

Modern State Regulation of Migration Processes in the Northern Territories Taking into Account Factors of Social Attractiveness

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Abstract

At the modern stage of development in the northern territories it is important to understand what factors of social attractiveness influence migration processes and whether the state is able to manage migrant flows. To this end, it is essential to analyze the current state of migration processes in the northern territories (by the example of the Khanty-Mansiysk Autonomous Okrug – Yugra) and main social factors that influence migration processes. In the article, the authors consider the current state of migration processes in the Khanty-Mansiysk Autonomous Okrug – Yugra, which is characterized by the number of people arriving and leaving the northern territories, and assess the degree of dependence of migration processes on factors of social attractiveness in the northern oil and gas territories. Results, which were obtained and analyzed, reveal factors of social attractiveness for the territories of the oil and gas region. The results of the research allowed the authors to set forth a number of measures aimed to solve the current problems related to the regulation of migration processes in the northern oil and gas region. Proposals specified in the article are recommended for application by public authorities to manage migration processes in the Khanty-Mansiysk Autonomous Okrug – Yugra.

Keywords: northern oil and gas region, migration processes, social attractiveness, state policy, state regulation of migration.

La Regulación Estatal Moderna De Los Procesos Migratorios En Los Territorios Del Norte Teniendo En Cuenta Los Factores De Atractivo Social

Resumen: En la etapa moderna de desarrollo en los territorios del norte, es importante comprender qué factores de atractivo social influyen en los procesos migratorios y si el estado puede gestionar los flujos de migrantes. Para este fin, es esencial analizar el estado actual de los procesos migratorios en los territorios del norte (por ejemplo, el Okrug Autónomo Khanty-Mansiysk - Yugra) y los principales factores sociales que influyen en los procesos migratorios. En el artículo, los autores consideran el estado actual de los procesos de migración en Khanty-Mansiysk Autonomous Okrug - Yugra, que se caracteriza por la cantidad de personas que llegan y salen de los territorios del norte, y evalúan el grado de dependencia de los procesos de migración en factores de atractivo social en los territorios del norte de petróleo y gas. Los resultados, que fueron obtenidos y analizados, revelan factores de atractivo social para los territorios de la región de petróleo y gas. Los resultados de la investigación permitieron a los autores establecer una serie de medidas destinadas a resolver los problemas actuales relacionados con la regulación de los procesos de migración en la región norte de petróleo y gas. Las propuestas especificadas en el artículo se recomiendan para la aplicación de las autoridades públicas para gestionar los procesos de migración en el Okrug Autónomo Khanty-Mansiysk - Yugra.

Palabras clave: región norte de petróleo y gas, procesos migratorios, atractivo social, política estatal, regulación estatal de la migración.

1. Introduction

Having entered the 21st century, Russia has been making new strategic plans, fulfillment of which requires the elaboration of a new strategy for the state's development. The primary goal pursued by the Russian Federation in the new century is to achieve stable and balanced development and speedy integration into the global system of inter-state economic and human relations.

During the post-crisis period, special attention is paid to the development of the economy that is focused on the global economic system. General prospects of Russia's economic development are formed by an aggregate of successful economic development of its regions. In modern Russia,

which is focused on expansion, a considerable portion of economic activities that are conducive to economic growth is carried out in separate regions with such unique characteristics as natural resources, economic structures, the level of economic development, specialization of labor, human capital, etc. Each of the regions plays an important role in the country's economic system and economic complex.

One of such regions is the Khanty-Mansiysk Autonomous Okrug – Yugra (Okrug). The Okrug is Russia's strategic region. The Okrug is one of the world's biggest oil-producing regions, holding leadership in terms of oil output, electric power generation, industrial output and gas production (Bogomolova, 2016).

Yugra provides Russia's energy security. This region is a leader by key economic indicators, being No. 1 in terms of oil production nationwide, ranks second by electric power generation and in terms of gas output and tax payments to the federal budget, is in the third place among Russian regions by fixed asset investment (Khanty-Mansiysk Autonomous Okrug Official Site of the Public Authorities, n.d.). These key indicators help the Okrug maintain high competitiveness among Russian regions.

