

LABOUR MARKET SEGMENTATION: THEORETICAL ASPECT

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Abstract

Segmentation of labour markets has been attracting researchers' interest from the 19th century to the present day. The article aims to reveal the essence of labour market segmentation and its main characteristics, to review development of labour market segmentation theory and to highlight the modern approach to labour market segmentation. The main priority of segmentation theory is that labour market is split into certain segments which are being formed by economic, political and social forces; it also points out segmentation reasons and differences in characteristics of individual labour market participants. Labour segmentation models define employees as labour groups or market segments. Research methods used are based on systemic and logical analysis of works done by both Lithuanian and foreign researchers.

Keywords: segmentation, dual labour market, segments, development.

Introduction

Foreign scientific literature (Kerr, 1954; Doeringer, Piore, 1971; Edwards, Reich, Gordon, 1975; Lutz, Sengeberger, 1978; Peck, 1996; Sousa-Poza, 2002; Petit, 2004; Hudson, 2007; Magali, 2007; Bispo, 2007; Kyrylä, 2007; Lamotte, Zubiri-Rey, 2008; Rosenbloom, 2008; Fields, 2009; Barham, Walling, Clancy, Hicks, Conn, 2009; Clancy, 2009; Nam, 2010; Moscarola, 2010 and others) on various theoretical and empirical aspects of labour market segmentation emphasises different segmentation viewpoints in labour market (from non-compatible groups to new labour market segmentation forms) and analyses various situations of labour market segments in it.

Lithuanian researchers also pay considerable attention to issues concerning labour market segmentation and problems connected with it. *Historical methodological* labour market conception was analysed by Šileika and Andriušaitienė (2007) and Martišius (2005) who reviewed issues of *development of economic theories* which are related to development of labour market theories; *employment opportunities* were researched by Beržinskienė and Martinkus (2005, 2009) and others. Most of researchers (Matiušaitytė,

2005; Daukantienė, 2006; Okunevičiūtė-Neveauskienė, 2008) in their works point out aspects of *layers in separate labour market segments*. Lithuanian researchers Guščinskienė and Čiburienė (2008) by their empirical research substantiated *connections of separate labour market segments with economic country growth* in the context of integration of a country into the European Union; researchers Moskvina (2008) and Raškinis (2008) are interested in labour market *political means and changes in demand and supply* as well as *solutions* to the problems; Martens and Pukelienė (2007) by their research summarized the *influence* of Lithuanian labour market changes on *enterprise management* issues.

Going deeper into labour market segmentation problems it was noticed that in Lithuania labour market research is being actively conducted or initiated by such organizations as Ministry of Social Security and Labour, Institute for Labour and Social Research, Free Market Institute, and State Youth Affairs Board. Researchers and/or institutions set their priority to labour market and its segmentation; as a result ideas, concepts and theories are being clarified.

Research problem. In theoretical and empirical research conducted by both foreign and Lithuanian researchers on labour market segmentation in most cases narrow analysis of separate labour market segments was done, putting emphasis on a selected segment (youth, women, men, socially vulnerable and problem groups, groups experiencing discrimination and inequality of rights, additionally supported persons, national minority groups, social risk groups and others), consequently the research becomes limited as it deals only with their problems and their analysis. While analysing the works on labour market segmentation issues by Lithuanian researchers, it was noticed that the research in most cases is of applied character; there is a shortage of complex research with broader research scope.

There is also not enough analysis of conceptualized basics development and systematic labour market

segmentation concept on concrete and consequently explainable labour market segmentation theories. All this only puts emphasis on the topics of the research object. The article offers to format the problem as a question: what is the gradual change of concept in labour market segmentation?

The aim of this article is to disclose labour market segmentation on theoretical level.

The research object is labour market segmentation.

Research methods used are based on systemic and logical analysis of works done by both Lithuanian and foreign researchers.

Research objectives:

1. To reveal the essence of labour market segmentation and its main characteristics.
2. To review the development of labour market segmentation theory.
3. To highlight modern approach to labour market segmentation.

The above set objectives define the structure of the article.

Labour Market Segmentation: its essence and main characteristics

The term 'segmentation' originates from a Latin word *segmentum* (laying, zone, part); in English literature the term *segmentation* is used in similar sense.

Segmentation is connected with segmentation of market into separate parts or segments and identified by certain characteristics. In big international dictionaries a *segment* is understood as a group of people as a larger part in the market, distinguished by characteristics that are homogeneous and peculiar to that group of people only (Webster's New World College Dictionary, 2010; Dictionary of the English Language, 2010; Macmillan Dictionary, 2010). The term *socio-economic segmentation* is also met and understood as a market split according to different social and economic categories in it (Business Dictionary, 2010; Finance and Business Dictionary, 2010). In marketing approach segmentation is understood as identification of a market segment and its satisfying condition (Kotler, Armstrong, Wong, Saunders, 2008).

"Basic idea in segmentation theory is that all the labour market because of economic and political forces influencing it, is split into separate segments, which function and adjust separately, i.e. partial labour markets. The advantage of segmentation theory lies in the fact that events in labour market are analysed not only from economic point-of-view, but also social aspects are included into it" (Matiušaitytė, 2005, p. 16).

