



CAREER AND PROFESSIONAL ACTIVATION OF AN INDIVIDUAL IN THE MARKET ENVIRONMENT

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Abstract. The career development of a modern specialist should involve maximum self-affirmation in a particular field of activity in the context of socio-economic change. In a competitive business environment, an integral part of the success of personal development is to ensure the ability to take conscious responsibility for the results of one's own activities, and motivation for achievement in the implementation of professional actions and functions. Activation of the development of professional self-awareness, self-realization and psychological significance of one's own professional qualities is the main prerequisite for the effective use of the personal and professional potential of the individual. Clear ideas about the psychological component of the implementation of professional tasks in accordance with market requirements and needs, the definition and implementation of relevant goals and motives contribute to the successful career development of the individual and their self-realization in modern working conditions.

KARIERA I AKTYWIZACJA ZAWODOWA JEDNOSTKI W OTOCZENIU RYNKOWYM

Słowa kluczowe: kariera, rynek pracy, osobowość, samoświadomość, samorealizacja, rozwój, motywacja, działalność, środowisko rynkowe

Streszczenie. Rozwój kariery zawodowej współczesnego specjalisty powinien obejmować maksymalne samopotwierzenie się w określonej dziedzinie działalności w kontekście zmian społeczno-gospodarczych. W konkurencyjnym

środowisku biznesowym integralnym elementem sukcesu rozwoju osobistego jest zapewnienie zdolności do ponoszenia świadomej odpowiedzialności za wyniki własnych działań, motywacji do osiągnięć w realizacji działań i funkcji zawodowych. Aktywizacja rozwoju samoświadomości zawodowej, samorealizacji i psychologicznego znaczenia własnych cech zawodowych jest głównym warunkiem efektywnego wykorzystania potencjału osobistego i zawodowego jednostki. Jasne wyobrażenia o psychologicznym komponentie realizacji zadań zawodowych, zgodnie z wymogami i potrzebami rynku, określenie i realizacja odpowiednich celów i motywów przyczyniają się do pomyślnego rozwoju kariery jednostki, jej samorealizacji we współczesnych warunkach pracy.

Introduction

Changes in the labour market happen very often, and this requires a rapid response of a specialist to the changes in the real professional environment. In this regard, every worker must systematically develop one's own abilities necessary for the market economy, be able to communicate, advertise, sell one's own abilities and skills, carry out professional analysis of the results of work without any assistance, and constantly improve oneself. The very important factor is the need to form ideas about the following conditions for the professional development of a person: the development of creativity, innovation, managerial and entrepreneurial skills, the independent organisation of labour activity, and the awareness of the ways necessary for developing one's careers in the marketing environment.

We believe that the professional self-awareness of a modern person's competitive position is the most important factor in career success, which significantly increases an individual's job performance and the level of one's professional self-awareness regarding carrying out professional functions.

Understanding the phenomenon of professional self-awareness focuses on the need to understand one's own internal potential and opportunities for its development. At the same time, the following problems are not studied in full: the activation of personality development of a future specialist in his or her professional activity, determining the ways of his or her professional self-improvement, and professional growth.

Different points of view on professional self-awareness led to a variety of ideas about its structural components. Scholars emphasise that the development of professional self-awareness depends not only on the self-knowledge of a person's individual aspects and activity, but also on the expansion of professional and psychological knowledge, formation of needs, motivation, and readiness for

development and improvement. The phenomenon of professional self-awareness should be considered as a process as well as a result of personality professional growth. Accordingly, the process of professional self-knowledge is seen as one of the conditions for the development of professional self-awareness.

The new importance of human professionalism has led to a radical reassessment of professional values, professional self-awareness, goals and motives in their professional growth in a market environment.

Professional self-awareness in the career development of a modern person

The following factors play an important role in the development of professional self-awareness: the process of initial professionalisation, adaptation processes, the development of professionally significant qualities and self-development in order to define the correspondence between an individual and the requirements of a profession as well as those that predetermine the dynamics of personality professional growth and one's ability to perform project activity. Professional self-awareness development should be considered from the perspective of the dynamic processes of professional activity. Personality development is determined by one's capabilities covering the development of self-awareness, the principles of professional choice and conditions for shaping one's own world outlook and vision of one's career development.