The Okrug is a sectorial oil and gas region, with a limited number of core industries in the region's economy, with well-developed additional and supplementary sectors. In the conditions of geopolitical instability and sanctions, close attention is paid to the regions that are able to promptly turn their economies into the resource potential of development in order to keep households supplied with own goods and services. Due to the latest geopolitical events, the Okrug set new development priorities aimed to maintain the high level of public welfare on the basis of balanced stable economic growth, import substitution of goods, work and services (Bogomolova et al., 2015).

Not only oil and gas output, generation of electric power and investment make a contribution to the region's stable economic development, but also human capital. The Okrug pursues an aggressive policy of attracting and developing human capital that aims to develop the region's social security system. The social security system comprises healthcare, education, culture and the efficient migration policy (Khanty-Mansiysk Autonomous Okrug Official Site of the Public Authorities, n.d.).

Human capital is one of the most substantial resources in the region's economy, and its value in the post-industrial society is higher than the value of suitable or accumulated wealth. Prospects of economic development and progress in sciences and technologies are determined by the scope

of human capital. The level of economic and social development, which dominates in the region, makes it possible to provide and maintain the region's social attractiveness at a high level, thereby drawing human capital into its territory. Human capital can be increased in two ways (through natural population growth or higher migrant flows, in which the region is the receiving party). In both cases, it is necessary to create certain social and economic conditions in the region for the population that will increase interest in the relevant territory, i.e. to make it socially attractive.

Many scientists currently study problems related to the Okrug's economic and social development and its social attractiveness. Under scrutiny are also migration processes ongoing in the Okrug due to improved social attractiveness and taking into account the region's separate territories.

Scientific publications show various types of classification for criteria of social attractiveness. In their work, co-authors I.S. Katz and E.V. Popov (2014) provide a classification depending on the distribution of public benefits, while I.S. Glebova, E.M. Razumovskaya, G.A. Suldin and Ya.S. Yasnitsky present classifications dependent on the economic development of territories.

2. Methods

The paper gives a view and assessment of the modern conditions of the northern region's social attractiveness by the example of the Khanty-Mansiysk Autonomous Okrug – Yugra and defines methods of research related to the problem addressed. Upon analysis, we proposed a number of measures that help manage migration processes in the Okrug (to stimulate or restrain migrants).

When conducting the research aimed to identify dependence of migration processes on the northern region's social attractiveness, the following methods were used:

- statistical methods of migration studies: indirect methods, the use of which can help calculate the overall balance of migration for a certain period and the balance of migration in separate territories; the method of selective analysis makes it possible to assess separate categories of migrants and to assess the impact of a separate factor of social attractiveness on migrants; correlation analysis that is used to assess correlation between the pairs of indicators and the degree of their dependence;

- sociological methods help identify the most substantial factors of social attractiveness for northern territories, what motivates various groups of migrants to relocate and social potential of migration territories;

- logical methods of situational analysis and methods of forecasting that make it possible to assess the current state and tendencies in the degree of dependence of migration on social attractiveness of northern territories;
- since economists initially view migration processes as a result and supplement of economic processes, this implies the use of classical methods of economic analysis that help identify proportional dependencies among indicators of the research that are under assessment.

3. Results

During a long period, the Okrug has been a region that stands out by the heightened intensity of migration flows due to substantial social attractiveness (Table 1).

Table 1. Number of those who arrived and left the Okrug, persons (Information Demographic Bulletin, n.d.)

Indicator	Persons					Growth rate, %
	2013	2014	2015	2016	2017	2017/2013
Arrived, total	80,824	79,910	82,199	86,702	76,217	94
<i>of them:</i>						
from other regions	47,406	46,011	44,548	46,762	41,667	88
from the CIS	6,567	8,166	10,354	12,599	10,384	158
from the non-CIS	214	173	172	152	124	58
Left, total	85,302	82,447	84,047	82,838	80,284	94
<i>of them:</i>						
from other regions	52,111	50,654	49,748	47,949	47,314	91
from the CIS	1,394	2,328	3,124	3,608	5,025	360
from the non-CIS	68	99	122	132	96	141

Main factors influencing the population in favor of relocation to the northern region included wages and the possibility of finding rotation jobs. However, over a long period of time separate areas of the Okrug's social policy developed at a rapid pace which allowed public authorities to improve the efficiency of managing migrant flows in the region. Modern migration processes in the Okrug are fairly dynamic (Table 2).