Segmentation theory shows that labour market is split into certain segments that are being formed from

economic, political and social forces; it also points out segmentation reasons and differences in characteristics of individual labour market participants. Labour segmentation models define employees as labour groups or market segments.

Labour market as such differs from any other market and is distinguished by its structural complexity and specificity. Thus, labour market as a state-regulated object depends on social-political factors and labour-organising elements (wages, working conditions, work places, duration, etc) and does not remind of goods market. It is obvious that on labour market prices have no influence on demand-supply aspects, market participants are not equal, they differ in their professional or qualification skills, goods do not pass from seller to buyer, so segments in this market are distinguished by opportunity differences of various characteristics, working places and conditions (Grip, Sieben, Jaarsveld, 2006; Lamotte, Zubiri-Rey, 2008). Bauder (2006), as the basic labour market segmentation theory method points out labour split into different segments.

Modern academic literature (Davia, Hernanz, 2004; Fichtenbaum, 2006; Bispo, 2007; Hudson, 2007 and others) claims that attitudes of labour market segmentation theory explanation fully coincide with those proven by different researchers, however, an exclusive characteristic lies in the fact that different reasons of segmentation are presented as well as segment position in the market.

Development of labour market segmentation theory

In analysis of development of labour market segmentation theory it could be noticed that the main idea of *classical and neoclassical* economics school followers was that wages is labour market mechanism control tool; however, the followers of *modern approach* reject this idea and claim that labour market is split into certain segments, formed due to certain factors; they also interpret the original causes of their formation as well as differences among individual labour force characteristics.

They also reject the assumption that competition in labour market is perfect. More factors (psychological, sociological, employee data) are included into classification system of characteristics.

Unlike neoclassical economic trend followers, *Keynesists* see in labour market discrimination effects and other systemic factors or even accidental factors, pushing employees into another segment. It could also be added that in neoclassical approach Keynesists raise the basic problem as being connected with employees' poor education and lack of training, which influence unemployment and instability in labour mar-

ket (Matiušaitytė, 2005; Beržinskienė, 2009; Jakštie-
nė, 2010).

Conceptual framework of labour market segmenta-
tion was being developed since the second half of the
18th c. when Adam Smith (1776) in his original work
“Wealth of the Nations“ underlined advantages of la-
bour division and specialization; he also described la-
bour market functioning mechanism and highlighted
difference in wages depending on different jobs. It is
obvious that this background stimulated the growth
of different professions and industries, which served
like rudiments for development of labour market seg-
mentation theories.

Early representatives of *classical economic theo-
ries*, such as Mills (1848), Cairnes (1874) and Mar-
shall (1880), presented the concept idea of *non-com-
peting groups* and explained that labour market is
segmented of various *sub-groups*, where every employ-
ee works in totally different markets; they viewed
the employees as groups of people, belonging to dif-
ferent professional categories (craftsmen, employees
in small retail firms, highly-qualified producers and
specialists). Following this approach, four non-com-
peting groups (levels) were identified in the market
(Dimou, 2004) (Fig. 1).

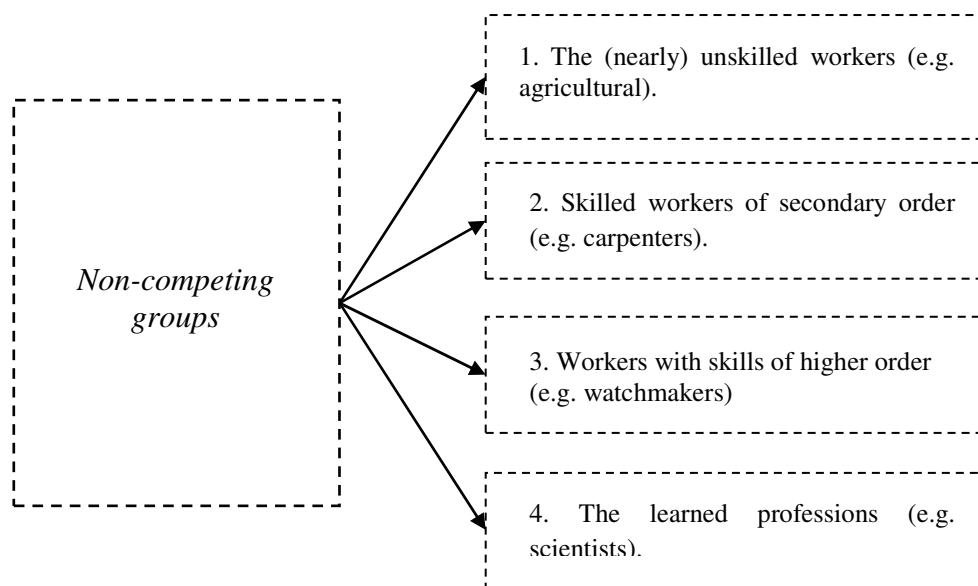


Fig. 1. Non-competing groups in labour market with reference to Cairnes (1874)

Source: Dimou, 2004

The main idea of this concept is that on the level of
separate non-competing groups competition among
employees takes place within their employment level
(group). Dominating conditions of the competition in
one group do not influence employees in other groups.
Namely this *consideration reflects the conception of
split labour market*.

