

MODERN YOUTH LABOR VALUES: IMPACT OF TRANSFORMING SOCIETY, PROFESSIONAL MOTIVATION AND PROBLEMS OF ADAPTATION FOR STUDENTS

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Abstract

In the modern conditions of Russian society's development, young people are assessed as the most socially and economically vulnerable group in terms of labor and employment, since entering the labor market, young people often face serious difficulties in the employment process. The purpose of the study is to analyze the features of the situation of young people in the modern labor market. Research methods: as a research method, the questionnaire method was used, which allows to identify the leading motivational factor affecting the attitude to work among young people effectively. Research results: the article describes the orientation of young people in the field of labor, the ideas of young people about the attractiveness of their services in the labor market; the specifics of the situation of young people in the modern labor market are shown. The novelty and originality of the study lies in the fact that for the first time the labor values of modern youth are considered. It is revealed that the priority values of the majority of young people are a high salary, career development, an interesting job. It is determined that a high salary is of particular importance for respondents with higher professional education. For the first time, it was revealed that career development is especially important for students receiving higher education, and for young people who have received higher education, career growth is much less important. The interest of young people in the fact that work brings not only a good income, but also is to their liking is considered. It is shown that the category interesting job is particularly pronounced among girls than among boys. For the first time, it was considered that among girls, the number of people willing to work in their specialty turned out to be twice as many as young men. The qualities that, in the opinion of young people, are necessary for a modern young person to achieve success and well-being in life are defined: responsibility, education and professionalism. It is shown that law-abiding and religiosity were in the last places, and this is especially pronounced among young men. Practical significance: The data obtained in the work can be used in the study of problems related to the employment of young people, in labor psychology, age psychology.

Keywords: youth, student, labor market, youth employment, labor values.

INTRODUCTION

Work is one of the most important forms of human activity and is inherent in people from the moment of their appearance on the historical arena. The place where self-realization of labor and at the same time its consumption is possible is the labor market (Keynes, 1978; Shuls & Mkrtychyan, 2001; Dmitrieva, 2002; Volgin, 1999).

There are many definitions of the labor market in the national literature, both within the economic and psychological, sociological and political sciences. To date, there has not been a single comprehensive concept, so it is possible to present only some definitions presented in the scientific literature (Eremicheva, 2004; Ivanov, 2002; Babushkina & Garcia-Iser, 2004; Lopatkin, 2012).

Youth, as a special socio-demographic group, is a significant object of study of various scientific studies, as it can serve as a good indicator of the changes taking place in the country. In the current situation, due to the constantly occurring changes in all areas of the multidimensional space, young people have different views and different tactics of behavior when looking for a job (Safuanova, 2011; Sotnikova, 2011b; Zherzdeva, 2005; Reznichenko et al., 2018). The financial situation of young people is determined by their sources of income. Thus, the main source of income is employment and full provision by parents. Moreover, this certainly depends on socio-professional affiliation, with schoolchildren and students being characterized by living on their parents' means, and only among some students is the share of wage earners increasing. Workers and employees have their main source of income from employment, and only one in ten has an entrepreneurial activity. The success of young people in the labor market is a prerequisite for the economic development of the country and society as a whole (Rudenko et al., 2018). Speaking of young people one should note that in the labor market, one of their main socio-economic problems is related to employment. Young people's expectations, their orientations in the labor sphere often do not coincide with the real situation, which generates the phenomenon of unemployment (Kotlyar, 2004; Balykhin, 2005; Chernitsov, 2008; Chizhova, 1998; Yarmolchuk, 1999; Sotnikova, 2011a).

In recent years, due to structural changes, the mismatch between the available professions, specialties and skill levels of young specialists and the imbalance between the demand and supply of labor on the labor market has become more acute.

