

Employees Job Satisfaction in Rural and Urban Enterprises of Unequal Capacities: The Russian Review

Tatiana V. Blinova and Anna A. Vyalshina

Abstract--- *The purpose of the study* was to conduct a comparative analysis of the job satisfaction level of the rural and urban population employed in enterprises of various capacities and to assess the social concerns of the job loss risks. **Materials and Methods:** *The empirical base of the study* was the data of 26 waves of the Russian Longitudinal Monitoring Survey (RLMS-HSE). *The analysis of multivariate distributions of respondents' answers* was carried out using the statistical data processing package STATISTICA Advanced for Windows 10.0. **Results** of the study demonstrated that rural residents engaged in large-scale enterprises and small businesses are most fully satisfied with their jobs. Considering the overall assessment of 'fully satisfied' and 'rather satisfied' responses, the maximums are peculiar to urban and rural residents employed in large enterprises; the second place is occupied by urban residents working in small businesses and rural residents employed in medium-sized enterprises; the very least job satisfaction was manifested in the city people and villagers employed in micro-enterprises. Integral assessment of job satisfaction was performed along with its structural elements; noteworthy was the low satisfaction of workers of all types of enterprises with their wages. The proportion of respondents who were completely satisfied with wages was at lowest possible level and ranged from 5.7% to 11.9%. Urban residents were more satisfied with the working conditions than villagers, regardless of the capacity of the enterprise; microenterprises staffers were least satisfied with the prospects for professional growth. The proportion of people with higher education satisfied with their employment was more than in less-educated. Job satisfaction in rural women was higher than in urban; it also manifested the tendency to increase with the capacity of the enterprise. Most of the rural youth aged 16-30 were satisfied with the work in small and medium-sized enterprises; the urban youth graded large-scale and small enterprises higher than the rest. Workers over 60 exhibited the highest job satisfaction, which is explained not only by the accumulated professional experience but also by the dishonorable amounts of retirement benefits. The greatest social concerns associated with job loss risks were peculiar to rural workers employed in micro- and large-scale enterprises; such concerns manifested a tendency to increase in the cities with the increase in the enterprise capacity. **Conclusion:** It was concluded that differences in the job satisfaction level in rural and urban population are explained both by the heterogeneity of jobs and the heterogeneity of the socio-demographic characteristics of the workers themselves.

Keywords--- *Job Satisfaction, Population, Enterprises, Urban and Rural Areas.*

JEL: J 28, J 21, R23

Tatiana V. Blinova, Dr. Sci. (Econ.), Professor, Institute of Agrarian Problems of the Russian Academy of Sciences, Saratov, Russia.
E-mail: ruandre@mail.ru
Anna A. Vyalshina, PhD (Sociol.), Institute of Agrarian Problems of the Russian Academy of Sciences, Saratov, Russia.
E-mail: anvyal@mail.ru

I. INTRODUCTION

The job availability occupies an important place in the structure of values of Russian communities, although the terms of employment, the structure of jobs, and the level of wages do not always meet the expectations of job seekers. The relevance of the job satisfaction study of rural and urban population is due to several reasons. First, the migration of young people from the rural areas to the city is still preserved, and when deciding on departure, the subjective assessment of various aspects of rural life, including employment, is highly significant. Rural areas are characterized by the lack of high-tech and well-paid jobs that would meet the expectations of young people, as well as of applicants with higher education. Increased job satisfaction is one of the factors for retaining young people and qualified personnel in rural areas. Secondly, an increase in job satisfaction affects the formation of a favorable environment in any urban or rural enterprise. Thirdly, the economic result of increasing job satisfaction is an increase in labor productivity and performance. Fourth, the highest job satisfaction leads to a higher commitment to the company and lower employee turnover (Yücel, 2012; Ali et al, 2018).

It is well-recognized by the scientific literature that ‘job satisfaction represents one of the most complex areas facing today’s managers when it comes to managing their employees’ (Aziri, 2011). Job satisfaction is one of the indicators of the social well-being of personnel, a characteristic of the quality of working life, and an important resource that successful managers use in human resource management. It is believed that the highest job satisfaction creates a positive attitude to work and increases work motivation, which contributes to the growth of labor productivity and reduction in staff turnover.

The concept of ‘job satisfaction’ is most often interpreted in the literature as a positive emotional state, which is the result of the performance appraisal (Locke, 1976). According to one of the first researchers of this concept Robert Hoppock, job satisfaction represents ‘a combination of physiological and environmental circumstances that causes a person to say: I’m satisfied with my job’ (Hoppock, 1935, p. 47.). Other authors consider job satisfaction as a set of feelings and beliefs that people have about their current employment (George, Jones, 2008).

There is an extensive literature devoted to the study of job satisfaction (Judge et al, 2001; Tanriverdi, 2008; Sowmya, Panchanatham, 2011; Mafini, 2014; Bello et al, 2018). An important area of research is the analysis of job satisfaction factors of various social groups and strata of the population (Amiri et al, 2010). The job satisfaction of certain professionals employed in various fields, in particular, in education, health care, public service, and industries, is also being considered by the modern literature (Zawiah, Taha, 2006; Choi et al, 2012; Lorber, Savič, 2012; Ali et al, 2018).