Later research analysis by the followers, such as
Sidgwick (1969), Senior (1965), of conception of
non-competing groups in labour market finds that
there is a connection between employees' intellectual
knowledge and jobs as well as non-economic reasons
for different wages in various regions (Form, 2007).

Such representatives of *neoclassical theory* as Mar-
shall (1880), Debreu (1954), Samuelson (1964) expres-
sed the views that perfect competition exists in labour
market, wages are the only labour market control me-
chanism; they also said that employees and working
places are homogeneous (Hyclak, Johnes, Thorton,
2004).

According to Hurst (2007), neoclassical labour
market theory claims that free labour market posses-
ses such characteristics as:

- there exists relatively free and open market, whe-
re individuals compete for a position;
- position in labour market highly depends on per-
son's efforts, abilities, experience, professional
education or training, and human capital;
- in labour market automatic mechanisms function
in such a manner that imbalance between person's
contribution (human capital) and the reward (wa-
ges) finally turns into balance.

Unlike neoclassicals, followers of *Keynesistic
economic approach*, such as Keynes (1936), later
the followers of *institutional approach*, such as Fis-
her (1951), Kerr (1954), Dunlop (1966) supported
the idea that labour market is managed by the state
and political instruments and supply always meets de-
mand in the labour market as a natural balance. They
gave arguments that wages cannot be the market regu-

lator. Institutionalists mainly drew their attention to internal labour market analysis as well as the influence of employees' qualification or professional skills on wages, and demographic index (Gimble, 1991; Paliulytė, 2009).

The *father of institutionalism* Veblen (1900) criticised classical economical model for abstract ideas and creation of eternal laws, as being too far away from real life. They failed to describe a human being as a person, existing in a certain public environment (Laumenskaitė, 2001).

Keynesists in their classical point-of-view raise the main problem; it is connected with employees' low education, lack of training, which makes influence on unemployment and instability in labour market. In their opinion neo-classicists should concentrate more on structure formation, on a possibility that these factors both influence labour market and are influenced by it. Keynesists, unlike representatives of neoclassical economic trend, see in labour market discrimination consequences pushing employees into another sector ("bad jobs").

Labour market dualism was based on *Human Capital Theory*. The research conducted by the Nobel Prize winners (1961, 1962), Becker (1962, 1964) and Mincer (1962, 1974) on the role of investment in human capital towards economic development, differences in workforce wages and discrimination consequences emphasised that for dualism to exist, different wages must be paid in different sectors to comparable workers (Smith, 2003). It is obvious that the input of the theory followers into labour segmentation theory was weighty because the most significant participants in labour market are humans with individual and group (team) competencies as well as human capital, which defines general and professional knowledge (education), skills and other human characteristics helping them to perform their role in an organization (Anskaitis, Bareišis, Lydeka, 2006).

Labour market segmentation theory development analysis clearly shows that the abundance of research and creation of theoretical fundamentals as well as interest in labour market segmentation has been taking place since the second half of the 18th c. A great importance for the research on labour market theoretical

fundamentals could be attached to fundamental scientific works by the followers of classical school. Their research allows continuing the research on labour market segmentation attitudes nowadays (Fig. 2).

The origins of concepts of modern labour market segmentation are in the beginning in the second half of the 20th c., but the idea of non-compatible groups was developed prior to labour market segmentation theory (Marshall, 1998).

On the basis of empirical research conducted by Doeringer and Piore in the USA in 1971 economical phrases were supplemented by the term *labour market segmentation*, by the notions of *primary* and *secondary labour market*; and conditions of their establishment. This served as a basis for rise of the term *dualistic labour market*. This also served as a background for the rise of problems to be discussed in labour market segmentation in order to determine segmentation causes, the importance of characteristics of different working groups and segments, and other problematic areas. The existing conditions in these labour markets are different (wages, working place, education and qualification, career opportunities, and employee participation in organization management) inclusion of employees into problem solving, ideas, and suggestions.

Primary labour market, according to some authors, is marked for high wages, good, secure and safe working conditions, including the use of modern IT, steady working places, career opportunities, inclusion of employees into problem solving, good education and qualification, deep professional knowledge and work experience.

Secondary labour market is defined oppositely to primary labour market. Here dominating characteristics are the following: low wages, bad working conditions, high turnover, often unemployment, limited career opportunities, low requirements for qualification and working place, outdated technologies.

Without any doubt, the development of the theory became the fundament for further development of segmentation theories and their interpretations. Therefore, it can be stated that classical labour market segmentation theory, greatly contributed by initial approaches of different economic schools and their dynamics.