Literature Review

In Russia, with the transition to a market economy, studies on employment and unemployment have become particularly relevant. Studies of both a highly specialized orientation and complex ones began to appear, within the framework of which the economic side of the problems of young people was necessarily present. The issue of employment on specialty in our country is quite acute. In this regard, researchers in various fields of science have devoted attention to the problem of the demand for young specialists in the labor market (Pavlenkov, 2004; Cherdymova, 2011a; Lopatkin, 2013; Belov, 2000). One of the main issues of the situation of young people in the labor market is the assessment of their employment. It is worth noting that almost half of the unemployed in the world are young people. The topic of labor values is relevant for research in connection with their role, both in the life of an individual and the whole society. The philosophical theory of values gives a general idea and definition of value and evaluation, clarifies the specifics of the value subject-object relationship, and classifies various types of values. Social psychology reveals the features of the value orientations of small groups and the socially typical in an individual. General psychology, using special methods, highlights the variety of particular individual differences in value orientations, their dependence on intrapersonal, psychological structures. Psychology, political science, ethics and other scientific fields are engaged in separate classes of values and corresponding value orientations. Value orientations in the labor sphere are reflected in life goals, plans, means of achievement, motives of labor activity, it is possible to assess the nature of the strategy chosen by young people based on them (Utinova, 2003; Yolkina, 2007; Ptashek, 2001; Reznik & Chernitsov, 2007).

The professional orientation of young people in relation to a particular profession has shown that

young people approach this issue with intelligence and prudence, since it is important for them that they have real abilities and skills in this field, there is a guarantee of employment and good pay, as well as love for the chosen profession, and the prestige of the profession is by no means the most important. On the other hand, they are also more defenseless and untenable in relation to a number of requirements of the labor market and employers due to their inexperience and, paradoxically, due to their ambitions and youthful maximalist nature. Graduates have the knowledge and skills relevant to their work, as well as communication skills, as an auxiliary factor of employment (Bogachev, 2004; Pelevina, 2009; Zelenkov, 2007; Cherdymova, 2011b; Zorkaya & Duk, 2003). Half of the employed graduates do not work in their specialty, mainly due to the low wages of their original profession.

Young people are focused on professionalization, however, when they enter the real labor market, they face employment problems, excessive requirements of employers and other similar obstacles that deform their labor attitudes, forcing them to be employed in the labor market in any way and get any means of livelihood (Malone, 2006; Sazhin & Smirnova, 1998; Filippov, 1999).

Study Objectives and Structure

To identify the ideas of young people about the attractiveness of their services in the labor market and to identify the specifics of the situation of young people in the modern labor market, the following tasks are set:

- To find out what job search models are used by young people.
- To analyze whether it is fundamental for young people to work in their specialty.
- To identify the main reasons for the willingness of young people to work in areas that do not correspond to the received specialty.
- To determine what salary young people are applying for.
- To study the labor values that are important for young people.

In the questionnaire, the following units of questions were proposed, aimed at: determining what difficulties young people face when finding employment; identifying changes in the situation of young people in the labor market due to the economic crisis; establishing the trend of tracing the excess of applicants with higher education and the shortage of specialists in working professions in the labor market; considering the category of young people applying for career guidance.

The questions used in the questionnaire are as follows:

What job search models do you use?

What difficulties have you encountered when applying for employment?

What values are important to you in your work?

Can you name any trends, changes in the labor market in the last one or two years due to the economic crisis?

What do you think, in your opinion, is there a desire among modern young people to work in factories or industrial enterprises?

In your opinion, does such a desire depend on the level of education of a young person?

Are you ready to work in other fields that do not correspond to your specialty?

What qualities, in your opinion, do a modern young person need to achieve success and well-being in life?

What opportunities did your income give you for the last six months to meet your needs?

Have you had to earn extra money during the last year along with your main activity?

The pilot study revealed that the majority of young people felt lost, did not understand what specific steps need to be taken in the labor market to achieve their desired goal. Most young people claim a high salary by offering a minimum package of services that they can perform.