Table 2. Indicators that characterize migration processes in the Okrug (Department of Finance of the Khanty-Mansiysk Autonomous Okrug, n.d.; Information Demographic Bulletin, n.d.; Statistical data on migration in the Khanty-Mansiysk Autonomous Okrug – Yugra, n.d.; Directorate of the Russian Ministry of Internal Affairs in the Khanty-Mansiysk Autonomous Okrug, n.d.; Khaydukova, 2017)

Indicator	2013	2014	2015	2016	2017	Growth rate, %, 2017/2013
The Okrug’s migration policy spending, RUB thousand	182.5	189.8	518.3	4,772	13,553.7	7,426.7
People who arrived, person	80,824	79,910	82,199	86,702	76,218	94.3
People from left, person	85,302	82,447	84,047	82,838	80,285	94.1
Migrant inflow, person	-4,478	-2,537	-1,848	3,864	-4,067	90.8

Factors of the northern oil and gas region’s social attractiveness influence the speed of migrant flows.

Funds provided for the region’s migration policy have been rising year after year. This allows public authorities to manage migration processes in the region as efficiently as possible and, consequently, to manage priority directions in which people move.

The number of those who left and arrived is unstable, rising substantially or decreasing during specific periods of time. In the course of correlation analysis, we will define factors of social attractiveness that produce the biggest effect on the prevailing trend.

Accordingly, migrant inflows are not stable but opposed to the previous numbers the figure declined conspicuously only during the past 12 months of the period under analysis.

To conduct correlation analysis and identify factors of social attractiveness that influence migration processes, we focused on enlarged groups of the Okrug’s quantitative and qualitative social indicators.

The core of public activities is the development of the Okrug’s public utilities sector (Figure 1).

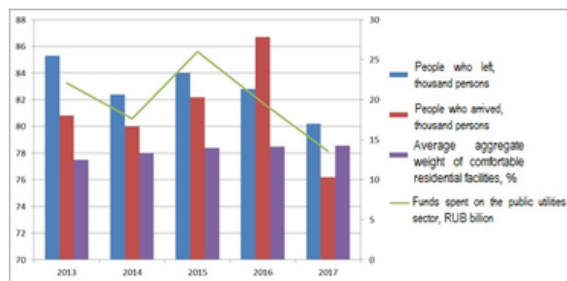


Figure 1. Public utilities indicators in the Okrug (Department of Finance of the Khanty-Mansiysk Autonomous Okrug, n.d.; Department of the Public Utilities and Energy Sector of the Khanty-Mansiysk Autonomous Okrug, n.d.)

The Okrug is marked by pronounced fast changes in the number of people who arrived and indicators from the Okrug's public utilities sector, and by the dependence of these indicators (Figure 1). It is necessary to conduct correlation analysis to consider the degree of dependence in detail.

The correlation analysis shows that funds spent on the Okrug's public utilities sector directly influence the number of people who left the northern region, while dependence between those who left the Okrug and the aggregate weight of comfortable residential facilities is opposite (Table 3).

Table 3. Correlation ratios between people who left the Okrug and indicators from the Okrug's public utilities sector

Indicator	People who left the Okrug, thousand persons	Funds spent on the Okrug's public utilities sector, RUB billion	Average aggregate weight of comfortable residential facilities, %
People who left the Okrug, thousand persons	1		
Funds spent on the Okrug's public utilities sector, RUB billion	<u>0.85</u>	1	
Average aggregate weight of comfortable residential facilities, %	<u>-0.70</u>	-0.27	1

When considering the correlation between the number of people who arrived and funds spent on the Okrug’s public utilities sector, we came to the conclusion that there is a moderate dependence between the number of people who arrived and indicators from the Okrug’s public utilities sector, and there is practically no dependence between the number of people who arrived and the average aggregate weight of comfortable residential facilities (Table 4).

