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**Formation of labor motivation of the young specialists with the higher arts education (on the example of higher education institutions of Khabarovsk)**

*In this article the analysis of modern labor market is carried out. The author focuses attention on discrepancy of the needs of labor market for professionals in this or that field of national economy and the graduated certified specialists and bachelors which has a pronounced mismatch between the demand and the offers. At the present stage of formation of the Russian society special topical character and social sharpness are gained by the difficulties of regulation of labor behavior of the young specialists. The special attention in the article is paid to the problems of employment of the young specialists with the higher arts education, in particular interpretation of the results of sociological poll of the graduates of the arts higher education institutions of Khabarovsk "Evaluation of labor motivation of the young specialists with the higher arts education" is given. Recommendations about the main directions of formation of labor socialization and integration of the students into the professional community are provided.*

**Формирование трудовой мотивации молодых специалистов с высшим гуманитарным образованием (на примере вузов г. Хабаровска)**

*В статье проводится анализ современного рынка труда. Автор акцентирует внимание на несоответствии потребностей рынка труда в профессионалах в той или иной области народного хозяйства и выпускаемых дипломированных специалистов и бакалавров, которое имеет ярко выраженное рассогласование между спросом и предложениями. На современном этапе становления российского общества особую злободневность и социальную остроту приобретают трудности регулирования трудового поведения молодых специалистов. Особое внимание в статье уделяется проблемам трудоустройства молодых специалистов с высшим гуманитарным образованием, в частности дана интерпретация результатов социологического опроса выпускников гуманитарных вузов г. Хабаровска «Оценка трудовой мотивации молодых специалистов с высшим гуманитарным образованием». Приводятся рекомендации по основным направлениям**формирования трудовой социализации и интеграции студентов в профессиональное сообщество.*

***Keywords:*** *labor market, young specialists, labor motivation, requirements, satisfaction with work, employment, remuneration, efficiency of activity.*

***Ключевые слова:*** *рынок труда, молодые специалисты, трудовая мотивация, потребности, удовлетворенность трудом, трудоустройство, вознаграждение, эффективность деятельности.*

Now the questions of labor market become priority both on the state, and on the regional levels. Analysis of the results of the entrant campaigns to the higher education institutions shows that at the choice of future profession the entrants lean, first of all, on such indicators as a prestige of higher education institution, possibility of employment, worthy salary, training cost. The presented parameters are subjective and don't consider current situation in the labor market at all. Today the ratio of requirements of the market for professionals in this or that field of national economy and the let-out certified specialists and bachelors, has pronounced discrepancy between the demand and the offers. The priority of the higher education over the secondary professional promoted an increase in the graduates with the higher education, not ready to work on specialties, demanded by the modern labor market. The greatest need for specialists of the highest level of qualification is felt still in the health sector, social protection (83,6 thousand), education (29,9 thousand)[[1]](#footnote-2).

Sustainable functioning of the social and economic aspects of activity of the state is directly connected with the highly skilled labor market in which the young specialists should be considered as the main labor reserve of the country. Considering the crisis situation in the economy, it is necessary to focus attention on a question of motivation of the young specialists with the higher arts education which sounds most actually today. As statistical data shows, this category in increasing frequency joins the ranks of the unemployed.

The motivation directed to work, certainly, is a subject to formation in the course of socialization and adaptation of the student to thelabor market. For the benefit of successful functioning of social structures it is necessary to understand and study the regularities of functioning of education market and the labor market. Choice of profession - rather difficult and sometimes long motivational process: as satisfaction of the person with his own life in many respects depends on a right choice of profession.

Now in the scientific literature there is a set of approaches connected with studying of a youth perspective, and also the motivational bases of its activity which represent a certain base for development of the mechanisms of motivation of young specialists.

For the purpose of identification of the actual problems connected with the labor motivation of young specialists with the higher arts education in Khabarovsk the survey of graduates of four higher education institutions which are traditionally engaged in training of the specialists of humanitarian profile has been conducted: The Far-Eastern state humanities university; The Far-Eastern state medical university by the Ministry of Health of the Russian Federation; The Far-Eastern institute of management – branch of RANEPA; The Khabarovsk state institute of arts and culture (fig. 1). Percentage distribution of the forms of education in four higher education institutions which are engaged in training of the specialists and bachelors of humanitarian profile is reflected in the table 1.

*Table 1*

Percentage distribution of the forms of education

|  | **Form of education** | **Frequency** | **Percent** | **Valid percent** |
| --- | --- | --- | --- | --- |
| valid | Bachelor degree | 135 | 45,2 | 45,2 |
| Specialist programm | 164 | 54,8 | 54,8 |
| Total | 299 | 100,0 | 100,0 |

*Source: it is made by the author.*

*Fig. 1. Share of the institute in the conducted survey*

It should be noted that prevalence of the specialist program among the forms of education is caused by an existence of the Far-Eastern state medical university by the Ministry of Health of the Russian Federation among the institutes chosen for the research where training of specialists is carried out six years.

