

IS CAREER TODAY JUST A SURPRISE IN LIFE?

Dalia Augienė

University of Šiauliai, Lithuania

E-mail: augiene@gmail.com

Career, as a succession of human activities through all his life, is conditioned by various economic, social, political, cultural, psychological and other factors. The man of these days works in the changing world, which by various scientists (Fullan, 1998; Drucker, 1993; Tolminson, 2002; Bauman, 2002, Webster, 2006 and others) is called postmodern age. The scientists emphasize, that change is one of the essential features of postmodern society. They mark that, what is going on in the world, is transition to a new type of society, which overstepped the limits of the industrial era. To define this new social order, various terms were created: *post-industrial society*, *the information age*, *knowledge economy*, *learning society*, *creative society*. These social transformations make an influence on all human life spheres, especially on his activity. Therefore, in order to manage the career process, it is necessary to know well, what new requirements arise for a man due to the changes occurring in the world, how the career context changes – the environment, where the man works and realises himself.

Due to intensive technology development, the world experiences deep social economic transformations, described by a wide diapason of interrelated changes: from the man's thinking, compatible with the newest paradigms and perception of himself and his own activity to global, political, economic, demographic and other change processes. Life restructuring affects the individual, pushing him out from a traditional way of life and requiring from him plenty of decisions and self-determination, which very often reflect his preparation and ability to adjust to novelties and constantly changing life and activity conditions. The spread of inevitable globalisation, work world, science knowledge and information technologies dictate the necessity for lifelong learning. Globalisation process opens surprisingly many lifestyle examples for the people, which they can choose (Tomlinson, 2002). These changes have basic influence on the world of work change, because of which the problems of human resource usage come to light. Individual's activity character, workload, workplace dynamics basically change, new types of organisations form. Social transformations condition new requirements for the man: he has to be able to purposefully act in the changing environment, to take responsibility himself for his own activity, taking into consideration market changes and personal self-realisation aims.

Global and national changes condition new career conception appearance. Recently new terms have been started to use in literature for defining modern career models: "portfolio career", "protean career" and "boundaryless career", "post-corporate career", "intelligent career", "new career", "chaos career", and such conceptions emerged as "career resilience", and "career agility" (Baruch, 2004; Herr, 2008; Inkson & Elkin, 2008, Arnold, 1997 and others).

The content of these career conceptions reveals two tendencies, highlighting the peculiarities of career management possibilities. On the one hand, these career conceptions are related with the

possibility of using various professional development, constant learning and occupation possibilities. Modern career context unlimitedly expands the man's activity possibilities and forms favourable self-realisation conditions: collaboration, team work, new information communication technologies, possibility to make one's own decisions, to act creatively, possibility to realise one's personal aims, project work and new competence acquisition. Today, an individual has the possibility to decide himself how his career has to look and develop, to make cardinal changes realising his career. A lot of space appears for the activity of those people, who want to manage their career, themselves, creating a job place for themselves and for the others. Therefore, now a successful career cannot be imagined otherwise than the man's planned and managed process on his own. On the other hand, the content of new career conceptions shows social insecurity feeling going deeper, with which the individuals have to encounter in the society marked by risk and constant changes: unemployment, temporary employment, growing competition, organisation instability, increased responsibility, situation and change indefiniteness, increasing workload. In the context of constant changes, loyalty for organisations doesn't have sense today. No organisation anymore can promise a successful career and work for the whole life for the individual's loyalty to it.

For the organisations, not being able to guarantee constant workplace for the whole life, not a workplace that you have today acquires a special meaning (one can lose it very quickly), but accumulated, valuable competencies, which guarantee the man's attractiveness in the labour market. Therefore, today, the safe job is that, which forms the possibilities for an individual to increase his attractiveness (guarantees the environment encouraging learning, high technologies, new competence acquisition and so on), but not that, which guarantees stability in one organisation. A packet of attractive competencies for an employer guarantees individual's competitiveness in the labour market. Therefore, loyalty to the chosen career direction, profession, personal aims, becomes much more significant. This creates a bigger sense of safety than implicit loyalty for the organisation sacrificing your attractiveness in the labour market.

References

- Arnold, J. (1997). *Managing Careers into the 21st Century*. London: Paul Chapman Publishing.
- Baruch, Y. (2001). *Managing Careers. Theory and Practice*. London: Prentice Hall.
- Bauman, Z. (2002). *Globalizacija: pasekmės žmogui*. Vilnius.
- Drucker, P. (1993). *Post-capitalist society*. New York: Harper Collins.
- Fullan, M. (1998). *Pokyčių jėgos: skverbimasis į ugdymo reformos gelmes*. Vilnius: Tyto Alba.
- Herr, E. (2008). Social contexts for career guidance throughout the world. In Athanasou J. A. & Van Esbroeck R. (Eds.), *International handbook of career guidance*. New York: Springer.
- Inkson K., & Elkin, G. (2008). Landscape with travellers: the context of careers in developed nations. In Athanasou J. A. & Van Esbroeck R. (Eds.), *International handbook of career guidance*. New York: Springer.
- Tomlinson, J. (2002). *Globalizacija ir kultūra*. Vilnius: Mintis.
- Webster, F. (2006). *Informacinės visuomenės teorijos*. Kaunas: Poligrafija ir informatika.

Received: November 25, 2014

Accepted: December 05, 2014

Dalia Augienė

PhD., Associate Professor, Department of Education, University of Siauliai, 25-114
P. Višinskio Street, LT- 76351, Siauliai, Lithuania.
E-mail: augiene@gmail.com