

SOCIAL SCIENCE

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Gourova M.I. External factors, determining the number of freelancers in modern Russia

Freelance phenomenon is getting more social importance. This fact is closely connected with the quantity of individuals, who chose freelance as a form of the self-employment. Based on this fact we defined the main factors, which determine the quantity of freelancers in Russia. These factors are based on the social transformations, which are taking place in Russia in the transition to market economy and the information epoch. In this article we examined the influence of four factors: the information technologies usage level, the active information technologies usage level, the level of unemployment, the average level of nominal calculated salary. As a result, we defined that the quantity of freelancers is connected with all the given factors except the unemployment, that proves the thesis: freelance is a form of self-employment, caused by social transformations in Russia. Moreover, the level of usage of information technologies and the active information technologies usage level are closely linked to the salary, that indicates that, the freelance as a social phenomenon brings to the increasing of the level of average salary in regions of Russia. That means that it is a backbone element of principal changes of labor market in Russia and of the goods distribution mechanism in the society.

Key words: freelance, Russian social structure, self-employment, information epoch, unemployment, social transformation.

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