Of significant scientific interest are the results of assessing the relationship of job satisfaction, commitment to the company and employee turnover (Lambert et al, 2001; Yücel, 2012). Same is true of job satisfaction gender characteristics studies (Clark, 1997) and features of its influence on staff turnover (Sousa-Poza, Sousa-Poza, 2007). Empirical studies of the relationship of satisfaction with work and satisfaction with life, which are closely interrelated, are a subject of individual discussion (Mafini, 2014; Alghamdi, 2015). It is assumed that if employees are dissatisfied with the job, they will be dissatisfied with life as well, just as vice versa, employees who are satisfied with their work will be satisfied with life; however, not all authors agree with this. Nevertheless, the contribution of

demographic and socio-economic factors to increased satisfaction with work and life was also taken into account (Eleswed, Mohammed, 2014; Alghamdi, 2015). At the same time, the results of studies conducted on job satisfaction in the rural population are not widely and fully represented in the literature.

The purpose of the presented study is to perform a comparative analysis of the level of job satisfaction within the rural and urban population employed in enterprises of unequal capacities and to assess the social fears of the risks of job loss.

The article has the following structure: the introduction presents theoretical approaches to the analysis of job satisfaction and provides an overview of the scientific literature and the results already obtained by scientists. The second section describes the methods and informational base of research; the third section contains a discussion of the results. The conclusions and recommendations made on the basis of the study are given in conclusion.

II. MATERIALS AND METHODS

The information base of the study consisted of the results of the 26th wave of the Russian Longitudinal Monitoring Survey performed by the National Research University Higher School of Economics (RLMS-HSE) (The Russian Longitudinal Monitoring Survey). The object of the study was the rural and urban population employed in enterprises of various sizes; the test sample consisted of 2704 people, including 2284 urban (84.4%) and 420 rural residents (15.6%). The sample included 1173 men (43.4%) and 1531 women (56.6%); 500 respondents (18.5%) aged 16–30, 1085 respondents (40.1%) aged 31 - 45, 882 (32.6%) aged 46-60, and 237 (8.7%) over 60 years old. 1039 participants presented with higher education (38.4%), 737 (27.2%) with secondary vocational education, 733 respondents (27.1%) had secondary general education and 195 (7.2%) were of basic general education level and below.

The capacity of the enterprise was determined based on an analysis of the answers to the question: ‘How many people work at your enterprise? Please give the brief estimate if not sure’. The grouping of organizations was done through the construction of the interval scale: microenterprises - up to 15 people, small - from 16 to 100 people, medium - from 101 to 250 people, and large-scale - more than 250 people. Following the objectives of the study, all respondents were divided into 4 groups depending on the capacity of the company of employment. As a result, the following groups of people were identified: respondents working in microenterprises - 748 people (27.7%), employees of small –1096 people (40.5%), medium-sized 246 (9.1%) and large enterprises 614 (22.7 %).

The evaluation of job satisfaction was based on direct estimates by respondents employed in enterprises of various capacities, their attitude to work, working conditions, prospects for professional growth, and wages. The satisfaction scale consisted of five points, including such alternatives as ‘fully satisfied’, ‘rather satisfied’, ‘both yes and no’, as well as ‘rather not satisfied’, and ‘not satisfied at all’.

The satisfaction with various aspects of labor activity was studied in the context of social groups identified by socially important criteria, including gender, age, level of education, and employment status, given the demographic and socio-economic characteristics of the selected groups of employees. The level of job satisfaction and concerns about job loss were considered depending on the enterprise capacity. The analysis of multivariate distributions of

respondents' answers was carried out using the statistical data processing package STATISTICA Advanced for Windows 10.0.

III. RESULTS AND DISCUSSION

3.1. Age, Gender, Educational and Sectoral Employment Patterns

The structure of employment in enterprises of unequal capacities is due to the economic structure of jobs, which forms the demand for labor, and to the socio-demographic characteristics of the working-age population, which, in turn, forms the supply of labor in the market. The majority of rural and urban respondents included in the sample were employed in companies with up to 100 employees, that is, in small and microenterprises. In rural areas, small businesses, as a rule, include organizations of the public sector (schools, kindergartens, first-aid and obstetric centers) and small agricultural, trading and transport enterprises. Micro-enterprises are small businesses with certain benefits; this group includes legal entities, production and consumer cooperatives, peasant (farm) households, individual entrepreneurs with a patent tax system, etc. The share of medium-sized enterprises is low both in cities and the countryside. At the same time, the share of urban large-scale enterprises is more than two times higher than in the countryside. The gender structure of people employed in enterprises of unequal capacities has its own characteristics, which consist in the fact that male workers overwhelm only in large enterprises (63.8% in urban, 53.3% in rural areas), which is explained by both gender segregation and conditions of combining work and family responsibilities for women employed in small businesses.