Further, the study showed which qualities were the priority for students when applying for employment. In the top, three were such qualities as responsibility, purposefulness and efficiency. The value of labor, which was

incredibly popular in the Soviet era, is completely insignificant today. However, at the same time, the favorite work is important, which causes a certain paradox. During the study of values in work, the most important was a high salary, although when studying the life values of young people, material well-being was far from the first place. In addition, the current situation on the labor market is characterized by a discrepancy between the number of graduates and real jobs, and a general lack of understanding of the needs of the labor market and society.

Results

Determining the level of satisfaction in general about employment opportunities, it can be noted that the number of respondents who chose the answers quite satisfied and rather satisfied was 21% and 27%, respectively. Rather, 21% and 31% were not satisfied and completely dissatisfied, respectively. These data indicate that the situation in the field of employment is not very favorable. The main source by which young people are looking for a job is information technology (67%). People with incomplete higher education are looking for work in the Internet space, that is, students (61%); young people who have received higher education understand that it is better to look for a reliable and decent job with the help of friends (39%).

Among the respondents, 46% would like to get a job in their specialty, and 41% of young people do not want to work in their specialty, and would like to get any job they are interested in. In

addition, a category makes up 13% of respondents who found it difficult to answer this question, which is due to the uncertainty of young people. At the same time, it is surprising that among girls, the number of people who want to work in their specialty turned out to be twice as many as young men and amounted to as much as 73% of respondents, and only 47% of respondents were young men. The main reasons why 41% of young people are ready to work in other fields that do not correspond to the received specialty are lack of demand for the profession (51%), refusal to hire in an existing specialty without experience (30%) and a small salary when applying for a previously obtained specialty (19%).

Among the category of young people who claim a salary of up to thirty thousand rubles, there were mainly girls (61%). Young men tend to apply for a salary of forty-five thousand rubles and higher largely (41%). If you look at the relationship with the level of education, then mainly young people, who have received primary and secondary education (65%), which indicates their low self-esteem, claim the salary below twenty-five thousand rubles. It is also worth paying attention to the fact that high requirements are inherent in young people who still have only an incomplete higher education (43%); they claim a salary of forty thousand rubles and above.

Studying labor values, we obtained the following results: the priority value of the majority of young people is a high salary, which is especially important for respondents with higher professional education (Figure 1).

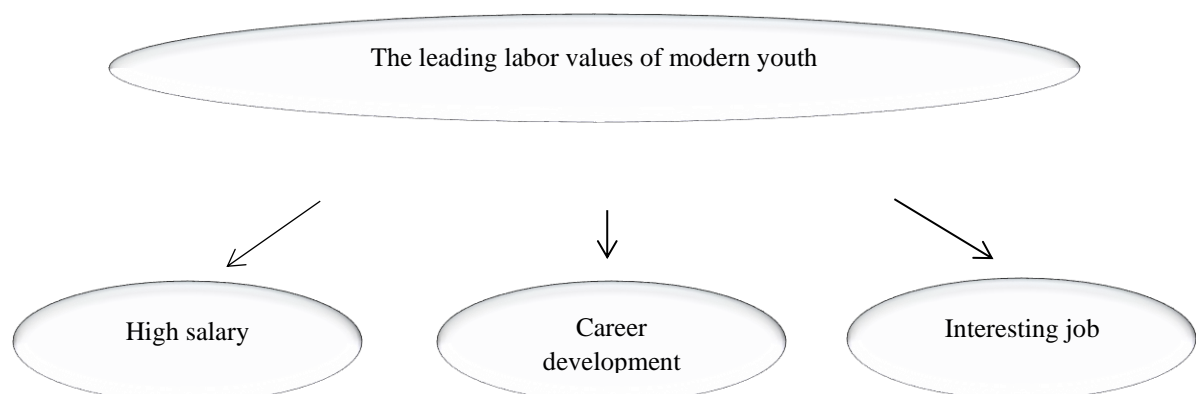


Figure 1. *The leading labor values of modern youth*

In the second place is such a value as the importance of career development. It should be noted that the importance of such a value as career development is decreasing: for students who are still receiving higher education, it is an unquestioning leader (87%), and for young people who have already received higher education, career development is completely unimportant (31%). Value-a convenient schedule was not included in the top three. Instead of it, it turned out to be the value interesting job, which was chosen by 53% of respondents, which shows the interest of young people in the fact that work brings not only a good income, but also was to their liking. This is especially pronounced among girls than among boys.