Generalizing results obtained, it can be said that funds spent on the public utilities sector, in large part, influence migration processes in the Okrug.

Table 4. Correlation between the number of people who arrived and the Okrug’s public utilities indicators

Indicator Indicator	People who arrived in the Okrug, thousand persons	Funds spent on the Okrug’s public utilities sector, RUB billion	Average aggregate weight of comfortable residential facilities, %
People who arrived in the Okrug, thousand persons	1		
Funds spent on the Okrug’s public utilities sector, RUB billion	<u>0.53</u>	1	
Average aggregate weight of comfortable residential facilities, %	0.08	-0.27	1

Healthcare is an important component of the social sector. The pace of healthcare development directly influences the northern oil and gas region’s overall social attractiveness (Figure 2). One of the most important functions of the Okrug and its public authorities is to ensure that the Okrug’s population remains healthy. The healthcare sector is not only a system of medical measures taken by the Okrug’s public authorities but also political, economic, legal and other actions.

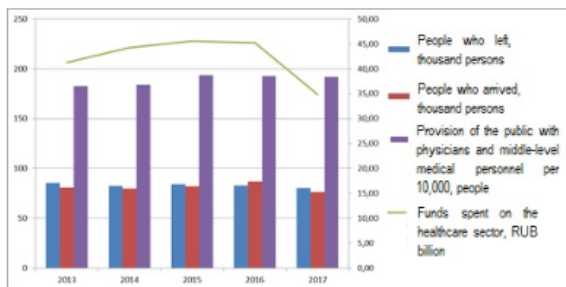


Figure 2. The Okrug’s healthcare indicators (Department of Finance of the Khanty-Mansiysk Autonomous Okrug, n.d.; Portal of open data of the Khanty-Mansiysk Autonomous Okrug, n.d.; Statistical data on migration in the Khanty-Mansiysk Autonomous Okrug – Yugra)

To determine the degree of dependence between the healthcare sector’s performance and migration processes the authors conducted correlation analysis aimed to find a correlation between the indicators under analysis that will show what kind of correlation is seen.

The obtained correlation ratio determines the impact on migrants who arrive in the Okrug and funds spent on the healthcare sector. The correlation factor for these indicators is 0.81, which implies a strong relationship between the indicators. Such a high degree of dependence is explained by the fact that healthcare is one of the most important areas that helps to protect public health (Table 5).

Table 5. Correlation between the number of people who arrive in the Okrug and the Okrug’s healthcare sector indicators

Indicators	People who arrived in the Okrug, thousand persons	Funds spent on the Okrug’s healthcare sector, RUB billion	Public provision with all kinds of physicians and middle-level medical personnel per 10,000, persons
People who arrived in the Okrug, thousand persons	1		
Funds spent on the Okrug’s healthcare sector, RUB billion	0.81	1	
Public provision with all kinds of physicians and middle-level medical personnel per 10,000, persons	0.24	0.02	1

People from the regions, in which healthcare institutions are poorly financed, strive to relocate to the regions where this sector is well funded, providing the public with access to high-quality medical services (Table 6).

The main subject of the healthcare system is a person, and, therefore, it is important for the state to understand in what direction to develop healthcare services in order to manage migration processes.

Table 6. Correlation between the number of people who left in the Okrug and the Okrug's healthcare sector indicators

Indicators	People who left the Okrug, thousand persons	Funds spent on the Okrug's healthcare sector, RUB billion	Public provision with all kinds of physicians and middle-level medical personnel per 10,000, persons
People who left the Okrug, thousand persons	1		
Funds spent on the Okrug's healthcare sector, RUB billion	<u>0.59</u>	1	
Public provision with all kinds of physicians and middle-level medical personnel per 10,000, persons	-0.38	0.02	1

Education plays an important role in the formation of human capital. It is absolutely evident that a person's demand in the labor market and his/her wage depend on the level of his/her education and practical skills. The attractiveness of territories for migrants depends on how much is spent on the education sector. The number of places in educational institutions substantially influences public inflows and outflows from the relevant territory (Figure 3).