Rural youth prefers to seek an opportunity for employment with larger enterprises. About 19.1% of the employees of large-scale rural enterprises are aged 16-30, employees of the age group of 31-45 compose 48.9%, and 31.9% are over 45. The employment composition of urban large-scale enterprises is represented by the following figures: 17.3% of people aged 16-30, 39.4% of those aged 30-45, and about 43.3% are over 45. Also noteworthy is the decrease of the average age of rural workers as the size of the enterprise increases (from averaged 45 years in micro-enterprises to 40.7 in large-scale companies), while in the city it grows (from 41.4 years in micro-enterprises to 44.9 years in larger ones). The accumulation of human capital with age encourages employees to value jobs in large-scale enterprises, which are both more paid and more stable during a crisis.

The differences in the educational composition of urban and rural enterprise employees are mainly because the education level of city residents is higher than that of villagers, and also due to the presence of rural enterprises with a large number of jobs that do not require high qualifications. As a result, the share of persons with higher education in medium and large-scale urban enterprises exceeds similar indicators of rural companies. Alternatively, the share of persons with secondary vocational education in rural areas is higher than in the city, regardless of the enterprise capacity. Important to note that not only the proportion of workers without professional education is lower among the urban population, but it also decreases with an increase in the enterprise capacity. The urban microenterprises employ 36.9% of persons with secondary general education and below; the same proportion for the large-scale companies is 29.3%, and 25.9% for medium ones. The share of persons without vocational education among employees of rural enterprises ranges from 37.3% in medium- to 51.6% in microenterprises.

The sectoral structure of employment in enterprises of unequal capacities also varies in cities and villages. Rural microenterprises occupy a certain niche in the field of trade and consumer services (23.9%), education (13.8%), transportation and communications (10.1%), culture (8.8%), health care (8.2%), etc. Urban microenterprises are represented in construction (8.7%), transportation (6.5%), light and food industries (6.1%), and health care (5.3%); trade and consumer services also build up a significant percentage (45.2%).

Small rural businesses are mainly associated with education (32.4%), agriculture (17.6%), health care (8.8%), and cultural heritage (7.1%). Small urban businesses are represented by trade and consumer services (22.7%), education (18.9%), transportation and communications (9.7%), and construction (7.4%). Medium-sized enterprises located in rural areas are engaged in agriculture (21.9%), and also in the sphere of education (21.9%), and trade and consumer services (12.5%). The composition of urban medium-sized enterprises has a significant proportion of construction (12.7%), educational organizations (11.3%), healthcare institutions (10.8%), heavy industry (9.9%), and light and food industries (9, 9%). Large-scale rural enterprises are mainly represented by heavy industry (29.8%), light and food industries (19.1%), agriculture (19.1%) and construction (8.5%). The same indices for the cities show that about 36.3% of large enterprises belong to heavy industry, 8.9% to transport and communications, 8.6% to health care, and 6.4% to energy supply.

Distinctive features of the rural labor market are the limited scope of employment, the lack of jobs for middle and high-skilled workers, the seasonal nature of employment, and unfavorable working conditions. The high-paying jobs segment in the formal sector of the rural economy is quite limited, so informal employment remains in most rural settlements. Russian researchers draw attention to the need to create modern high-tech and well-paid jobs in the formal sector of the agrarian economy, which will affect the reduction of the informal employment segment (Blinova, Vyalshina, 2018). Besides, the rural population has a lower level of aspirations. These characteristics largely determine the differences in job satisfaction between rural and urban residents.

3.2. Job Satisfaction in Enterprises of Unequal Capacities

Technological modernization and digitalization of the Russian economy place higher demands on the qualifications of workers. Currently, some enterprises are experiencing a shortage of qualified personnel, which hampers their development. It is important to understand that workers with a high level of education and qualifications place higher demands on employment conditions, career opportunities, and wage levels. It is essential in this regard to take into account the level of job satisfaction (and its determining factors) of representatives of different socio-demographic strata.

Job satisfaction is considered as an emotionally colored assessment of the subject of the content of the work, its results, and the external employment conditions. The level of job satisfaction is determined by a complex of objective and subjective factors, including the professional status of the employee, work experience, conditions and wages, opportunities for professional growth, etc. As noted by the foreign authors: ‘...job satisfaction is under the influence of a series of factors such as the nature of work, salary, advancement opportunities, management, workgroups, and work conditions’ (Aziri, 2011). However, this section does not cover all, but only the key components of job satisfaction, such as working conditions, opportunities for professional growth, and wages. The

first stage of the research was devoted to the study of the individual components and the level of job satisfaction as a whole; the second stage considered the personal and production characteristics of those who are ‘fully-’ or ‘rather satisfied’ with current employment. As shown by the data obtained as a part of the study, the highest figures for job satisfaction are attributed to the rural residents who are employed in large-scale (21.3%) and small (19.2%) enterprises, along with 18.9% of urban residents and equal share of villagers employed by micro-enterprises (Table 1); the proportion of workers who answered ‘rather satisfied’ is two to three times and even more than ‘fully satisfied’ respondents.