Further, it was found out that a little more than half of the surveyed young people (52%) wanted to work in their specialty; especially this trend could be traced among girls. However, faced with the realities of the labor market and realizing that their profession is not in demand (40% of respondents turned out to be such), and that they are not hired without experience (32%), young people are ready to work not in their specialty (39%). The material expectations of young people from a potential job are contradictory, since a significant part of the respondents (47%) has very low expectations and claim a salary of up to twenty-five thousand rubles, but there are also many who expect a salary of at least forty-five thousand rubles from their work. 37% of young people have such inflated expectations. The study also examined labor values, during which it became clear that it is very important for young people to have a high salary (81%), move up the career ladder (42%) and be interested in their work (47%). In general, of course, there is a priority for young people on material security. However, it is worth noting that young people understand that in order to become successful, it is necessary to form certain qualities in themselves. Namely, to be, first, a responsible person (61% of respondents think so), educated (51%) and to be a professional in their field (46%). In addition, the qualities of law-abiding and religiosity fell into the category of very weakly acting on the success of a modern young person. Thus, the unstable, uncertain state of youth and economic instability pushes young people to focus on material well-being to the detriment of their professional self-realization.

Discussion

The practice of science identifies the field of work as particularly important in social life. To date, there is no clear definition of who a young specialist is. In addition, no clear regulatory legal acts regulate the legal relations between an employer and a young specialist as a separate group of employees. This can create additional difficulties in the process of building a career and socialization in the business environment for young professionals. The criteria considered suggest that there are new aspects to career development for employees who could be categorized as young professionals.

The transformation of the modern labor market is primarily associated with a revolution in the public consciousness. The model of building working relationships is typical for employees of various spheres of life activity. This is a free schedule, the possibility of working at home, project activities that involve freedom of choice in solving problems, expanding the ways of communication and leisure activities due to new technologies, as well as high mobility. A modern employee is sometimes interested not in a larger salary, but in an interest in the work performed, the opportunity to contribute and influence the process, the confidence that the activity performed is important.

It would seem that all of the above-mentioned changes are only positive in nature, and give more opportunities for the growth and development of young professionals. This is an absolute fact. However, it can be argued that along with new forms of freedom in the world of work, new forms of oppression have developed that can have a significant impact on the career trajectories of young professionals.

Conclusions

It is worth noting that today's young people prefer to look for work on the Internet and want to work in their specialty, but for a number of reasons, mainly due to the small number of offers and lack of experience, they do not succeed. Thus, when faced with difficulties in finding employment, young people put material security in the foreground to the detriment of their professional orientations. Nevertheless, a significant part of young people, which mainly includes young people with a low level of

education, claim low wages, but at the same time, a category of students receiving higher education and having high material needs has been identified. Nevertheless, young people understand that to achieve success in life, it is necessary to make considerable efforts, to be responsible, educated and professional in their business. The priority value of most young people is a high salary, career development, an interesting job. At the same time, a high salary is of particular importance for respondents with higher professional education; career development is especially important for students receiving higher education, and for young people who have received higher education, career development is much less important.

For young people, it is important that the work brings not only a good income, but also would be to their liking. The category interesting job is especially pronounced for girls, rather than for boys. Among the girls, the number of people who want to work in their specialty turned out to be twice as many as young men. The qualities that, according to young people, are necessary for a modern young person to achieve success and well-being in life are responsibility, education and professionalism.

The current situation of young people in the labor market is characterized by many unresolved problems and remains quite tense and contradictory. The mechanisms that regulate the labor market, the relations of employers to employees do not provide the necessary conditions for comfortable employment of young people. In this regard, young people should adapt to these difficulties and respond sensitively to all changes taking place in the labor market.

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