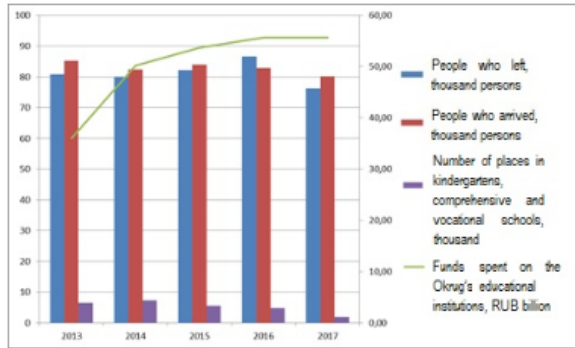


Figure 3. The Okrug's educational indicators (Department of Finance of the Khanty-Mansiysk Autonomous Okrug, n.d.; Department of Education and Youth Policy of the Khanty-Mansiysk Autonomous Okrug, n.d.; Statistical data on migration in the Khanty-Mansiysk Autonomous Okrug – Yugra)

Dependence between numbers of current migration processes and from the Okrug's educational sector, which was found upon correlative analysis, shows that when choosing areas for relocation the public does not find it important how much funds the state spends on education. The correlation ratio between the indicators is equal to 0.09, implying weak dependence. A more important indicator for people who arrive in the Okrug is the number of places in educational institutions as in this respect the correlation ratio is 0.35 (moderate dependence) (Table 7).

Table 7. Correlation between the number of people who arrive in the Okrug and the Okrug's education sector indicators

Indicators	People who arrived in the Okrug, thousand people	Funds spent on the Okrug's education sector, RUB billion	Number of places in kindergartens, comprehensive and vocational schools, thousand
People who arrived in the Okrug, thousand people	1		
Funds spent on the Okrug's education sector, RUB billion	0,10	1	
Number of places in kindergartens, comprehensive and vocational schools, thousand	<u>0,35</u>	-0,55	1

Based on the results of correlation dependence between the education sector's indicators and the number of people who left the Okrug, it can be generally said that the state and the pace of development in the education sector are decisive for people who left the Okrug. There is high counter-dependence between funds spent on the education sector and the number of people who left the Okrug, with the correlation ratio of 0.72, and there is also the same high dependence between the number of people who left the Okrug and the number of places in educational institutions, with the correlation ratio standing at 0.72 (Table 8). It can be said that when regulating the outflow from the Okrug it is necessary to take into account the numbers from the education sector (Figure 3).

Table 8. Correlation between the number of people who left the Okrug and the Okrug's education sector indicators

Indicators	People who left the Okrug, thousand people	Funds spent on the Okrug's education sector, RUB billion	Number of places in kindergartens, comprehensive and vocational schools, thousand
People who left the Okrug, thousand people	1		
Funds spent on the Okrug's education sector, RUB billion	<u>-0.72</u>	1	
Number of places in kindergartens, comprehensive and vocational schools, thousand	<u>0.72</u>	-0.55	1

Another important area influencing migration processes in the northern territories is the social policy. The social policy aims to improve the quality of life and living standards of the public and to improve other areas that influence the social welfare of the public. The state of the social policy is significant not only for separate categories of people who arrive and leave but overall for all flows regardless of age or social status. Such areas of the social policy as taxation, pensions, social support and others determine the attractiveness of a territory. The Okrug's main social policy indicators tend to grow (Figure 4).