Table 1: Job Satisfaction in Rural and Urban Residents Employed by Enterprises of Unequal Capacities, %

<i>Indices</i>	<i>Micro-enterprises</i>		<i>Small enterprises</i>		<i>Medium-sized enterprises</i>		<i>Large-scale enterprises</i>	
	urban	rural	urban	rural	urban	rural	urban	rural
<i>Job satisfaction in general</i>	18.9	18.9	17.4	19,2	15.6	15.6	15.3	21.3
- fully satisfied	44.7	45.9	52.3	46,2	52.4	53.1	55.4	48.9
- rather satisfied								
<i>Working conditions</i>	20.1	17.0	18.6	19,8	18.9	18.8	16.4	21,3
- fully satisfied	43.3	44.7	51.3	45,6	48.6	40.6	52.9	42.6
- rather satisfied								
<i>Opportunities for professional growth</i>	14.5	10.1	13.3	17,6	13.2	18.8	9.3	14.9
- fully satisfied	30.7	34.6	34.5	43,3	36.8	43.8	38.1	46.8
- rather satisfied								
<i>Wages</i>	11.9	5.7	10.9	9,3	9.4	9.4	8.6	8.5
- fully satisfied	24.9	19.5	25.0	26,9	25.9	28.1	28.9	19.1
- rather satisfied								

Source: own processing based on the results of the RLMS-HSE

55.4% of urban and 48.9% of rural residents employed in large-scale enterprises along with 53.1% of rural and 52.4% of urban residents working in medium-sized enterprises responded ‘rather satisfied’. With respect to the overall assessment of ‘fully satisfied’ and ‘rather satisfied’ responses, the maximum values were peculiar to urban and rural residents employed in large-scale enterprises (70.4% and 70.2%, respectively); the second place was occupied by urban residents working in small businesses (69.7%) and villagers employed in medium-sized (68.7%) enterprises. The lowest level of job satisfaction was experienced by urban (63.6%) and rural residents (64.8%) engaged in local micro-enterprises.

Thus, the differences in the level of job satisfaction of the rural and urban population employed in enterprises of unequal capacities range from 63.6% –64.8% in microenterprises to 70.4% –70.2% in large-scale business entities.

Along with the integrated assessment of job satisfaction, its structural elements were also evaluated, including satisfaction with wages, prospects for professional growth, and working conditions. Noteworthy is the low employees’ satisfaction of all types of enterprises with wages. The proportion of respondents who are completely satisfied with their wages is at the lowest level and ranges from 5.7% (villagers working in microenterprises) to 11.9% (city people also employed in microenterprises). The highest shares of those who are ‘rather satisfied’ with wages belong to urban residents employed in large-scale- (28.9%) and rural residents working in medium- (28.1%) and small (26.9%) enterprises. Rural workers of medium (18.8%), small (17.6%) and large-scale (14.9%) enterprises

are also fully satisfied with the opportunities for professional growth. The lowest level of satisfaction with the opportunities for professional growth is manifested among city people employed in large-scale enterprises, and villagers working in microenterprises; employees who are fully of rather satisfied with the prospects for professional growth appears to be a minority in microenterprises, both in rural and urban areas.

Urban residents are more satisfied with the working conditions than villagers, regardless of the enterprise capacity. 21.3% of rural large-scale enterprises employees and 20.1% of urban microenterprises employees, as well as 19.8% of rural residents working in small businesses, are fully satisfied with the working conditions. Also, 52.9% of the urban residents engaged in large-scale- and 51.3% of small enterprises employees responded 'rather satisfied' with the working conditions; least of all among the 'fully satisfied' and 'rather satisfied' with working conditions was recorded among rural workers of medium- and microenterprises.

It should be noted that microenterprises are highly heterogeneous; some of them use high-tech digital technologies, and others just manual labor. Not all of the microenterprise employees have a formal contract; this is also the segment of the highest turnover, which is reflected in job satisfaction.

Thus, the capacity of enterprise matters; it also affects the differences in job satisfaction level and its structural components. Large-scale enterprises, as a rule, provide better terms of employment and higher wages; large and medium-sized companies offer better opportunities for professional growth; microenterprises have more flexible forms of employment. In comparison with the villagers, urban residents demonstrate a higher level of satisfaction with the working conditions at all types of enterprises; they are also quite satisfied with wages (at large-scale enterprises) and with employment in general (small and large business entities). Villagers demonstrate a higher level of satisfaction with professional growth opportunities in small, medium- and large-scale companies, as well as with wages in small and medium enterprises compared to urban residents.

Thus, differences in the level of job satisfaction of the rural and urban population are explained by the heterogeneity of jobs and working conditions related to the enterprises' capacities. At the same time, an equally important contribution is made by the heterogeneity of the socio-demographic characteristics of the workers themselves, which is discussed further.