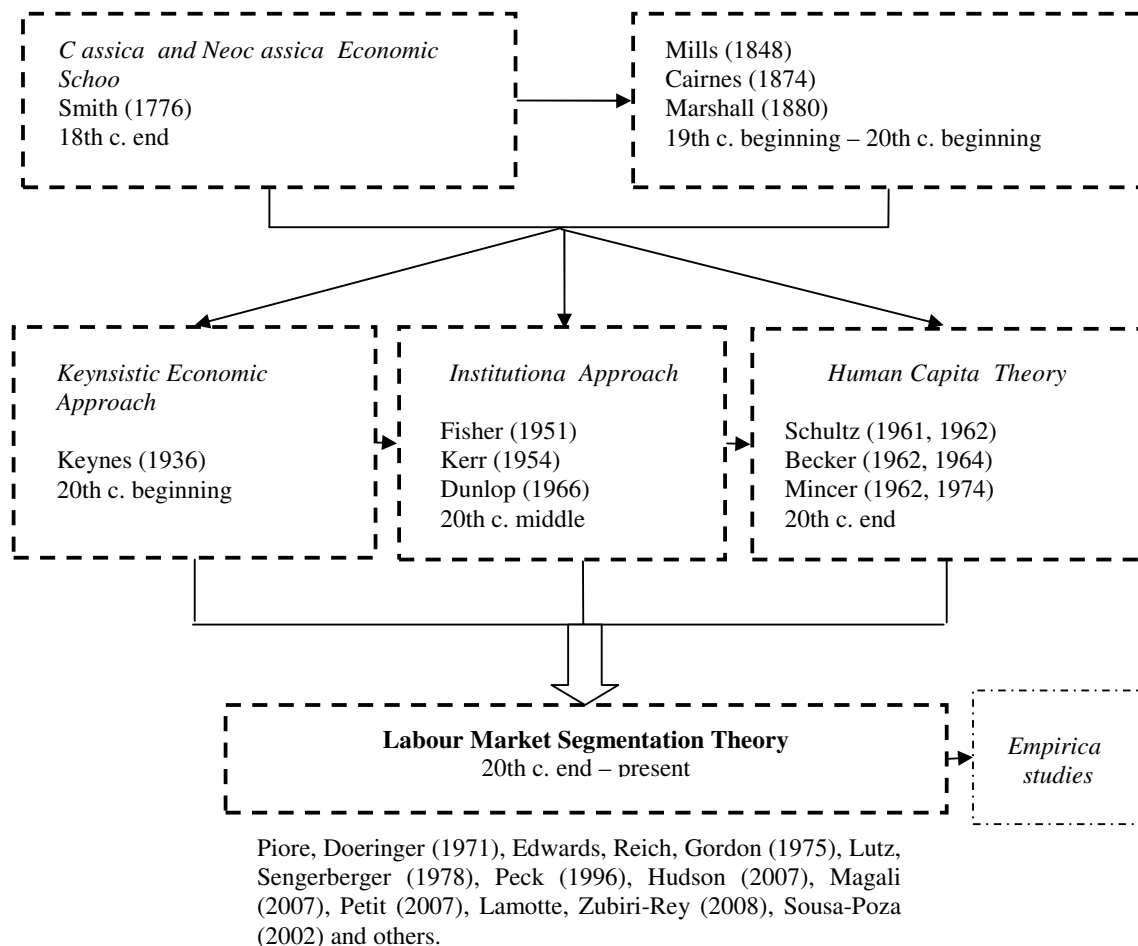


Fig. 2. Fundamental Labour Market Segmentation Theories

Modern Approach to Labour Market Segmentation

Contributing to labour market segmentation paradigm Lamotte and Zubiri-Rey (2008) notice that in the theory of labour market segmentation, there exist important differences on the demand side which imply differences in compensation and the like that are not explained by individual workers' characteristics. Since labour markets are far from perfect, non-market institutions such as craft unions and professional associations play a role, as do the different strategies employed by employers, in producing different results for workers with similar characteristics. Typically, labour market segmentation splits the aggregate labour market into the primary sector and the secondary sector. Segmentation theory shows that labour market is divided into certain segments, which are being formed by economic, political and social forces; it also points out the segmentation causes differences in characteristics of individual labour market participants. The models of labour segmentation put employees into labour groups or labour market segments. Once the labour segments are defined, their relative socioeconomic standing emerges as an important issue. It can be stated here that segmentation is being made for better analysis of market opportunities. Segmentation methods allow also revealing

labour supply and demand opportunities as well as evaluating labour market development perspectives. Such results are widely applied in forecasting labour market demand and supply. Separate labour market segments analyses offer an opportunity not only to evaluate the labour market condition but also to more comprehensively reason its development perspectives according to different labour market segments characteristics and criteria. Segmentation lets create general labour market activity and development model.

Continuing the researchers' idea Martinkus, Stoškus and Beržinskienė (2009) emphasize that labour market segmentation allows not only to analyse labour market through the aspect of the extent as well as the content, overview different group opportunities on labour market or attract qualified specialists or organize training courses according to labour market demand, but also to distribute political means through the different territorial units of the labour market. However, in the opinion of Fields (2009), labour market segmentation is said to exist if 1) Jobs for individuals of a given skill level differ in terms of their pay or other characteristics, and 2) Access to the more attractive jobs is limited in that not all who want the better jobs can get them.

In modern scientific economic literature one more new dynamic approach to labour market segmentation is met. The idea of creating the third segment (professional or occupational) is evident. It could supplement the classical dualistic labour market segmentation model. In this model the existence of the third ideal labour market type is justified by the appearance of new groups of professions in which specific and organised markets ensure continuity in the employment of qualified workers, even if mobility between different sectors and activities makes this work mode quite instable but relatively secure with respect to new risks in the flexible economy and an emphasis is put on a new approach to create new sub-segments among professions, qualification levels, and new hierarchical positions among organizations (Sousa-Poza, 2002; Lefresne, 2002; Petit, 2004; Hudson, 2007).