At the same time, it should be borne in mind that self-awareness has a three-level structure: a cognitive component based on self-knowledge, an affective component based on self-perception, and a behavioural component that characterises self-regulation (Bodalev 1998; Bogomaz 2005; Goleman 2005; Klishchevskaya, & Solntseva 1999; Laak 1996; Muchinsky 2003; Stolin 1983).

Considering certain career development strategies that lead to success, the scholars (Porter 1990; Krylov and Bönkost 2007; Mogilevkin 2011) emphasise that professional success is achieved by those people who build their career not only because they obtain special knowledge; it is very important for them; they develop active business cooperation. To make a career means to prove one's competitiveness which is seen as one of the main factors that ensure the success and advantages of a specialist in the labour market. The key strategic function of career management is the development and maintenance of competitive advantages. Competitive advantage relates not only to the degree of professionalism but also to the strength of character, firmness, and ability to reach one's goal,

overcoming obstacles. People who make their careers successfully perceive their competitors' resistance as a usual practice.

The scholars (Druzhinin 2009; Fam 1989; Trofimov, Rybalka & Honcharuk 2001) believe that professional self-awareness is conscious and holistic self-assessment of the process and results of one's own professional activity. This point of view reflects the interests of a future specialist. Adly Fam (1989) defines professional self-awareness as a means of an individual's self-regulation expressed in the realisation of one's own psychological characteristics, in the analysis of oneself as a participant in a certain activity, as well as the awareness and evaluation of the system of relations.

Mykhail Kryakhtunov (1998) suggests another structure of professional self-awareness. In his opinion, the structure of self-awareness covers the so-called objects, frames and levels. According to the scholar, the subject of professional self-awareness can be thoughts, feelings and actions.

He defines the frame as a position that includes analysis, evaluation, comparison, and other operations of self-awareness. Professional self-awareness includes the following frames: the quality of subject content (subject frame), the completeness of the structure of activity (structural frame), and the dynamics of personality growth (personality frame). The following levels can be seen within the framework of professional self-awareness: fixation, i.e. passive reflection of thoughts, feelings, and actions; research, i.e. understanding of cause-and-effect relations as well as the structure of interaction between the participants of a situation; comprehension, i.e. projection of situations as well as one's behaviour in them.

Kryakhtunov (1998) considers professional self-awareness development from the perspective of changes and complications of each of the following parameters: frames, objects and levels. He suggests three stages of professional self-awareness development:

1. Reflection – one frame (the situation influences a person, and the person reflects and fixes this influence).
2. Adaptation – two frames (two-way contact between a person and a situation, but the determining factor in the interaction is the influence of the situation).
3. Projection or development – three frames (the determining factor is the project developed by an individual capable to foresee a situation and actions in it).

Self-awareness involves a conscious attitude of a person to his or her own needs, abilities, motivational behaviour, etc. However, the low level of self-awareness regarding the development of mechanisms of self-realisation in the marketing environment can lead to the fact that a person remains the object of training and external influences, being unable to become a subject of his or her own life as well as make independent personal and professional choices. Awareness of one's own abilities is an integral part of one's professional development (Bodalev 1998; Bogomaz 2005; Dzhanerian 2004; Klishchevskaya & Solntseva 1999; Myasishchev 1995)

Therefore, a person's awareness of his or her capabilities and prospects for personal and professional growth stimulates them to make a conscious career choice and search for creative ideas, furthering effective career development and self-realisation. The presented information emphasises the importance of self-assessment of the capabilities of a person, their system of beliefs about themselves and awareness of their physical, intellectual and professional abilities in perceiving external factors and the marketing environment. The career development of the modern individual provides for the development of professional self-awareness through self-regulatory mechanisms concerning the systemic self-assessment of one's own work results. The choice of career orientation is made on the following bases:

- self-knowledge of professional and personality qualities and abilities;
- adequate perception of marketing environment and current job requirements;
- development of professional self-awareness in the context of socio-economic changes;
- development of achievement motivation;
- formation of ideas about the content of the profession and about oneself as its representative;
- awareness of personal role in one's own career growth.