3.3. Impact of Employees' Socio-demographic Characteristics on Job Satisfaction

An important factor affecting differences in job satisfaction is the level of education; the very different points of view on this issue are presented in the literature. Some authors believe that there are no sufficient arguments for the significant effect of education on overall job satisfaction (Ross and Reskin, 1992). The results of a study by other scientists demonstrate a negative relationship between them; the higher the level of education of workers, the lower their satisfaction (Clark, 1997). It is assumed that, due to high expectations, employees with a higher level of education are more likely to suffer from its inconsistency with the actual tasks performed. The results of the presented research demonstrate that people with higher education are more satisfied with their work than other categories of employees. So, if among large-scale rural enterprises employees with higher education 75% are satisfied with current employment, then among those who have basic general education and below this figure draws only 50.0% (Table 2). The proportion of villagers with a higher education who are satisfied with their employment

in small businesses is 76.2%; the same ratio in city people is 73.3%, while among less-educated employees these indices draw 57.1% and 58.6%, respectively. At the same time, the differences are not so great for urban residents employed in large-scale enterprises: 71.6% of workers with higher education and 70.8% with basic general education are quite satisfied with their current employment.

Table 2: Job Satisfaction in Enterprises of Unequal Capacities Depending on the Level of Education (The Share of ‘Fully-’ and ‘Rather Satisfied’ Responses), %

<i>Indices</i>	<i>Micro-enterprises</i>		<i>Small enterprises</i>		<i>Medium-sized enterprises</i>		<i>Large-scale enterprises</i>	
	urban	rural	urban	rural	urban	rural	urban	rural
Higher education	66.4	75.0	73.3	76.2	65.7	75.0	71.6	75.0
Secondary vocational	66.5	60.4	68.9	68.4	77.8	66.7	71.3	75.0
Secondary general	57.4	70.6	68.4	70.9	61.7	70.0	69.2	68.4
Basic general and lower	63.9	54.9	58.6	57.1	75.0	50.0	70.8	50.0

Source: own processing based on the results of the RLMS-HSE

The results of conducted research demonstrate that differences in job satisfaction depending on the level of education are due to the accumulated human capital available, the position held, social status and the ability to perform tasks that required extra qualifications. Also, the level of education influences the formation of the structure of life values, the differentiation of vocational preferences, and general expectations from employment, which affects job satisfaction. According to our study, 76.2–75.0% of workers with higher education living in rural areas are satisfied with their employment. At the same time, microenterprises employees are more satisfied with working conditions (79.2%), small businesses employees - with professional growth opportunities (61.9%), and large-scale enterprises workers - with wages (37.5%). The job satisfaction presents the higher figures among the urban small businesses employees with higher education (73.3%), and the smaller ones – among the workers of microenterprises (66.4%).

Job satisfaction increases for urban employees with secondary vocational education along with the enterprise capacity, from 66.5% in micro- to 71.3% in large-scale enterprises, the same is true for the rural areas (from 60.4% to 75.0%, respectively). Workers with secondary general education residing in rural areas are more satisfied with work in micro- and small enterprises, and urban employees - in large-scale enterprises. Also, urban employees with secondary general education are least satisfied with jobs in microenterprises; the latter segment is characterized by low level of satisfaction with professional growth opportunities and working conditions.

The lowest of levels of job satisfaction is peculiar to the less-educated rural residents employed in local microenterprises; they have exhibited a low satisfaction level with both working conditions and wages, and also with professional growth opportunities. Alternatively, the large-scale enterprises’ employees with higher education were contented with the wages to a much greater extent.

Thus, the level of education affects differences in the level of job satisfaction. A high level of education, as a rule, implies a higher professional qualification, which makes it possible to qualify for jobs with better working conditions, higher social status, and remuneration. On the contrary, a low level of education determines forced to

consent low- and unskilled jobs, as well as low wages. Besides, the earned level of education determines a certain structure of individual life values and the corresponding level of expectations.

The level of job satisfaction has significant gender differences. So, job satisfaction of rural women is higher than of urban; it also tends to increase with the enterprise's capacities. Urban women employed in medium-sized enterprises are more satisfied with professional growth opportunities. Satisfaction with wages in rural areas is lower compared to the city (for both men and most of the women). In rural women, the highest satisfaction with wages is observed in medium-sized enterprises and the smallest - in microenterprises. It also should be noted that gender differences in the level of job satisfaction are largely due to the presence of an imbalance between women's labor preferences and the opportunities offered by the local labor market. It is known that many women would like to combine motherhood with paid employment and a successful career. In this regard, flexible working hours are often an important factor for women with children; such factor is often taken into account when applying for a job. However, the features of the modern labor market do not always allow women to fully realize their employment preferences.

Job satisfaction often depends on the age of the worker and the stage of the life cycle. As shown by the research data, the majority of rural youth aged 16–30 are quite satisfied with their employment in small and medium-sized enterprises; the urban youth manifested most satisfaction with small and large-scale enterprises (Table 3). It bears mentioning that the rural labor market does not provide young professionals with a broad choice of jobs; on the contrary, it is characterized by narrow spheres of employment.

