personnel.

Table 1. Components of labor potential that are significant for the formation of an image in personnel management

№	Qualities
1	Ability to perform competent written communication
2	Ability to perform competent oral communication
3	Ability to perform self-presentation
4	Ability to motivate employees
5	Ability to objectively evaluate people
6	Ability to work in non-standard conditions
7	Ability to work in conditions of uncertainty
8	Ability to prioritize management
9	Ability to show empathy
10	Ability to build friendly relationships with the environment
11	Ability to manage conflicts
12	Ability to form a team
13	Consistency in actions
14	Charisma
15	Erudition
16	Observation skills
17	Persuasiveness
18	Perseverance in achieving goals
19	Professional competence
20	Sociability

The decisions made by the management team in a competitive environment are often based on their own life and professional experience. Given in table. 1, the components for the formation of the image have different meanings and their ordered list will increase the objectivity of the decisions made. The presentation of the relationship between competencies and significant components of the labor potential of the staff will orient the management team to reduce uncertainty in the procedures for making managerial decisions [14]. However, managers may be mistaken or lack sufficient information regarding the delineation of the professionalism of employees. Various human qualities, especially those related to professional responsibilities, are conveniently represented as competencies. Delimited by structural levels, the content of the competence will show the gradation of knowledge, skills and abilities required to form the image. Such content will reflect the level of training of a specialist, in

particular, determined by the presence of language skills. Systematized components can act as competencies with an expanded interpretation of their content with this approach.

5 Conclusions

The consequence of the social events of our time, leading to the mixing of the population, is the movement of people and, as a consequence, communication between representatives of nationalities belonging to different linguistic groups and cultural communities. The competitive advantages of an employee are determined by his psychophysiological, personal and professional-qualification characteristics, in certain conditions corresponding to the requirements of the employer to the greatest extent according to the criterion of cultural training. Therefore, the cultural context of the formation of an employee's competitive advantages, determined on the basis of the content of labor potential, is significant for management representatives. It is required to determine the characteristics of the potential, taking into account the nature of work in a specific area of human activity, in order to get an objective idea of the advantages and disadvantages of individual workers. The competence-based approach makes it easier to solve this problem and allows you to bring into an orderly form a variety of competencies, delimited by the criterion of choosing the unique cultural characteristics of employees that give them competitive advantages. The development of competencies in the cultural sphere reflects the specifics of the employee's activity and affects the quality of the formation of labor skills. Difficulties are caused by the differentiation of the quality of competitive advantages, determined on the basis of formed competencies. The detailing of knowledge, skills and abilities, carried out depending on the difficulty levels, makes it possible to set their minimum level. It is believed that an employee has a set of minimum necessary qualities that confirm his level of competence and competitive advantages in achieving the required professional level.

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