Thus, professional self-awareness should be based on professional 'self-identity'. A future specialist should possess the following characteristics of career development: activity, exactingness, mobility, and need for self-education and self-improvement; maximum self-assertion in a particular field of activity, and desire to realise themselves and develop their creativity. In our opinion, one of the main conditions for the formation of professional self-awareness is understanding of the psychological meaning of one's own professionally significant qualities and characteristics, including the mental, psychophysical, and

socio-psychological features of an individual. The formation of distinct ideas about the psychological component of the personality of a specialist, as well as their professional activity contribute to the active development of professional self-awareness of future specialists. In a competitive environment, the formation of professional self-awareness becomes an integral part of professional education of an individual. The formation of professional self-awareness is considered not only as the process but also as the result of understanding oneself as a future subject of labour as well as the dynamics of one's own professional development in ensuring the competitiveness of a person under the conditions of the socio-economic change.

The mechanisms of self-realisation

Self-realisation is the key to both personality development and the desire of an individual to achieve specific goals. People with a high level of self-realisation have real-life achievements, and master and realise humanistic values, such as perception of other people, autonomy, altruism, tolerance, creativity, etc.

The mechanisms of self-realisation are as follows: self-knowledge, decision-making ability (especially regarding one's own future), readiness for changes, ability to find out alternatives and trends, ability to study and effectively use one's own personal and professional potential, being responsible for the choices made (Bazarov 2014; Bodalev 1998; Bogomaz 2005; Derkach 2004).

A. Zakharova (1989) regarded self-esteem as the most important factor in mobilising one's own abilities and creative self-realisation. It should be noted that Rubinstein (1989) regarded self-esteem as a basis for personality development. According to the scholar, self-esteem is based on human values. The choice and development of mechanisms of self-regulation and self-control of human behaviour and activity depend on these values.

Personality development is determined by one's capabilities covering the development of self-awareness, the principles of professional choice and conditions for shaping one's own world outlook and vision of one's career development. At the same time, it should be borne in mind that self-awareness has a three-level structure: a cognitive component based on self-knowledge, an affective component based on self-perception, and a behavioural component that characterises self-regulation (Bodalev 1998; Bogomaz 2005; Goleman 2005; Klishchevskaya, & Solntseva 1999; Laak 1996; Muchinsky 2003; Raygorodskiy 2000; Stolin 1983).

All these elements are functionally and genetically connected with each other, but they are not formed simultaneously.

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Business activity and career of a person

Valentina Lozovetska (2020) notices that in today's labour market needs creative workers with a high level of *business activity*, able to focus on specific economic effects, have the basics of business design, innovation and independence in developing business strategies and programs to ensure the competitiveness of the product and sustainable competitive position of employees and organizations. Business activity in the context of career development should be considered as an integrated category (psychological component, pedagogical component, sociological component, economic component). This category characterizes the formation of the internal activity of professional self-affirmation and career growth in a market environment (creative solution of situations and problems, independent choice of professional solutions, career case management, starting

your own business, etc.), due to appropriate goals and motives that stimulate specific economic effects and effective adaptation to modern socio-economic change. Factors of development of the business activity of the person in professional training comprise:

- activity;
- generalization of information and forecast;
- development of innovative ideas and projects;
- creating conditions for a holistic perception of problems in a professional environment;
- modelling of specific professional actions and functions;
- modelling of real behaviour in solving typical and atypical problems, as well as the implementation of specific economic goals and effects;
- use of the appropriate system of competencies and determination of directions of career development of the specialist.
- the development of a person's business activity and implementation of scientific innovations for solving current problems in specific fields of activity;
- the practical orientation of academic processes: professional effects and innovations, and their commercialisation;
- the development of future specialists' creativity in training business environment applying personality-oriented and competency-oriented technologies of vocational training;
- the adaptation of the individual;
- the intellectualisation of career development on the basis of integration of education, science, and business;
- cooperation with employers regarding the development abilities and capabilities concerning one's competitiveness on the modern labour market at all stages of career development;
- partnership cooperation with business structures regarding career development facilitation on the basis of entrepreneurship, professional self-awareness, business activity and innovativeness in searching and realising business ideas such as starting one's own business and ensuring a sustainable competitive position in the marketing environment.