Table 3: Job Satisfaction in Enterprises of Unequal Capacities Depending on Age (The Share of 'Fully'- and 'Rather Satisfied' Responses), %

<i>Indices</i>	<i>Micro- enterprises</i>		<i>Small enterprises</i>		<i>Medium-sized enterprises</i>		<i>Large-scaled enterprises</i>	
	urban	rural	urban	rural	urban	rural	urban	rural
Ages 16-30	62.5	59.1	72.2	81.0	66.7	75.0	76.3	66.6
Ages 31-45	64.8	54.2	69.8	61.9	67.0	62.6	68.6	65.2
Ages 46-60	61.3	72.7	66.6	59.7	66.3	72.7	68.8	75.0
Older than 60	68.2	84.3	77.2	82.3	81.9	100.0	77.6	100.0

Source: own processing based on the results of the RLMS-HSE

One of the explanations for high job satisfaction level among youth is the substantial parental support, both moral and financial. Also, some of the young respondents do not have children of their own; this factor is usually increasing the needs of the family. Therefore, young people aged 16–30 who have paid employment are satisfied with their work to a greater extent than employees of other ages (excluding retirees). Urban youngsters employed in large-scale enterprises are more satisfied with working conditions (80.5%) and to a lesser degree with professional growth opportunities (46.4%) and wages (42.3%). At the same time, young people (both in the city and in the countryside) have the lowest level of satisfaction with employment in microenterprises.

Urban residents aged 31–45 are more satisfied with their jobs than villagers, regardless of the enterprise capacity. Thus, city people aged 31–45 are happier with small and large-scale enterprise jobs, and villagers of the same age - with large- and medium-sized; large-scale enterprise employees of the age of 46–60 are the most job satisfied group, regardless of the residence (cities or the countryside). Rural workers aged 46–60 are more satisfied

with vocational growth opportunities and working conditions, while urban ones are better paid. Almost all age categories of workers, except for rural retirees, are characterized by low job satisfaction in microenterprises; the latter indication includes low satisfaction with working conditions, hardships with professional growth, and dissatisfaction with wages. At the same time, microenterprises often perform not only economic but also social functions, hiring people who have been denied employment in other enterprises, which hinders the growth of unemployment, allowing residents a steady income. At a certain stage, young people see microenterprises as an opportunity to acquire skills or just get a 'side job'; also women with young children prefer flexible forms of employment, allowing them to combine work and motherhood.

The obtained results demonstrate that retirees are more satisfied with their work than young or middle-aged, regardless of the enterprises capacity. Studies by other authors also confirm that elder employees are more satisfied with their employment than younger ones (Alghamdi, 2015). Special job satisfaction of retirees requires additional explanations. Aging societies where the number of seniors is steadily growing (while quite some of retirees retain active lifestyle) are facing the problem of elderly's employment. Seniors are often discriminated in hiring, dismissing, and compensating; their financial situation tends to deteriorate with retirement. Seniors become the least protected socio-demographic group, which is described in detail by the provisions of the theory of age stratification. The concepts of 'seniors' and 'aged' are differentiated in the scientific literature as follows: while the first remains active, the latter has ceased to actively participate in the economic life of society (Kresl P.K., Ietry D. *The Aging Population and the Competitiveness of Cities*, Edward Elgar: USA, 2010). This article discusses an age group over 60 whose representatives continue to work. Workers over 60 (especially rural retirees) are distinguished by the highest job satisfaction. Thuswise, the proportion of urban seniors who are satisfied with their employment ranges from 81.9% in medium-sized and 77.6% in large-scale to 68.2% in microenterprises. All rural retirees (100%) are satisfied with jobs in large- and medium-sized enterprises, 82.3% of them positively preferred small businesses, and 84.3% - microenterprises. The positive relation between age and job satisfaction is often explained by the increase in the value of labor with age, which is quite true. However, there is another explanation as well. Persons of retirement age are entitled to well-earned R and R; nevertheless, for many categories of the population, the rate of retirement benefits does not even provide for the basic needs such as medical care, provision of medicines, and public utilities, which is one of the reasons for retirees to retain their employment. Accumulated professional experience and good education allow them to remain in the workplace after reaching retirement age. This strategy of maintaining a certain level of life is a forced necessity and determines low requirements for working conditions. The very fact of having a job that generates income largely explains the high degree of satisfaction. Meanwhile, low wages satisfaction is typical for employees older than active working age; for example, people over 60 employed in microenterprises are at the lowest level of satisfaction with wages among all the respondents.

3.4. Social Concerns Regarding Potential Job Losses

According to sociologists, the scope of social risks, dangers, and threats is currently expanding; the concern for a job loss ranks 4th in the list of common social fears of Russians followed by the concerns for the well-being of the family, children's future, and health issues (Dolgorukova et al, 2017). As shown by the data of our study (Table 4),

the employees of rural micro- and large-scaled companies are the most concerned in terms of potential job loss; the staffers of medium-sized enterprises are worried about losing their job to a much lesser extent.