Other authors, like Gray, Kurihara, Hommen, Feldman (2007) point out that labour market segmentation is the social division of workers into skilled, relatively secure, elite, core occupations and unskilled, insecure, non-elite occupations with little or no labour market mobility.

Many scholars argue that this segmentation is strongly gendered and there is overwhelming and persistent evidence that female-dominated occupations pay less than male-dominated occupations, even when skill, experience, and working conditions are controlled (Women and Work Commission, 2006; Browne, 2006).

“In the contemporary world education, qualifications, knowledge, skills, experience and continuous learning are probably the most essential things in the work environment. It is possible to state that these things determine a successful integration into labour market. Today an employee is posed newer and more complicated requirements, therefore professional improvement and the acquisition of new knowledge and skills become one of the most important priorities in the dynamic labour market” (Jakštienė, Narbutas, Beržinskienė, Claudon, 2009, p. 154).

Like in other markets, in labour market segments are formed with regard to work, its specialization, qualification skills and other factors (Martinkus, Stoškus and Beržinskienė, 2009). Going deeper into labour market segmentation and taking into account the multiplicity of labour market factors, the market segments can be classified according to those factors:

- residential or *geographical* (according to territorial or administrative division, migration);
- *demographic* (the following measures are taken into account: gender, age, income, family status,

profession, social status);

- *behavioristic* (religion, ethnicity, race, cultural and spiritual values, level of loyalty, level of education, qualification or requalification);
- *psychological or psychographic* segments are formed evaluating consumers' personal qualities, features of character and life-style. *Psychography* means quantitative analysis of life-style and personal features;
- *economic* (employment, rate of unemployment, economic situation, etc.);
- *social* (education, social status, social relations);
- *other factors*.

Over the last decade the methods, created mainly by the USA marketing specialists, were meant for consumers' behaviour cultivation. It is thought that the same methods could be applied in the labour market context because groups of individuals act in it. Accordingly, the factors affecting individuals can be arranged into two groups: *internal and external*.

- *external factors* are formed by social environment, culture, values, demography, social status, reference groups, and family.
- *internal factors* are the personal *characteristics*, such as perception, learning, motivation, emotions and personality, etc.

Modern labour market pays considerable attention to the interaction of such factors as individual's human capital (education, knowledge, experience, skills) and social capital (living environment, parents' income, education, social relations) within the labour market context.

According to Martinkus and Beržinskienė (2005), “labour market is an open system and the level of efficiency of its functioning is influenced by numerous factors, internal and external”. These factors are presented in Table 1.

Modern labour market pays considerable attention to the interaction of such factors as individual's human capital (education, knowledge, experience, skills) and social capital (living environment, parents' income, education, social relations) within the labour market context.

According to Martinaitis, Žvalionytė and others (2004, p. 13), “success of integration into labour market depends not only on a person's qualities, such as acquired education or experience, but also on his relationship with the environment; or on his accumulated “social capital” and social relations; to put that in economic terms, social relations reduce transaction costs. Wide range of acquaintances allows to faster get necessary information about new vacancies; while personal trust and references enhance the chances to get a job”

Factors influencing labour market

Internal factors	External factors
Employee compatibility: - detailed information regarding the need for the employee's and work place; - level of intensity in seeking employment; - employer's flexibility with regard to the work place and employment conditions; - employer's flexibility with regard to work conditions.	- changes in the nature of work: work pay, work time, social partnership; - changes in economy: dynamics in GDP, stage of business cycle, intensity for investment; - changes in the structure of labour resources: demographical, composition, economic activity.

Source: Martinkus, Beržinskienė, 2005

Majority of Eastern and Central European countries (including Lithuania) possess quite limited amounts of natural and material resources, so social-economic development in those countries is mainly determined by human capital quality and ability to ultimately use possessed human resources by applying means of various forms of innovation dissemination and science and technology spread (Beržinskienė 2005, p. 38).

Generalising the attitudes of contemporary researchers (Browne, 2006; Gray, Kurihara, Hommen, Feldma, 2007; Lamotte, Zubiri-Rey, 2008; Felds, 2009; Martinkus, Stoškus, Beržinskienė, 2009 and others) to labour market segmentation, its interpretation could be as follows: *labour market segmentation is complex and multiple-component social system, where arises the necessity to split the market into different segments: groups of individuals with different characteristics; they are related to environment and personal variables and processes occurring in labour market.*

Thus in labour market segmentation appears due to workforce characteristics (human capital, social capital, etc.) differences and economic, political or other factors or variables condition labour market segmentation; because of that labour market from a homogeneous one turns into a segmented one. Attention should be drawn to the fact that in respect to contemporary market segmentation theory, a much broader approach is paid to segmentation, including unity and analyses of the relationship of all variables, such a market is being analysed as a whole and a complex, multipartite social system, without limitation to economic or political factors or their influence on labour market segments only.