Thus, mastering the basics of entrepreneurship to start your own business should be carried out using the competency paradigm, human orientation, motivation to achieve, creativity and innovation in the implementation of specific personal and professional goals and economic effects. Determining the ways

of development of the business activity of a particular individual should include a business partnership with business structures, taking into account the level of development of business competencies and the ability to undergo systemic professional development.

According to Andrey V. Khutorskoi (2005), competencies include a set of interrelated qualities of an individual (knowledge, skills, methods of activity) which refer to certain subjects and processes that are important for successfully fulfilling the productive activity. The scientist considers competence to be an individual quality. The author of this paper agrees with this point of view.

The United States Agency for International Development (Mansfield, McClelland, Spencer and Santiago) (1987) identified the core competencies of superior entrepreneurs:

- achievement orientation to the quality and efficiency of work;
- thinking and problem-solving;
- directing and controlling activities;
- business cooperation and partnership.

Socio-economic changes influence the formation of business activity of an individual, in particular, the formation of entrepreneurial competencies. Entrepreneurial competencies are considered to be the ability of a person to do business in a particular area successfully, and as an effective performance of business tasks.

Competency profiles of an entrepreneurial person. One of the founders of the competence-based approach, Bertram H. Raven (1997), distinguishes the following features of competence:

- integrity;
- the generalisation of the ways of actions and their integration in solving problems;
- value orientations, abilities and personality traits that contribute to optimal decision-making;
- expediency and effectiveness in practical activities.

Career potential and profile professional development of personnel

The development and realisation of personnel potential further the process of accumulating human capital in an organisation. The high level of personnel potential positively influences the satisfaction of employees, establishes

the perspective orientation of organisational behaviour, and increases the level of competencies and motivation of staff, which in turn determines the adaptability and competitiveness of an organisation. At the same time, it should be noted that the formation of the career potential of an organisation is not a simple combination of the individual potentials of employees. In this case, the law of synergy takes place, and it is very important to identify the elements and structure of the career potential of staff, to know how to determine its level, and to identify factors that affect the structure of individual and professional potential of personnel. (Burganova and Savkina 2007; Kibanov 2010; Tsvetayev 2004; Nizhegorodtsev and Reznik 2008).

The choice of elements of personnel career potential is influenced, first of all, by the following: the ability to realise individual and professional potential effectively, the desire for self-realisation, the right choice of the chosen profession, the appropriate level of achievement motivation, the formation of personal responsibility for the results of work and one's own career, conscious attitude to the need for professional self-development and self-improvement. Employers pay special importance to the intellectual potential of staff, in particular, with regard to the appropriate level of knowledge, professional competence, openness to changes, and the ability to be innovative (Tsvetayev 2004; Nizhegorodtsev and Reznik 2008; Dvinin and Romanchenko 2015).

The professional development of a specialist involves an individual way of adaptation in a real professional environment as well as in society. The changes in the market of products and services influence an individual's active interaction with the surrounding world, continuous self-improvement, acquirement of new knowledge to overcome obstacles in achieving goals and career development. The career potential of staff is determined by the potential of employees, their knowledge, skills, values, competencies, and individual abilities. There are many categories related to human potential: labour potential, human resources, scientific potential, creative potential, intellectual potential, entrepreneurial potential, innovation potential, etc. (Ivantsevich, Lobanov 1993; Lotova 2003; Torrington Hall and Taylor 2002).

R. Tomaszewska-Lipiec (2016) draws attention to the following factors: – „lack of stability of employment and, thus, weakening of organizational loyalty, i.e. support traditional careers; – lack of consistent goals of the individual seeking a professional”, prospects and expectations of material satisfaction who are looking for employees who are ready to take on job responsibilities – the need

for self-creation and continuous replenishment of individual capital and career portfolio.

The development of personnel potential is based on appropriate personnel policy (Tsvetayev 2004; Nizhegorodtsev and Reznik 2014; Dvinin and Romanchenko 2015).

