

HR RESISTANCE AS A FACTOR OF INNOVATIVE DEVELOPMENT IN RUSSIA

Inna Koulkova

Doctor of Economics, Professor in Ural State University of Economics

Yekaterinburg, Russia

Abstract. Article is devoted to innovative development of Russia, which is regarded from the viewpoint of the human factor and its influence on economic processes. In the first part of the article different approaches to the definition of a high-performance workplace were explored; the conclusion about the necessity of innovative economic development was made for improving productivity. In the second part of the article the influence of personnel resistance on innovative development is studied. The results of the author's survey of economically active persons of the Ural Federal District are presented, which prove that staff resistance is not a major stop-factor of innovative development. The reasons of resistance from owners of businesses (individuals) to innovative development were identified; the main directions of regulation of owners' work behavior were scheduled. This article may be interesting for professionals involved in innovative development of the areas or the country, human resource management, and for students studying in the economic areas.

Keywords: high-performance workplace; innovative economic development; labor productivity; HR resistance; regulation of work behavior.

JEL codes: J 24; M 12; O 31.

References

1. Ba A., Alis D. Employee and customer dissatisfaction in response to the automation of hypermarket checkouts: from voice to defection and negligence // Relations Industrielles-Industrial Relations. – 2016. - T: 71. – Issue: 2 P.: 323-349
2. Cohen, B.H. Why the Resistance to Statistical Innovations? A Comment on Sharpe (2013) // Psychological Methods. - 2016
3. Ram, S., Sheth, J.N. Consumer resistance to innovations: The marketing problem and its solutions // Journal of Consumer Marketing. – 1989. - 6 (2), pp. 5
4. Stanton, J. Innovations in health and medicine: Diffusion and resistance in the twentieth century. – Publisher: Taylor and Francis. - 2012. - pp. 1-232

5. Taylor J., Coates E., Brewster L. и др. Examining the use of telehealth in community nursing: identifying the factors affecting frontline staff acceptance and telehealth adoption // Journal of Advanced Nursing. – 2015. - T: 71. – Issue: 2. - P.: 326-337
6. Dementiev V.V., Vishnevsky V. Why Ukraine is not innovative power: institutional analysis // Scientific works of Donetsk National Technical University. Series: economic. - Issue 36-1 p.5-16
7. Coase R. Company, market and law. - M.: "It Ltd", 1993. - 192 p.
8. Roadmap NJC / [electronic resource] URL: http://www.asi.ru/upload/iblock/ee7/dk_14-11-2012.pdf
9. Rosstat Order of November 14, 2013 № 449 «On approval of the methods of calculating The growth of high-performance workplaces, as a percentage of the previous year", "The share of high-tech and knowledge-intensive industries in the gross domestic product" and "The share of high-tech and knowledge-intensive industries gross regional product of the Russian Federation" / [electronic resource] URL: <http://docs.pravo.ru/document/view/48615053/55173682/>
10. Program of development and modernization high-end jobs in the innovative industries in the Sverdlovsk Region up to 2020 / [electronic resource] URL: www.movp.ru/win/download/10416/

Contact

Inna Koulkova

Ural State University of Economics

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

redactor@progress-human.com