Research Results

The analysis of Lithuanian as well as foreign scientific literature on labour market segmentation allowed putting into system and distinguishing the basic accents clarified during analysis of labour market segmentation. The conducted theory analysis allowed distinguishing labour market segmentation

essence as well as its characteristics, defining modern interpretations of labour market segmentation, and putting into a system fundamental labour market segmentation theories that formed the basic idea of labour market segmentation. Systemized labour market segmentation theories highlighted different approaches and allowed defining characteristics of labour market segmentation periods:

1. Classical and neoclassical theory (from 18th c. middle to 19th c. end). Division of labour and specialization, non-competitive groups in labour market and homogeneity were their main characteristics.
2. Keyneism and institutionalism (from 19th c. end to 20th c. second half). Social factors and labour force in the labour market were identified.
3. Human capital theory, labour market segmentation theory (from 20th c. end to present). The role of investment in human capital for economic development and the idea of market segmentation.

Fundamental scientific works by classical school representatives had a huge importance in analysing labour market theoretical fundamentals, examining works by classical school representatives allows analysing labour market from the point-of-view of segmentation.

Conclusions

Theoretical concepts of labour market segmentation having been revealed, it can be stated that in labour market exists segmentation theory splitting the market into certain segments that are formed under the influence of economic, political and social forces and point out the segmentation causes; they condition labour market split and differences in characteristics of labour market participants. It has also been noticed that the basic theoretical method of labour market segmentation is splitting it into separate segments. According to modern researchers labour market segmentation is being analysed and evaluated by including and uniting interaction of all variables of labour market; such a labour market is viewed as a complex multi-

component social system; without limitation to the influence of economic or political factors on labour market segments.

In conclusion it could be said that in labour market, as well as in other markets, segments are being formed in regard to activity, specialization, skills, abilities and other factors. Without any doubt in the present labour market human capital is of great importance; education, qualification, knowledge, skills, experience and permanent improvement become the most significant features in working environment. All the above-mentioned elements are also significant in competitive labour market and determine successful integration into labour market.

The development of labour market segmentation revealed that the abundance of and interest in labour market segmentation has been of considerable importance in both foreign and Lithuanian research since the second half of the 18th c. and remains such today. Hence it could be stated that the research started by Cairnes (1874) on non-competing groups in labour market allows analysing and going deeper into labour market segmentation attitudes in modern research.

However, it could also be emphasized that the origins of the present labour market concepts go back to the second half of the 20th c. At that time the idea of non-competing groups developed into labour market segmentation theory. It took its basis from the empirical research on the US labour market, conducted by Doeringer and Piore in 1971. The researchers complemented existing economic concepts with a new concept of “labour market segmentation” and coined such terms as primary and secondary labour market; they also described their formation conditions. All this served as a basis for the appearance of dualistic labour market. Therefore, the development of the theory in the context of economic development has become the fundament for further development of labour market segmentation theories and interpretations. It could be stated here that classical labour market segmentation theory received great contributions from former dynamics of approaches of different economic schools.

Research on labour market segmentation theory basics revealed essential diversities in attitudes of different economic schools in different periods. First of all, according to the attitude of representatives of classical-neoclassical school of economy it is obvious that workers and working places are homogeneous, social problems are not looked at, the potential of human capital is of little significance. Second, since the end of the 20th century the role of investment in human capital has become important for economic development. During this period the use of labour force depended on human capital characteristics (general and professional knowledge

(education), professional skills, etc.), which help an individual to play his role in an organization. The labour force possesses heterogeneous characteristics.

In analysis of modern research it was noticed that the above-mentioned research has significant importance in the development of labour market segmentation theory. The authors not only relate the arising problems to economic and political factors but also pay considerable attention to the analysis of labour force characteristics. On the basis of modern approach to labour market segmentation it can be said that labour market is analysed in a much broader aspect, i.e. comprehensively and without restricting it to a few influencing factors but including many more of them. Special attention should be paid to the importance of investment in human capital. Therefore the opportunities of labour force use greatly depend on human characteristics (general and professional knowledge (education), professional skills, etc) that help an individual to play his role in an organization. This attitude greatly differs from that of representatives of classical–neoclassical schools. To sum up, nowadays the market is treated as a social system.

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Jakštienė S.

Darbo rinkos segmentacija: teorinis aspektas

Santrauka

Darbo rinkos segmentacija sulaukia didelio mokslininkų susidomėjimo nuo pat XIX a. iki šių dienų. Užsienio mokslo literatūroje, nagrinėjančioje darbo rinkos segmentacijos įvairius teorinius ir empirinius aspektus, akcentuojami skirtingi segmentacijos požūriai darbo rinkos aspektu (nuo nekonkuruojančių grupių iki naujų darbo rinkos segmentacijos formų) bei analizuojama darbo rinkos segmentų padėtis darbo rinkoje. Lietuvos mokslininkų darbuose taip pat daug dėmesio skiriama darbo rinkos segmentacijos ir su ja susijusiomis problemomis.

Gilinantįs į darbo rinkos segmentacijos problematiką, pastebima, kad Lietuvos ir užsienio šalių mokslininkų darbuose daug dėmesio skiriama darbo rinkos segmentacijos ir su ja susijusioms problemoms spręsti klausimams.

Tyrimo objektas – darbo rinkos segmentacijos koncepcija. Šio straipsnio tikslas – remiantis teorinių ir empirinių tyrimų rezultatais, apžvelgti darbo rinkos segmentacijos koncepciją. Tyrimo metodika, padėjusi išspręsti išsikeltą tikslą, pagrįsta Lietuvos ir užsienio šalių mokslininkų darbo rinkos segmentacijos srityje atliktų darbų sisteminė ir logine analize.