Identification of the structure of motivations which have caused the choice by the young people of future profession was based on definition of the extent of influence of internal motives (motives of the individual) and the motives of external character (influence of external conditions and factors) on a choice implementation. The internal motivation was shown through the interest and bents in the chosen professional area, aspiration to seize necessary knowledge. External motives have been connected with a situation in the labor market, possibility of good money, the status and prestiges of profession in the society.

Professional self-determination for the respondents happened, or in the senior classes, this is 99 people from among the respondents (33%) or upon entering the higher educational institution that is made by 92 people from among the respondents (30%). Within the conducted research by the author it has been revealed that 41 respondents from among the interrogated graduates of DVIU have preferred the higher education institution by a case method, but not the conscious choice of the future professional activity. For the other institutes this indicator of choice of the higher education institution has made: DVGGU – 32 people, DVGMU – 10 people, HGIIK – the 9th persons.

In the course of choice of the educational institution and professional activity the young specialists were guided, first of all: by reputation of educational institution, prestige of specialty, profession, content of work and educational process, availability, amount of vacancies in the labor market, salary, opinion of people around (tab. 2).

*Table 2*

**Ranging of answers to the question: "By what criteria you were guided at the choice of specialty and a place of study?"**

|  |  |
| --- | --- |
| **The criterion which is considered at the choice of specialty and a place of study** | **The place of criterion in an importance rating** |
| Reputation of educational institution  (external motives) | 1 |
| Prestige of specialty, profession  (external motives) | 2 |
| Content of work (internal motivation) | 3 |
| Content of educational process (internal motivation) | 4 |
| Availability (proximity to the house, low competition, payment level etc.) (external motives) | 5 |
| An opportunity to postpone the final choice | 6 |
| Large amount of vacancies (external motives) | 7 |
| The expected salary (external motives) | 8 |
| Opinion of parents, relatives, teachers (external motives) | 9 |
| Focus on the concrete place of work (internal motivation) | 10 |
| Opinion of friends (external motives) | 11 |

Source: it is made by the author.

The structure of motivation of the university graduates at the time of entering the higher education institutions included external motives which take the first two places from eleven indicators on a significance value for the respondents. At the choice of specialty and a place of work for the respondents more significant indicators were: reputation of educational institution and prestige of specialty, profession. The least significant – opinions of parents, relatives, teachers and friends.

Thus, in the choice of specialty at the most of graduates the external motivation dominated. At the same time, at the choice of graduates of DVIU of RANEPA more than the graduates of DVGGU, DVGMU and HGIIK, such motive as reputation of educational institution has affected, – 45% against 27%, 34% and 22%, respectively.

Important indicator of development of the region and the labor market in general is fixing of the young specialist in the territory of the Khabarovsk territory, but, unfortunately, most of young specialists are ready for departure. On the question: "You would like to live and work constantly in Khabarovsk?", – answers of respondents were distributed as follows: yes, it is obligatory – 10%; most likely yes – 10%; most likely not – 25%; no, it is unambiguous – 48%; I find it difficult to answer – 7%.

It is possible to distinguish from the main reasons for departure specified by the respondents: doesn't satisfy financial position – 13%; it is difficult to find suitable work – 32,4%; low level of salary – 10,2%; there is no own housing – 17,6%; there is no opportunity to give full education to the children – 2,8%; backwardness of the system of leisure – 4,6%; backwardness of the social system of the territory (school, hospitals, kindergartens, clubs etc.) – 3,7%; another – 9% (respondents specified "bad climatic conditions" and "personal/family circumstances" as the variants).

According to the results, most of the graduates (39,4%) that in connection with the study have moved to Khabarovsk express desire and readiness to live in Khabarovsk, and representatives of Khabarovsk, the persons interested to leave the city, give preference to Moscow and St. Petersburg (39,4%). It is also worth marking out and the persons interested to leave the country, such 22 people that makes 7% of the number of all interrogated graduates.

Thus, most of graduates choose for themselves Russia as the constant place of residence, they have no obvious aspiration to emigration, however, the main Russian limiters – lack of suitable work, unsatisfactory conditions and compensation, dissatisfaction with financial position and living conditions, – induce part of them to search of all this abroad.

The important indicator determining motivation and behavior of the graduates in the forthcoming work is the material component. At the questionnaire there was a group of questions directed to identification of material claims of the graduates. Questions sounded as follows: "How do you think how many you will earn in 5 years?"; for the working graduates the question has been asked: "How many you earn now on average in a month?"; also the question finished this sociological triptych: "What sizet of payment of the work you consider fair, taking into account your knowledge, preparation etc.?"

The considerable difference between the working and not working graduates in representation of the sum of earnings in five years isn't noticed. In representation of the unemployed graduate the average salary will make 49750 rub, for the employed graduate it is 54980 rub. The employed graduates, having work at this stage, are more sure of material welfare. Data confirming confidence in tomorrow of the employed students is of interest. The share concerned about an opportunity to become jobless in this category decreases. Also the fact that in the correlation analysis of detection of dependence between the average monthly income of a family and fair compensation, according to the respondent, there is very weak positive correlation which can be intepret as follows is interesting: the more the income of a family, the salary more expected and vice versa, the income of a family is less, the less sum of fair compensation. Thus, during the analysis it has been established that the expected salary somewhat depends on the welfare of a family.

