

THE STUDY OF ATTRACTING AND RETAINING FACTORS OF YOUNG EDUCATION SPECIALISTS IN YEKATERINBURG

Inna Koulkova

**Doctor of Economics, Professor in Ural State University of Economics
Yekaterinburg, Russia**

Anna Kosintseva

**HR management Master, teacher of Russian language and literature
in MAOU SOSh № 105 (Secondary School № 105)
Yekaterinburg, Russia**

Abstract. The article contains the analysis of the socio-economic survey conducted by the authors in Yekaterinburg in order to analyze the attracting and retaining factors of young teachers in secondary schools, to identify the motivational priorities in modern conditions. The study was conducted by sampling survey. The questionnaire consisted of several blocks. During the survey decisive factors in selecting place of employment by young specialists have been clarified first of all. Then the difficulties and disadvantages were studied that young teachers experienced in their work at the present time, including whether they believed that were overwhelmed at work. It was determined the level of potential turnover of teaching staff; and the amount of wages satisfaction. The last block of the questionnaire contained open-ended questions in order to determine the wishes of young professionals to get more job satisfaction; as well as factors of improving the quality of young professionals' work. At the end of the article recommendations are offered to improve the process of young professionals retention in schools, proposed by the young professionals during the survey. The article provides useful information for the administration of educational institutions, students and practitioners involved in human resource management.

Keywords: recruitment; staff attracting; retention factors; young teachers; work preferences; staff motivation.

JEL codes: J20; J24; J32.

References

1. . Volkova, N.V. HR policy to consolidate the company of young professionals: on the example of graduates of economic specialties of higher educational institutions: the Thesis. Biysk, 2005. 169 p.

2. Voronin, Yu. Exchange diploma on experience // Career and Management - № 887 (9). - Access: <http://rg.ru/20-13/03/12/kadry.html>.
3. Kirichenko, E.V. Determinants of demand for youth employment. Theoretical and empirical analysis / Monograph. - LAP LAMBERT Academic Publishing. – 2010
4. Malysheva, N.I. Attract and retain young professionals in the enterprise: problems and solutions Author. diss. Ph.D.. - Access: [https://docviewer.yandex.ru/?url=http%3A%2F%2Fwww.niitru.ru%2Fanalytics%2Fdisser%2FMalisheva%252001_11_13.pdf&name=Malisheva%2001_11_13.pdf&lang=ru&c=.](https://docviewer.yandex.ru/?url=http%3A%2F%2Fwww.niitru.ru%2Fanalytics%2Fdisser%2FMalisheva%252001_11_13.pdf&name=Malisheva%2001_11_13.pdf&lang=ru&c=)
5. Nagaev, a M.A., Ermolaeva L.D. Talent management: attracting and retaining young professionals. - Access: <http://www.scienceforum.ru/2016/15-42/16770>.
6. Parabellum, A., Merkulov, A., Mrochkovskij, N. Forge frames. How to create a place willing to work with you. SPb .: P-ter, 2014. - 176 p.
7. Razumova, T.O., Kirichenko, E.V. The modification of the theory of educational signals in the labor market of graduates of universities of Russia // Bulletin of Voronezh State University. A series of Economics and Management. - 2012. - № 1.
8. Chebyshev, E. Motivation and retention of staff, a differentiated approach. - Access: <http://www.lanit-consulting.ru/services/hr/lib/access/all/9>.
9. Carroll, T. Policy Brief. The High Cost of Teacher Turnover. Prepared for the National Commission on Teaching and America's Future. - Access: <http://nctaf.org/wpcontent/uploads/2012/01/NCTAF-Cost-of-Teacher-Turnover-2007-policy-brief.pdf>.
10. Keigher, A. Teacher Attrition and Mobility: Results From the 2008-09 Teacher Follow-up Survey. U.S. Department of Education [electronic resource]. - Access: <http://nces.ed.gov/pubs2010/2010353.pdf>.
11. Sharplin, E .; O'Neill, M .; Chapman, A. Coping strategies for adaptation to new teacher appointments: Intervention for retention // Teaching and Teacher Education. - 2011 - T .: 27 - Issue .: 1 - S .: 136-146
12. Goldhaber, D .; Krieg, J .; Theobald, R. Knocking on the door to the teaching profession? Modeling the entry of prospective teachers into the workforce // Economics of Education Review. - 2014 - T .: 43 - S .: 106-124
13. Plutova, M.I. Adaptation and strengthening of young professionals abroad // Human Progress. - 2016 - T .: 2, N 5 (May). - Access: http://progress-human.com/images/2016/Tom2_5/Plutova_5.pdf
14. Gromov, A.A. Directions tyutorskoy support the general education of the young teacher-education schools [electronic resource] // Yaroslavl Pedagogical Gazette - 2012. - № 2. - Access:

https://docviewer.yandex.ru/?url=http%3A%2F%2Fvestnik.yspu.org%2F2012_2pp%2F51.pdf&name=51.pdf&lang=ru&c=5756ee1c61c2.

15. Zembitskaya, M.V. Support for young teachers as the US personnel policy priority in the field of school education [electronic resource] / M.V. Zembitskaya. - Access: <http://cyberleninka.ru/article/n/podderzhka-molodyh-uchiteley-kak-prioritet-kadrovoy-politiki-sshav-sfere-shkolnogo-obrazovaniya>

16. Imamov, I.F. Analysis of the effectiveness of personnel policy of the Republic of Tatarstan for the consolidation of young professionals in the school (for example, the implementation of the grant "Our new teacher"). - Access: <https://docviewer.yandex.ru/?url=https%3A%2Fwww.hse.ru%2Fdata%2F20>.

17. Imamov, I.F. Attract and retain young teachers in the school as a priority in the formation of human resources policy [electronic resource] / IF Imams. - Re-press access: <https://docviewer.yandex.ru/?url=http%3A%2Fmagarif-uku.ru%2Fwpcontent%2Fuploads%2F2014%2F0-8%2Fstatyamagisterskaya-QK.pdf&name=statya-magisterskaya-QK.pdf&lang=ru&c=5756cf48b71c>.

18. Kovriga, V.M. Improving educational institutions personnel policy. - Access: <http://festival.1september.ru/articles/632089/>.

19. Sipovich, L.A. A young teacher (program to attract young professionals in the school in RSO-Alaniya Mozdok district of North Ossetia) - Access: <https://infourok.ru/programma-po-privlecheniyu-molodih-specialistov-v-shkoli-mozdokskogo-rayona-rsoalaniya-409487.html>

20. Chaurova, A.V. A young teacher (program to attract young professionals in urban school districts Berezovsky). - Access: <http://nsportal.ru/shkola/raznoe/libr-ary/2014/05/11/molodoy-uchitel-programma-privlecheniya-molodykh-spetsialis-tov-v>.

Contact

Inna Koulkova

Ural State University of Economics

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

redactor@progress-human.com

Anna Kosintseva

MAOU SOSH № 105 (the secondary school № 105)

9, Kosareva Str., 620010, Yekaterinburg, Russia

martunenko-olga@mail.ru