The arrangements that are made to increase the level of organisational personnel are orientated to the factors that influence its level. All factors can be divided into three groups: external, internal, and those that characterise the staff of a particular organisation. The external factors involve the level of economic development, social policy, the state of the labour market, the education system, state personnel policy, etc. The internal factors include the material and technical base of an enterprise, management style, organisational culture, conditions and organisation of work, career promotion, qualification growth, motivation, stimulation of work, social development, etc. At the same time, the peculiarities of organisational personnel are manifested in natural, personal, labour, intellectual, and innovative components of employees' potential. Each of these elements has its own features; for instance, intellectual potential is characterised by the level of knowledge, the desire to acquire it, the rapidity of acquiring it, professional competence, the desire to share knowledge, ideas and experience, critical mind, etc. When assessing the personnel potential of an organisation, the peculiarities of each of its constituent elements are taken into account. These peculiarities determine the factors that affect this or that element of the personnel potential of an organisation. In order to select elements of an employee's professional potential, it is necessary to do the following:

- to attract and select personnel who have the necessary abilities, knowledge, and talent, furthering the development of these qualities;
- to develop the educational system of an organisation, encouraging employees to systematic self-improvement;
- to develop the desire of employees to increase the level of their knowledge and competencies;
- to create conditions to perceive new things, to enlarge information flows;
- to develop skills in acquiring modern information and mastering technologies for its processing, to develop skills in preparing presentations containing the results of professional activity, etc.

Significant factors influencing the career development of modern personality are the psychological characteristics of human activity in a market professional environment. At the same time, motivational factors have a direct impact

on the process of professional growth of the individual and are a regulatory mechanism for career development. Considering the personal and professional potential of future professionals as part of their career potential, it should be noted that self-esteem as a component of self-awareness plays an important role in professional growth, as it has a positive effect on self-regulation of behaviour and activities factors. At the same time, self-esteem is an important process of assessing yourself and your actions both at the beginning of your career and in the process of career development, which allows you to regulate your own career plans and goals.

The choice of elements of personnel career potential is influenced, first of all, by the following: the ability to realise individual and professional potential effectively, the desire for self-realisation, the right choice of the chosen profession, the appropriate level of achievement motivation, the formation of personal responsibility for the results of work and one's own career, conscious attitude to the need for professional self-development and self-improvement.

R. Gerlach (2020) emphasizes that changes in economic conditions and forms of employment lead to demand for new, flexible, multitasking workers, so-called portfolio workers.

Considering the process of personnel career development as a variation-al process, the following factors are important for each employee at all stages of career development: ensuring one's competitiveness, adequate and dynamic-positive attitude to the chosen profession, the individual's responsibility for one's own career, conscious attitude towards the need for professional self-development and systematic mastery of extra knowledge and skills in accordance with the needs of current labour market.

The choice of career profile of modern person:

Active: the awareness of the modern system of competencies and skills in a specific field of activity; active business position in the professional environment, flexibility and mobility in exploring new socio-economic roles; leadership ability; interpersonal skills, the awareness of influence techniques; aptitude for professional cooperation under the conditions of ensuring the competitiveness of the product of activity; business activity, entrepreneurial ability; the acquirement of new knowledge, abilities and skills for mastering extra competencies and functions; ability to maintain a competitive position in the labour market.

Value-motivational: the awareness of modern social and market values, motives and orientations regarding the development of a business activity,

independence and professional self-awareness in the context of successful career development in the marketing environment.

Innovative and effective: creative thinking, business ethics, innovativeness in analysing and predicting economic effects, solving professional problems, developing business ideas, business plans, business projects, specific strategies and ways to realise them; commercialisation of business ideas and business plans; business activity, flexibility and mobility, leadership ability; professional self-awareness, independence in decision-making, responsibility for the quality of labour regarding the competitive potential of goods/service, the maintenance of the sustainable competitive position of an employee and organisation; applying self-management techniques in one's own career development; systemic professional improvement and innovative self-development.

The realisation of career and achievement motivation

The activation of the professional development of the personality at different stages of the life path is carried out thanks to the external and internal conditions and interconnected spaces of the personality. The subjective basis of professional success is the multifactorial structure of the properties and qualities of an individual as a subject of activity. In their own self-improvement, a person strengthens the resources of professional development, determines goals and motives that are oriented towards success, and develops motivation for the activity.

