

CAREER EDUCATION AS SELF- REALISATION SPACE CONSTRUCTION

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In post-modern society where rapid economic, social and political changes take place, career planning and management becomes more and more urgent every day. The mentioned changes not necessarily are positive or providing only all-round benefit. The environment becomes turbulent, in general sense; therefore it is natural that career environment in fact, is chaotic as well. Nevertheless, career for many people is, undoubtedly, very important, because it is directly related to life quality. Professional activity satisfies almost all human needs: physiological, safety, social, attainment, self-realisation, independence, autonomy and other. The efficiency of the mentioned activity and the ability of the personality to construct his career are closely related things.

In the latter years, economic, demographic tendencies and technological progress are unrecognizably changing all labour market structure. Social changes (both positive and negative) appearing in the globalization process raise new requirements for person's career. A man himself has to take all responsibility for his career management. Career management as a lifelong lasting process becomes very urgent in modern society because of many reasons. First, labour market demand changes become more and more rapid. People more often have to change the characteristics of activity and organization. Second, labour market at the present moment needs employees not only being able to acquire certain professional education, but also to adequately react to organizational, regional, national, global, social and economic environment dynamics, being able to fix and implement strategies how to choose, master and match work and other social roles with personal life values and goals. A man himself, his demands, knowledge, abilities, attitudes, convictions, values change rapidly as well. The wholeness of all these changes alters career possibility field: new professions turn up, job characteristics, requirements for the employees transform, certain jobs and professions become less marketable or completely not necessary. In the context of changes, career conception changes as well.

Yesterday's usual career model - when it is step by step climbed to the hierarchical top of the organization - is collapsing, becoming ineffective. Man's activity possibilities are expanding unlimitedly. Modern career success is not identified with "career stairs" (vertical career), because the model of individual career is not hierarchical. This is determined by the flattening of the organizations, the layer of managers in the organization is always smaller (at least this is sought in many organizations e.g., lean management elements are implemented), organization employees are provided with more responsibility and functions (the involvement of the employees into management, activity process improvement). The measurement of its success is not only salary, acquired status, but also personal self-realization, the attainment of personal life aims, personal development, because career movement is possible inside profession as well (horizontal career) raising qualification, acquiring new competences. Career success can be understood very individually. It is important for the individual to feel to have realised himself. In modern career the definition of success is rather individual, however it can be related to self-realisation, self-respect and satisfaction with one's work. Then,

the way of career's individuality becomes much more distinct. Individuality is important in respect of personality features as well. A concrete person has to be able to adequately define not only his wishes (to identify them clearly), but also to assess the possibilities, available and attainable features. It is obvious, that dynamism, flexibility and determination are the essential features, guaranteeing a certain part of success. In this respect, information giving is not so important (e.g., consulting and informing on career questions) as career education (career mentor, counsellor, helper). It is important to form man's ambition to develop, be in search of, to seek for results in any activity. Again, different research studies can be found, showing that individual ambitions are poor and do not conform to the aims of a concrete organization at all (Patrick, Kumar, 2011). Strong, expressed and perceived ambitions lead to ability control one's life, take the responsibility. The sense of individual approach is undoubted. This is accentuated by the newest accomplished research studies, claiming that people who were educated for career achieve a higher degree of self-confidence and attain awareness of a higher personal excellence than the individuals without career education or a career plan (Turnšek Mikačič, 2013). It is obvious, that managing person's individual career has to be proper; therefore only administrative approach is ineffective. In the latter years the attention in Lithuania is concentrated to such positions as career consultant, career counsellor and so on. It can be thought, that more attention should be paid to the preparation of qualified career managers or to the development of the qualification of the current specialists, what is also accentuated by foreign country researchers (Sturges, Guest, Conway, Davey Mackenzie, 2002; Sultana, 2013).

Lifelong learning is especially important in knowledge society, in which labour market demand changes are of great significance and learning becomes an inevitable necessity. Learning is always purposeful, directed towards certain ability, both general and special, related to a concrete profession, acquisition. Labour market changes which are conditioned by rapid science and technology progress objectively programme the necessity to foresee and to plan your career changes, at the basis of which a decision is accepted to constantly learn and develop your competences. Environmental changes reflect themselves in organisations as well, which also must adjust to work in dynamic environment, distinguished by abundance of knowledge, high technology progress level, communication effectiveness, economic growth, professionalism. Learning becomes a constant process both for individuals and organisations. Organizations, seeking to be flexible and competitive, are searching for new possible ways how to effectively organize work process, rule and use human resources. Therefore, today, modern organization relates constant learning to individual's career. Every organisation, depending on its attitude to personnel's management, on its aims, forms individual personnel's learning strategy and foresees individual's career vertical and horizontal changes. On the other hand, this does not weaken concrete person's role in these processes. As the researchers accentuate, it is important to find a balance between personality corresponding career aims and possibility dynamics existing in the labour market (Rosinaitė, 2008).

Individual's career process studies are especially popular recently, because deeper career perception helps to understand the most important relations between man and work, career management and constant learning, helps not only to know man's abilities, but also the abilities to give oneself to modern environment, to understand career projection possibilities, to plan one's professional future.

In the context of these changes and new requirements to man's activity, has changed an attitude to career phenomenon. Therefore, career phenomenon becomes a research object for many science fields: educology, psychology, culture, economics, management and other. Because of that reason career process is considered interdisciplinary research object and its definition is understood differently and different career conceptions are distinguished. One can claim that this is methodological discourse field. From a practical point of view, it is important to find effectively running career management systems, guaranteeing personal and concrete organisation's professional success.

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