Table 4: Social Concerns Regarding Potential Job Losses of Employees in Enterprises of Unequal Capacities, %

<i>How deeply you concerned to lose a job?</i>	<i>Micro-enterprises</i>		<i>Small businesses</i>		<i>Medium-sized enterprises</i>		<i>Large-scaled enterprises</i>	
	urban	rural	urban	rural	urban	rural	urban	rural
Deeply concerned	27.3	40.3	29.7	34.6	24.1	18.8	31.9	40.4
Somewhat concerned	32.9	27.7	33.6	30.2	33.5	34.4	33.7	27.7
Half-and-half	13.5	8.8	12.5	13.2	15.1	15.6	12.3	12.8
Not particularly	16.0	11.9	16.4	15.9	16.5	12.5	15.0	19.1
Not concerned at all	9.4	10.7	7.5	6.0	10.4	18.8	7.1	0.0
Undecided	0.9	0.6	0.2	0.0	0.5	0.0	0.0	0.0

Source: own processing based on the results of the RLMS-HSE

The confidence in the success of a job search in the event of dismissal among the rural residents is quite low: only 18.8% of employees of medium-sized enterprises and every fourth employee of micro- and small businesses are to some extent sure that they can find a job no worse than the current after dismissal. The share of those who are confident in the success of presumable job search is much higher among employees of larger organizations. In the city, the level of concern about a possible job loss increases with the enterprise capacity (from 60.2% among microenterprises employees to 65.6% among employees of larger companies). The confidence in successful job search in case of dismissal is reduced in the same sequence (from 43.7% among microenterprises employees to 36.9% among the larger ones).

Thus, following the results of the conducted research, it was concluded that the greatest social concerns associated with the risks of job loss are peculiar to rural workers employed in micro- and large-scale enterprises. Among the urban residents, the proportion of workers' concerns about losing their jobs grows with the capacity of the enterprise. The exception is provided by medium-sized companies whose employees are less concerned about the risks of job loss. Based on the results of the study, conclusions were drawn and recommendations were made aimed at increasing job satisfaction of various socio-demographic groups of rural and urban population employed in enterprises of unequal capacities.

IV. CONCLUSION

The article presents the results of the job satisfaction survey and assessing the degree of social concern about the risks of job loss by rural and urban residents employed in enterprises of various capacities. The article also identifies the differences in the level of job satisfaction between rural and urban residents, men and women, young people and retirees, and people with different levels of education. Studies have demonstrated the presence of significant contrast in the levels of job satisfaction among villagers and city people, workers of large-scale, medium-, small- and microenterprises. The maximum share of 'fully satisfied' and 'rather satisfied' is typical for urban and rural residents employed in large-scale enterprises, followed by urban employees of small businesses and rural residents engaged in medium-sized enterprises. The level of job satisfaction depends on several key factors, including working conditions, wages, opportunities for professional growth and others. Satisfaction with the working

conditions among the urban population is higher than in rural areas, regardless of the capacity of the enterprise. There is no escaping the fact that the very low satisfaction with the wages is peculiar to employees of all types of enterprises. The proportion of respondents who are fully satisfied with their wages ranges from 5.7% (rural residents working in microenterprises) to 11.9% (urban residents also engaged in microenterprises). The proportion of employees satisfied with the opportunities for professional growth is higher among the rural population compared to the city people. It is important to understand that the rural labor market is distinguished by the limited scope of employment, lack of middle and high qualifications jobs, unfavorable working conditions, and seasonality as well. Besides, the rural population has traditionally lower level of aspirations. These characteristics largely determine the differences in job satisfaction between rural and urban residents.

The effect on the differentiation of job satisfaction level is exerted by the level of education, which is caused by differences in the system of life values, expectations and aspirations of employees with different levels of education. It is important to note that the educational status is positively related to job satisfaction; people with higher education are generally more satisfied with their employment than those who do not have professional education. Employees with higher education are satisfied with the remuneration in large-scaled enterprises located in both rural and urban areas. Job satisfaction for people with secondary vocational education increases with the capacity of the enterprise also both in the cities and in the countryside. Workers with secondary general education in the countryside are more satisfied with their employment in micro- and small businesses, and the urban residents - in larger ones.

The study has also revealed the gender asymmetry in the structure of rural employment when women prevail in micro- and small businesses, while more men are working for the large-scale enterprises; urban women are also more likely to work in micro- and small businesses. This fact is explained by both gender segregation and more flexible conditions for combining work and family responsibilities for women with young children working in small businesses.

The article provides clear determination of the level of job satisfaction among the rural and urban residents depending on age: young people of 16-30 are satisfied with their employment in small businesses both in the cities and in the countryside; employees of the age group of 30-45, and especially of 46-60, are happier to work for the large-scale enterprises. Working retirees are distinguished by the highest level of satisfaction with the job and conditions of employment, except for wages. The job satisfaction structure in micro-enterprises requires additional in-depth research since they are highly heterogeneous (from high-tech and science-driven to manual labor). If the urban microenterprises often play the role of a 'social buffer' (getting the very first job experience, temporary employment in search of suitable work for women with small children, etc.), then in rural settlements microenterprise is often one of the very few employers and a source of income for villagers at all. It must not escape the attention that employees of rural micro- and large-scaled enterprises have demonstrated the maximum level of concern about possible job loss. At the same time, rural residents working in large-scale enterprises are confident in the success of their job search in case of dismissal.

Thus, the research results have demonstrated that differences in the level of job satisfaction of the rural and urban population are explained not only by the heterogeneity of jobs (which is due to the capacity of enterprises) but also by the heterogeneity of the socio-demographic characteristics of the very employees.