Mokslininkų tyrimuose daugiausia remiamasi siaura darbo rinkos atskirų segmentų analize, sutelkiant pagrindinį dėmesį į pasirinktų segmentų (jaunimo, moterų ir vyrų, socialiai pažeidžiamų ir probleminių grupių, nuteistųjų ir kt.) darbo rinkoje tyrimus, apsiribojant tik šių problemų analize ir vertinimu. Analizuojant šiuolaikinius Lietuvos ir užsienio šalių mokslininkų darbus darbo rinkos segmentacijos tematika, pasigendama kompleksinių tyrimų. Teoriniai ir empiriniai tyrimai dažniausia būna taikomojo pobūdžio, taip pat konkrečiai ir nuosekliai paaiškintos darbo rinkos segmentacijos teorijos konceptualių pagrindų vystymosi bei susistemintos darbo rinkos segmentacijos koncepcijos analizės. Tai patvirtina nagrinėjamo objekto problematiškumą.

Segmentacijos terminas kildinamas iš lotyniško žodžio *segmentum* (suskirstymas, zona, dalis), o angliakalbėje literatūroje vartojama sąvoka *segmentation* (suskirstymas, suskaidymas). Segmentavimo teorija rodo, kad darbo rinka yra padalyta į tam tikrus segmentus, kurie formuojasi nuo ekonominių, politinių ir socialinių jėgų. Ji taip pat nurodo segmentavimo priežastis ir individualių darbo rinkos dalyvių charakteristikų skirtumus. Darbo segmentavimo modeliai apibrėžia darbuotojus į darbo grupes arba darbo rinkos segmentus.

Kalbant apie darbo rinką, matyti, jog ji skiriasi nuo kitų rinkų ir pasižymi struktūros sudėtingumu bei specifiskumu. Todėl darbo rinka kaip valstybės reguliavimo objektas, priklausanti nuo socialinių-politinių veiksnių ir darbo organizavimo elementų (darbo užmokesčio, darbo sąlygų, darbo vietų, trukmės ir kt.), visiškai neprimena prekių rinkos. Akivaizdu, kad darbo rinkoje kainos nereguliuoja pasiūlos–paklausos; rinkos dalyviai nėra lygūs, jie skiriasi asmeninėmis, profesinėmis, kvalifikacinėmis ir kt. savybėmis; prekės nepereina iš pardavėjo į pirkėjo rankas, todėl segmentai šioje rinkoje pasižymi įvairių charakteristikų ir darbų vietų bei sąlygų galimybių skirtingumais.

Darbo rinkos segmentacijos konceptualūs pagrindai formavosi nuo XVIII a. antrosios pusės, kai Adamas Smitas (1776) darbe „Tautų turto prigimties ir priežasčių tyrinėjimas“ (angl. *Wealth of the Nations*) pabrėžė darbo pasidalijimo ir specializacijos pranašumus bei apibūdino rinkos mechanizmo funkcionavimą ir akcentavo darbo užmokesčio skirtumus tarp skirtingų darbų. Akivaizdu, kad šiuo pagrindu atsirado labai daug įvairių profesijų ir ūkio šakų, kurios jau buvo kaip užuomazgos darbo rinkos segmentacijos teorijoms plėtotis.

Analizuojant darbo rinkos segmentacijos teorijos raidą, matyti, kad mokslinių tyrimų gausa ir teorijos pamatinių pagrindų kūrimas, susidomėjimas darbo rinkos segmentacija vyko nuo XVIII a. antrosios pusės. Darbo rinkos teorinių

pagrindų tyrimams daug reikšmės turėję klasikinės mokyklos atstovų fundamentalūs mokslo darbai leidžia analizuoti darbo rinkos segmentacijos požūrius šiandien.

Šiuolaikinėje mokslinėje ekonomikos literatūroje skleidžiasi naujas dinamiškas požūris į darbo rinkos segmentacijos esmę. Akivaizdi trečiojo segmento (angl. *Professional (or Occupational)*) sukūrimo idėja, papildanti klasikini dualų darbo rinkos susiskaidymo modelį, taip pat akcentuojamas naujas požūris į naujų sub-segmentų tarp profesijų, kvalifikacijos lygių, naujų hierarchinių pozicijų tarp įmonių kūrimą (Sousa-Poza, 2002; Lefresne, 2002; Petit, 2004; Hudson, 2007).

Kiti autoriai (Gray, Kurihara, Hommen, Feldman (2007) nurodo, kad darbo rinkos segmentacija yra darbuotojų socialinis pasidalijimas į kvalifikacijas, pagrindines profesijas ir darbuotojus be kvalifikacijos. Daugelis mokslininkų tvirtina, kad šis susiskaidymas yra glaudžiai susijęs su darbuotojų lytimi, darbo užmokestis moterų atžvilgiu yra mažesnis nei vyrų (Women and Work Commission, 2006; Browne, 2006).