Motivation is the process that initiates, directs, and sustains purposeful behaviour. This is what makes you take action. Motivation includes biological, emotional, social, and cognitive forces that activate behaviour. In everyday life, the term "motivation" is often used to describe why a person does something. It is the driving force behind human action. Motivation types:

Extrinsic motivations are those that arise from the outside of a person and are often associated with money, public recognition or praise.

Intrinsic motivation is a motivation that arises within a person, solely for personal pleasure in solving a problem.

There are three main components of motivation: activation – which includes the decision to initiate behaviour, such as enrolling in training courses; persistence is a constant pursuit of a goal, even if there are obstacles; the intensity of concentration and energy that are applied to achieve the goal.

Achievement motivation is seen as a driving force behind success. This type of motivation is one of the twenty basic psychogenic needs, that is, the needs

associated with the most important aspects of human life, without which full development of a person is impossible (Bakirova 2009; Kobzeva and Kolesnikov 2000).

Lewis M. Terman and Melita H. Oden (1959) initially considered talent and intelligence level to be the main factor of their success. But over time, the scholars identified the following four characteristics that were demonstrated by people who had gained maximum achievement: persistence in achieving goals, purposefulness, self-reliance and freedom from the anxiety regarding one's own inferiority. Abilities and intelligence level were no more considered to be the main determinants of success. For example, Sternberg (1985) proved that low achievement motivation is the main reason why people with high intelligence levels cannot succeed. Analysing the chances to predict success in various activities, the scholar concluded that the level of motivation is a better factor of success than intelligence. Of course, a high level of abilities can be an important precondition for success in any field of activity, including business. But the main characteristics that contribute to success in any activity are such important motivational features as interest in one's activity, confidence in oneself as well as in a successful result, the ability to cope with difficulties and failures, to be persistent in undertaking one's work-related tasks. Motivation has a huge impact on a person's behaviour, his or her preparation to take up an active position in the labour market, his or her emotional state and vocational training including decision making; efficiency and independence in a specific workplace; readiness for creative and innovative actions; motivation for constant professional self-development and personal achievements at work. It involves the following (Bakirova 2009; Herzberg, Mausner and Snyderman 2010; McClelland 1980):

- a thorough transformation of human personality in terms of identity, capabilities, behaviour, emotions and the development of positive thinking;
- the choice of the field of activity depending on interests, abilities, values and needs; identification with the models of social and professional roles;
- the adaptation of an individual to real working conditions;
- the acquisition of knowledge about personality traits and competencies of a successful person;
- the realisation of the fact that the degree of individual job satisfaction is proportional to the degree of adaptation of the professional self to modern working conditions and the corresponding level of achievement motivation.

One of the essential factors on the way to success is the ability to overcome difficulties and adequately respond to failures and problems. Abilities and motivation are the basic elements that determine the level of achievement (Bakirova 2009; Kobzeva and Kolesnikov 2000).

Thus, a successful person is a motivated person who always understands when it is necessary to admit one's defeat or accept a reasonable compromise. In case of need, a successful person is able to be persistent, but he or she is not disappointed about his or her backdowns, as he or she is sure of one's own ultimate success; and under any circumstances, a successful person can work effectively, cooperate and persuade other people in identifying and realising professional goals and motives. It should be noted that success starts with action. An action and successful job performance positively influence the motivation chain to perform further actions, creating the conditions for a successful career of a specialist. Achievement motivation is the basis for a person's career success. It includes motivation on the basis of affirmation of one's personality in achieving the stated goals, the development of professional self-awareness, efficiency and predictability of professional actions and functions, and maintaining the competitiveness of the results of the activity.

Modern career management involves the realisation of a career aimed at achievement motivation, increasing the competitive position of both an employee and an organisation in the labour market, provided that the achievement of organisational goals and employee's personal goals are harmoniously combined. In this case, the competitiveness of an employee is considered as the ability of human capital to meet the market needs. The scholars emphasise the need for conscious socio-economic changes in personnel career development, that would contribute to the transition of the current state of human capital in the desired direction by constantly responding to the internal organisational changes of various subsystems of an organisation and external environment (Porter 1998; Muchinsky 2003; Herriot 1998; Tsvetayev 2004).

