



# HUMAN PROGRESS

Электронное сетевое издание

Том 5 Выпуск 7 (октябрь-декабрь) 2019

Editor in Chief:

Inna Kulkova – Doctor of Economics, Professor (redactor@progress-human.com, instmen@ya.ru)

Founder:

The Educational and Research Institute of Management

The address:

of. 915a, 12A, 8 Marta str., Yekaterinburg, 620014, The Russian Federation

Phone number:

+7 (982) 62-40-400

6+

The journal is registered in the Federal Service for Supervision of Communications, Information Technology, and Mass Media (Russia) El No. FS77-62455 dated July 27, 2015.

ISSN 2414-4916

Included in the Russian Science Citation Index

Included in the Higher Attestation Commission's List of the peer-reviewed scientific journals, in which the main scientific results for the candidate of science degree thesis, for the doctor of sciences degree thesis should be published

Editorial board:

Prof. Dr. Zuzana Dvorakova - the University of Chemistry and Technology, the School of Business, Prague, Czech Republic.

Prof. Dr. Kurpis Lada - Gonzaga University, Spokane, USA.

Prof. Dr. Mauro Gatti - University of Rome "La Sapienza", Rome, Italy.

Prof. Dr. Maria Menshikova - University of Rome "La Sapienza", Rome, Italy.

Prof. Dr. Ekaterina Vinogradova - Ural State University of Economics, Yekaterinburg, Russia.

Prof. Dr. Pavel Druzhinin - Institute of Economics, Karelian Scientific Center of the Russian Academy of Sciences, Petrozavodsk, Russia.

Prof. Dr. Igor Leontyev - General Director of Insurance Medical Company "UMMC-Medicine" LLC, Yekaterinburg, Russia.

Prof. Dr. Larisa Mierin - St. Petersburg State University of Economics, St. Petersburg, Russia.

Prof. Dr. Tatyana Razumova - Lomonosov Moscow State University, Moscow, Russia.

Prof. Dr. Sergey Radko - Russian State University named after A.N. Kosygin (Technology. Design. Art), Moscow, Russia.

Prof. Dr. Larisa Sankova - Yuri Gagarin State Technical University of Saratov, Saratov, Russia.

Prof. Dr. Nadezhda Surnina - Ural State University of Economics, Yekaterinburg, Russia.

Prof. Dr. Andrey Shelomentsev - Institute of Economics, Ural Branch of the Russian Academy of Sciences, Yekaterinburg, Russia.

Prof. Dr. Vadim Shumetov - Orel State University named after I.S. Turgenev, Orel, Russia.

Assoc. Prof. Maria Plutova - Ural State University of Economics, Yekaterinburg, Russia.

Assoc. Prof. Dr. Alena Fedorova - Ural Federal University, Yekaterinburg, Russia.

## CONTENTS

### *Economics and Management*

<b>Birnale D.S.</b> The female employment role in economic development and its increasing ways.....	1
<b>Kulkarni T.S., Nawkekar A.K.</b> Recruitment and management ideas for different generations employee's cooperation.....	2
<b>Avramchuk L.V.</b> HR-policy as the most important tool for attracting young professionals.....	3
<b>Barsukov V.I.</b> Features and consequences of population ageing in Vologda region.....	4
<b>Gruzdeva M.A., Kalachikova O.N.</b> Men`s representations about marriage and parenthood (according to Vologda region data).....	5
<b>Kozarezova Y.I.</b> The management style influence on staff involvement.....	6
<b>Kulkova I.A.</b> Career guidance services market analysis in Yekaterinburg.....	7
<b>Menshikova M.S.</b> Smart-working implementation to the labor management of modern enterprises.....	8
<b>Ostrik V.U.</b> Non-material stimulation in the system of organizational effective HR-management.....	9
<b>Popov A.V.</b> Features and patterns of employment transformation in Russia and countries worldwide.....	10
<b>Rossoshansky A.I.</b> Statistical analysis of the population financial attitudes system (NWFD regions case study).....	11
<b>Tonkikh N.V., Baranova N.B.</b> Internet employment as an instrument for mothers' work-life balance maintaining: myth or reality.....	12