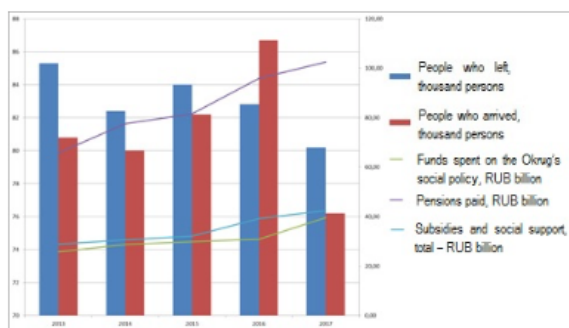


Figure 4. The Okrug’s social policy indicators (Department of Finance of the Khanty-Mansiysk Autonomous Okrug, n.d.; Social Development Department of the Khanty-Mansiysk Autonomous Okrug, 2018; Statistical data on migration in the Khanty-Mansiysk Autonomous Okrug – Yugra; Khanty-Mansiysk Autonomous Okrug – Yugra in Figures, 2018)

Amounts of subsidies, social support and pensions have been rising in the Okrug year after year. It is necessary to conduct correlation analysis to find dependence and the degree of influence on the development of social policy and migration processes.

All provided social policy indicators have a reverse insignificant relationship with the number of people who arrive in the Okrug, showing that the state of the social policy in the Okrug has a little impact on social attractiveness for migrants who arrive in the region (Table 9).

Table 9. Correlation between the number of people who arrived in the Okrug and the Okrug’s social policy indicators

Indicators	Number of people who arrived in the Okrug, thousand persons	Funds spent on the Okrug’s social policy, RUB billion	Funds spent on subsidies and social support, total (RUB billion)	Amount of pensions paid, RUB billion
Number of people who arrived in the Okrug, thousand persons	1			
Funds spent on the Okrug’s social policy, RUB billion	<u>-0.51</u>	1		
Funds spent on subsidies and social support, total (RUB billion)	-0.10	0.89	1	
Amount of pensions paid, RUB billion	-0.06	0.89	0.01	1

The degree of dependence between social policy indicators and the outflow of people is fairly high as underscored by correlation ratios that go to -1, dependence will be reverse (i.e. the number of people who left the Okrug will decrease once social policy indicators improve). The most significant relationship is seen between the number of people who left the Okrug and funds spent on the Okrug’s social policy (the correlation ratio is -0.9) (Table 10).

Table 10. Correlation between the number of people who left the Okrug and the Okrug’s social policy indicators

Indicators	Number of people who left the Okrug, thousand persons	Funds spent on the Okrug’s social policy, RUB billion	Funds spent on subsidies and social support, total (RUB billion)	Amount of pensions paid, RUB billion
Number of people who left the Okrug, thousand persons	1			
Funds spent on the Okrug’s social policy, RUB billion	<u>-0.91</u>	1		
Funds spent on subsidies and social support, total (RUB billion)	<u>-0.81</u>	0.89	1	
Amount of pensions paid, RUB billion	<u>-0.84</u>	0.89	0.01	

Migration processes in the northern oil and gas region are unstable. Their pace mainly depends on the policy pursued in the region, with relevant goals and directions changing every year. Upon correlation analysis, it can be said that various social attractiveness indicators can help easily manage migration processes in the Okrug.

4. Discussion

Results of the analysis conducted to find the dependence between the

Okrug's social policy indicators and migration processes show that it is possible to influence the number of people who arrive or leave by using specially defined measures, managing quantitative and qualitative indicators of the region's social attractiveness (Tables 11, 12).

Table 11. Correlation ratios between the Okrug's migration indicators and quantitative indicators from the Okrug's social sector

Indicator	State funding, RUB million			
	Healthcare	Education	Public utilities	Social policy
Number of people who arrived in the Okrug, thousand persons	0.81	0.09	0.53	-0.51
Number of people who left the Okrug, thousand persons	0.58	-0.72	0.85	-0.91
Migrant inflow, thousand persons	0.58	0.52	0.19	-0.08

* Compiled by the authors based on Tables 3-10

Table 12. Correlation ratios between the Okrug's migration indicators and qualitative indicators from the Okrug's social sector