Achievement motivation is aimed at the best performance of any kind of activity orientated towards the achievement of a certain result (a so-called productive activity). The scholars emphasise that achievement motivation is closely connected with professional success, energy, persistence, readiness to take risks, and achievement of certain goals. The following approaches to the classification of methods of achievement motivation are suggested:

Methods of stimulation. This group of methods covers different systems and is aimed at both individual and group encouragement in stimulating labour productivity and activity of professional self-improvement.

The financial encouragement of career development can stimulate the following:

- generation of new ideas;
- development of innovations;
- introduction of innovations;
- transfer of advanced experience.

The moral stimulation of staff career development may include competing for the best project team, providing extra social benefits and free time for professional self-development to further the career advancement of an employee. It also includes public familiarisation with the results of staff career development, holding special seminars and annual conferences, etc.

Method of providing independence. Providing direct executives with autonomy in making operational decisions within the framework of the performed work has a significant impact on motivation and job performance. Constant intervention, approval and expectation of permits heighten the interest and initiative of employees. Under such conditions, the creative activity of employees increases, and new ideas and initiatives arise.

Involvement in the decision-making process. *Methods of involving employees* in decision-making (participatory methods) ensure (Bakirova 2009; Bodalev 1998; Ilin 2000; McClelland 2014; Ritchie and Martin 1999): identification of problems; participation in solving problems; providing consultations, searching for consensus; joint decision-making; improving communication and collaboration between professionals, managers and departments, including production departments and management personnel.

We agree with the following approaches to the classification of achievement motivation methods. In our opinion, such approaches and methods are relevant in the career development of modern specialists.

Career success is significantly influenced by career type, conditions of professional self-determination, adaptation processes, a specific position and degree of satisfaction with vocational choice. A career is seen as an emotional image. Expanding the circle of interests, changing the system of needs, updating the motives of activity, increasing the need for self-fulfilment and self-development, and increasing the activity of an employee significantly influence the organisational career process of an individual. The assessment of one's own job performance,

the accumulation of experience, professional activity, the improvement of skills and competence, the development of skills, as well as personal, business, and professionally important qualities play an important role in this process. It should be noted that the development of innovative algorithms for solving professional problems creates favourable conditions for improving the level of professionalism and effective development of achievement motivation.

Thus, the market environment and modern socio-economic changes necessitated the intensification of professional development in mastering market values in the implementation of professional actions and functions, development of motivation, professional self-awareness and self-realization, mastering the rules of adaptive behaviour on the market and successful career development.

Conclusions

The future specialist must have the following characteristics of career development: activity, of professional self-awareness, mobility, the need for self-education and self-improvement; maximum self-affirmation in one or another sphere of activity, and desire to self-realize and develop one's creativity. One of the main conditions for the formation of professional self-awareness is an understanding of the psychological significance of their own professionally significant qualities, and characteristics, including mental, psychophysical and socio-psychological characteristics of the individual. The formation of professional self-awareness is considered not only as the process but also as the result of understanding oneself as a future subject of labour as well as the dynamics of one's own professional development in ensuring the competitiveness of a person. Professional self-awareness should be based on professional „self-identity”.

Self-realization is the key to personal development, and the desire of the individual to achieve specific goals in the development of the business activity. People with a high level of self-realization have significant results in their career development, mastering and realizing market values. Business activity in the context of career development should be considered as an integrated category (psychological component, pedagogical component, sociological component, economic component). This category characterizes the formation of the internal activity of professional self-affirmation and career growth in a market environment (creative solution of situations and problems, independent choice of professional decisions, career management, starting your own business, etc.), due to relevant

goals and motives that stimulate specific economic effects and effective adaptation to modern socio-economic changes.

Intensifying the professional development of the individual at different stages of life on the basis of self-awareness and self-realization contributes to the strengthening of the personal and professional career resources. Defining and implementing goals and motives aimed at motivating achievement, provide an appropriate level of competitive position in the market for both the employee and the organization.

Thus, in the market environment, modern socio-economic changes necessitated the intensification of professional development on the basis of market values in mastering professional actions and functions, developing motivation for achievement, professional self-awareness and self-realization, and mastering the rules of adaptive behaviour for competitiveness and successful career development.

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