Kaip ir kitose rinkose, darbo rinkoje segmentai susiformuoja atsižvelgiant į veiklos pobūdį, darbo specializaciją, kvalifikacinius gebėjimus ir kitus veiksnus (Martinkus, Stoškus ir Beržinskienė, 2009). Gilinantis į darbo rinkos segmentavimą ir atsižvelgiant į darbo rinkos veiksnių daugialypiškumą, rinkos segmentus galima klasifikuoti pagal šiuos veiksnus:

- gyvenamoji vieta arba geografinis (pagal teritorinį arba administracinį padalijimą, migraciją);
- demografinis (matuojami šie svarbiausi požymiai: lytis, amžius, pajamos, šeiminė padėtis, profesija, socialinis statusas.);
- elgsenos (religija, etninė priklausomybė, rasė, kultūrinė ir dvasinė orientacija, lojalumo lygis, mokymosi, kvalifikavimosi, persikvalifikavimo lygis);
- psichologiniai ar psichografiniai segmentai sudaromi įvertinant vartotojų asmenines savybes ir charakterio bruožus bei modeliuojant gyvenimo stilių (Psichografija – tai kiekybiniai gyvenimo stiliaus ir asmeninių savybių tyrimai);
- ekonominiai (užimtumas, nedarbo lygis, ekonominė situacija ir kt.);
- socialiniai (išsilavinimas, socialinis statusas, socialiniai ryšiai);
- kiti veiksniai.

Per pastarąjį dešimtmetį, daugiausia JAV marketingo specialistai, sukūrė metodus, skirtus ugdyti vartotojų elgesį. Manytina, kad šiuos metodus galima taikyti darbo rinkos kontekste, nes joje veikia individų grupės. Todėl individus veikiančius veiksnus galima skirstyti į dvi grupes – vidinius ir išorinius. Išorinius veiksnus formuoja socialinė aplinka (kultūra, vertybės, demografija, socialinis statusas,

referentinės grupės, šeima); vidiniams veiksniams priskiriamos savybės, būdingos individui (suvokimas, mokymasis, motyvai, emocijos ir asmenybė ir kt.).

Apibendrinant šiuolaikinių mokslininkų (Browne, 2006; Gray, Kurihara, Hommen, Feldman, 2007; Lamotte, Zubiri-Rey, 2008; Felds, 2009; Martinkus, Stoškus, Beržinskienė, 2009 ir kt.) požūrius į darbo rinkos segmentaciją, darbo rinkos segmentacijos apibrėžties interpretacija galima būti tokia: darbo rinkos segmentacija – tai kompleksinė daugiakomponentė socialinė sistema, kurioje kyla būtinybė suskaidyti rinką į skirtingas rinkos dalis (segmentus), joje dalyvauja asmenų grupės su nevienodomis charakteristikomis, kurios susijusios su aplinkos ir asmeniniais kintamaisiais bei procesais, vykstančiais darbo rinkoje. Vadinasi, darbo rinkos segmentacijoje dėl darbo jėgos charakteristikų (žmogiškojo kapitalo, socialinių ir kt.) skirtumų bei ekonominių, politinių ir kitų veiksnių arba kintamųjų atsirandančios priežastys lemia darbo rinkos susiskaidymą, todėl darbo rinka iš homogeninės virsta segmentuota. Reikia atkreipti dėmesį, kad šiuolaikinės darbo rinkos segmentacijos teorijų požūriu į darbo rinkos susiskaidymą žvelgiama plačiau, įtraukiant, sujungiant ir analizuojant visų kintamųjų sąveiką. Ši rinka analizuojama kompleksiskai kaip sudėtinė, daugiakomponentė socialinė sistema, neapsiribojama tik ekonominių ar politinių veiksnių įtaka darbo rinkos segmentams.

Tyrimo metu atlikta Lietuvos ir užsienio šalių mokslinės literatūros analizė darbo rinkos segmentavimo tematika leido susisteminti ir išskirti pagrindinius aspektus, išryškėjusius darbo rinkos segmentacijos koncepcijoje. Apibrėžta darbo rinkos segmentacijos sąvoka šiuolaikinė interpretacija ir išskirtos pagrindinės darbo rinkos segmentacijos teorijos, lėmusios ir suformavusios pagrindinę darbo rinkos segmentacijos teorijos idėją. Darbo rinkos teorinių pagrindų tyrimams daug reikšmės turėję klasikinės mokyklos atstovų fundamentalūs moksliniai darbai leidžia analizuoti darbo rinkos segmentacijos požūrius šiandien.

Analizuojant šiuolaikinių mokslininkų darbus, pastebima, kad jų tyrimai yra vertingi darbo rinkos segmentacijos teorijos raidoje. Autoriai darbo rinkos segmentacijoje atsirandančias priežastis sieja ne tik su ekonominiais, politiniais ir kitais veiksniais, bet nemažai reikšmės teikia darbo jėgos charakteristikų analizei. Remiantis šiuolaikiniu mokslininkų požūriu į darbo rinkos segmentaciją, daroma išvada, kad darbo rinkos segmentacija analizuojama platesniu aspektu, t. y. kompleksiskai, neapsiribojama keliais darbo rinkos segmentus lemiančiais veiksniais, o į analizę įtraukiama nemažai veiksnių ir ši rinka šiandien analizuojama kaip socialinė sistema.

Pagrindiniai žodžiai: segmentacija, duali darbo rinka, segmentai, vystymasis.

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