Indicator	Public provision with physicians per 10,000, person	Number of places in comprehensive schools, thousand persons	Average aggregate weight of comfortable residential facilities, %	Funds spent on subsidies and social support, total (RUB billion)	Amount of pensions paid, RUB billion
Number of people who arrived in the Okrug, thousand persons	0.24	0.35	0.08	-0.10	-0.06
Number of people who left the Okrug, thousand persons	-0.38	0.72	-0.70	-0.81	-0.84
Migrant inflow, thousand persons	0.49	0	0.50	0.32	0.39

* Compiled by the authors based on Tables 3-10

Results obtained in the course of correlation analysis aimed to identify dependence of migration processes on factors of social attractiveness and those generalized in Tables 10 and 11 allow us to build a matrix of measures that stimulate migration and measures that restrain migration in the Okrug. Stimulus measures with regard to those who decided to leave the Okrug aim to reduce the outflow of people from the territory of the autonomous district, while restraining measures, in turn, increase the number of people who left the Okrug. With regard to people who arrive in the Okrug, measures will be taken in the opposite direction (Table 13).

Table 13. Matrix of factors that stimulate and restrain migration

PEOPLE WHO LEFT THE OKRUG	
Stimulating	Restraining
1. To reduce amounts of funds spent to maintain the public utilities sector. 2. To shorten the list of grounds for the payment of social benefits to separate categories of people.	1. To provide additional budget allocations to maintain education in the autonomous Okrug. 2. To increase funds to be spent on kindergartens. 3. To increase the portion of comfortable residential facilities on the Okrug's real estate market.
1. To increase amounts to be spent by the state to finance the Okrug's social policy. 2. To provide more places in education institutions. 3. To provide more funds for the Okrug's healthcare sector.	1. To cut budget allocations to the Okrug's public utilities sector, to limit the portion of comfortable residential facilities provided to migrants. 2. To impose restrictions on the provision of medical services to people who arrive in the Okrug.
Stimulating	Restraining
PEOPLE WHO ARRIVE IN THE OKRUG	

To increase funds to be spent on healthcare and education
 To increase budget allocations to the public utilities sector
 To execute a social policy that is focused on the public

5. Conclusion

The research of migration processes in the northern oil and gas region by the example of the Khanty-Mansiysk Autonomous Okrug – Yugra covered a five-year period from 2013 through 2017. The nature and speed of migration processes in the Okrug varied during the periods of the research. From 2013 until 2015, the migrant inflow in the Okrug was on the rise every year, implying an increase in population. The indicator is now increasingly

negative (-4.1), and this is a sign that it is essential to stimulate migrants who arrive in the Okrug and to restrain the outflow from the Okrug. The efficient development of social infrastructure based on the state's efficient support makes it possible to enhance the northern region's social attractiveness and manage migration processes in the northern territories.

Currently, the main parameters of the regional policy pursued in the areas of Russia's Far North are stipulated by extractable minerals. The level of minerals production has a direct impact on the socio-economic development of these regions and on infrastructure. The main problem related to the economic revitalization in Russia's northern regions is the lack of any unified development strategy (Bogomolova et al., 2017).

To reduce the negative influence of migration on the Okrug's economic and social sectors public authorities should introduce the following strategic directions:

1) State support of education in the Okrug improves the quality of education services, human capital is on the rise and population becomes younger since many young migrants arrive in the Okrug. The average age of the Okrug's population is 34.5 years (the average age in Russia is 39.7 years).

2) Funds and support provided to the Okrug's healthcare sector make it possible to achieve the following results: the birth rate dropped from 2.0 to 1.9 (1.6 in Russia); life expectancy is 73.9 years (72.6 years in Russia). All this points to a prevailing positive demographic trend in the region that is attractive for migrants.

3) Efforts taken by the state to develop the Okrug's public utilities sector have increased its attractiveness for migrants who arrive not alone, but with their families. In addition, the development of the public utilities sector can provide the labor market with additional jobs for migrant workers.

4) The region's social policy characterizes the Okrug's plan of action in all areas, including the economy, politics, etc. The implementation of the social policy aimed to create the social services sector to provide social support to all categories of the population and to improve the region's social attractiveness.

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