REFERENCES

- [1] Ali, A., Zhong Bin, L., JianPing, H., Ali, Z., & Sultan, U. (2018). Examining the Relationships among Job Satisfaction, Organizational Commitment, and Turnover Intentions in Manufacturing Sector of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(8), 24–41.
- [2] Alghamdi, F.S. (2015) Another Look at Job and Life Satisfaction among Employees: Evidence from a Developing Country. *American Journal of Industrial and Business Management*, 5, 11-19.
- [3] Amiri M., Khosravib A., Ali Mokhtari A. Job Satisfaction and Its Influential Factors. *Journal of Research in Health Sciences*, 2010. N10 (1), pp.42-46.
- [4] Aziri, B. (2011) Job satisfaction: A literature review. *Management Research and Practice*, 3(4), pp. 77–86.
- [5] Bello S., Salawu M.M., Asuzu M.C. (2018) Domain-Specific Job Satisfaction among Bankers in Calabar, Southern Nigeria. *Journal of Business and Management Sciences*. 2018; 6(2):50-53.
- [6] Blinova, T.V., Vyalshina, A.A. (2018) Structure of Informal Employment of Youth in the Russian Labour Market. *Sotsiologicheskie issledovaniya*. Vol. 4, pp. 61–72.
- [7] Choi J. S., Flynn L., and Aiken L. H. (2012) Nursing Practice Environment and Registered Nurses' Job Satisfaction in Nursing Homes. *The Gerontologist*. 2012. Vol. 52, pp. 484–492.
- [8] Clark, A. E. (1997). Job Satisfaction and Gender: Why are Women so Happy at Work. *Labor Economics*, 4(4), pp. 341-372.
- [9] Dolgorukova, I.V., Kirilina, T.Yu., Mazaev, Yu. N., Yudina, T.N. (2017). Social Anxiety and Social Fears of Russia's Population: Sociological Dimension. *Sotsiologicheskie issledovaniya*. Vol.2, pp. 57–66. (in Russian)
- [10] Eleswed, M., Mohammed, F. (2014) Predicting Organizational Commitment via Job Satisfaction, Gender, Age, Experience, and Position: An empirical Investigation in a Private Financial Institution in Bahrain. *International Journal of Business and Social Science*. Vol. 5, No. 9 (1), pp. 150-158.
- [11] George, J.M., Jones, G.R. (2008). Understanding and Managing Organizational Behavior. *Fifth Edition*. Upper Saddle River: New Jersey, Pearson Prentice Hall.
- [12] Hoppock, R. (1935). Job Satisfaction. *Harper and Brothers, New York*.
- [13] Kresl P.K., Ietry D. (2010). The Aging Population and the Competitiveness of Cities. *Edward Elgar, USA*. 193 p.
- [14] Lambert, E. G., Hogan, N. L., Barton, M. S. (2001). The Impact of Job Satisfaction on Turnover Intent: A Test of a Structural Model Using a National sample of Workers. *The Social Science Journal*, 38(2), pp. 233-250.
- [15] Locke, E. A. (1976). The nature and causes of job satisfaction. In M. D. Dunnette (Ed.), *Handbook of industrial and organizational psychology*. Chicago: Rand McNally.
- [16] Lorber M and Savič B. Skela Job Satisfaction of Nurses and Identifying Factors of Job Satisfaction in Slovenian Hospitals. *Croatian Medical Journal*. 2012. Vol. 53, pp. 263–270.
- [17] Mafini, C. (2014) The Relationship between Job Satisfaction and Life Satisfaction: Empirical Evidence from Logistics Practitioners in a South African Steel-Making Company. *International Business and Economics Research Journal*. Vol. 13, pp. 453–462.
- [18] Ross, C. E., Reskin, B. F. (1992). Education, control at work and job satisfaction. *Social Science Research*. Vol. 21, pp. 134-148.
- [19] Sousa-Poza, A., Sousa-Poza, A. A. (2007). The Effect of Job Satisfaction on Labor Turnover by Gender: An Analysis for Switzerland. *Journal of Socio-Economics*. Vol. 36(6), pp. 895-913.

- [20] Sowmya K. R., Panchanatham N. (2011). Factors influencing job satisfaction of banking sector employees in Chennai, India. *Journal of Law and Conflict Resolution*. Vol. 3 (5), pp.76-79.
- [21] Tanriverdi, H. (2008). Workers' Job Satisfaction and Organizational Commitment: Mediator Variable Relationships of Organizational Commitment Factors. *Journal of American Academy of Business*. Vol. 14(1), pp. 152-163.
- [22] The Russian Longitudinal Monitoring Survey - National Research University Higher School of Economics (RLMS-HSE). URL: <http://www.hse.ru/rlms>, <http://www.cpc.unc.edu/projects/rlms>.
- [23] Yücel, İ. (2012) Examining the Relationships among Job Satisfaction, Organizational Commitment, and Turnover Intention: An Empirical Study. *International Journal of Business and Management*. Vol.7, No. 20, pp.44-58.
- [24] Zawiah S., Taha D.Z. (2006). The Effect of Job and Environmental Factors on Job Satisfaction in Automotive Industries. *International Journal of Occupational Safety and Ergonomics*. Vol. 12 (3), pp. 267-280.