Now training of the specialists of different profile is poorly coordinated with the demand in labor market. By some estimates, today only a half of university graduates works in the specialty[[2]](#footnote-3). Connection of the future with the specialty is more definitely expressed at the graduates of DVGMU in comparison with the graduates of DVIU of RANEPA, DVGGU, HGIIK. On the question: " Whether you are going to work after obtaining the diploma in the specialty?", – graduates of DVGMU have given totally 78 affirmative answers that makes 95% of the number of respondents in this educational institution. For the other higher education institutions the percent ready to work in the specialty makes: DVIU of RANEPA – 52%, DVGGU – 53%, HGIIK – 74% of the number of respondents. These figures demonstrate that, despite the accident of choice of profession by the entrants, graduates in the course of training nevertheless have changed the opinion on the importance of their professional activity.

For the purpose of determination of the value of education to the graduates, through a certain period two questions have been asked: "What for you is the most significant in the course of training in the higher education institution?", "What, in your opinion, requires the higher education?".

Absolute value for respondents is the profession and the received professional skills: almost every second respondent has noted for himself these criteria. Almost every third (36,5%) respondent has noted that the higher education for him is some kind of step for receiving the highly paid work. Indicators of such variants of answer as "opportunity to gain the diploma" are unfavourable: every fourth of ten (41,5%) notes that it is one of the main values in obtaining education.

To respondents, not interested to work in the specialty, it was offered to specify the factors causing this choice. Answers were distributed as follows. Graduates, not interested to work in the specialty, specify a low wage in the majority (40%). The second for popularity is the answer: "my specialty isn't pleasant to me", – saying about it, we will note that among the respondents who has given such answer, most of all are graduates of DVIU of RANEPA – 22 respondents (26% of the number of respondents at the institute) and DVGGU – 19 respondents (18% of the number of respondents at the institute).

Labor market is one of the most important indicators of further employment of the graduates. Proceeding from a condition of labor market, it was offered to the respondents to answer the block of questions concerning its characteristics with the purpose to estimate their relation to employment, and also to give them the chance to describe the problems arising at the employment. Graduates consider that the main problem at the young specialists is a lack of experience. Among all the graduates 57% of respondents have appropriated to this problem the maximum value on a scale of answers, and 21% of the number of respondents have put this problem at the level above the average. The problem of low wage is significant for the respondents, 44% from all respondents have appropriated to this problem the maximum value on a scale of answers, and 19% of the number of respondents have put this problem at the level above the average. The lowest indicator in the perspective of employment of the young specialists is occupied by the problem of "knowledge of the available vacancies". Data of the poll demonstrate that 30% of respondents of the number of respondents don't experience difficulties with obtaining information on the available vacancies, and for 22% –arising difficulties aren't considerable.

Speaking about the knowledge of graduates, we will give the results of answers to the question: "How you consider what source of information is the most effective by a job search?". Answers of respondents were distributed as follows: the first source of information by the job search is the Internet; the second for popularity is the answer: personal contact and acquaintances; and further on decrease of degree of the importance – mass media (newspapers, television, radio); employment service, recruitment agencies; parents, relatives and their connections; least of all are the respondents by the job search used information from such sources as faculty, department; job fairs, career forums.

It is indisputable that at the employment of graduates one of the major components are the quality of got education, orientation to specifics of the region. Transition of the Russian higher education to the multilevel system of vocational training assumes that the rather new indicator – competitiveness of educational program will act as powerful argument of motivation of training in the higher education institution[[3]](#footnote-4). In the poll frames the question has been asked by the respondents: "Whether it is enough to you the higher education got in higher education institution to be competitive in the labor market?". The received results look as follows: yes, it is unconditional – 18,1%; rather yes, than isn't present – 35,1%; it is rather not, than yes – 20,7%; no, it isn't enough – 23,4%; I find it difficult to answer – 2,7%. But, despite so unfavorable data, more than a half (58,5%) of respondents have declared that they are sure of the employment and know where they will work after getting the diploma. "Whether you know where you will work after getting the diploma?": yes, it is unconditional – 28,1%; Rather yes, than no – 30,4%; Rather not, than yes. 18,7%; No, I don't know. 18,4%; I Find it difficult to answer. 4,3%. An important factor of such confidence of graduates is practical preparation during the training. On the question: "Whether you consider the work practice useful?", – the considerable part of respondents (80%) has declared that practice was useful. In the course of practical preparation every 2nd respondent has gained an impression about future work, has noted that he has received professional skills which not to receive at occupations in the audience. But for 18% of respondents the practician nevertheless had formal character.

Thus, the analysis of subjective representations of the graduates with the higher arts education allows pay attention to a number of important aspects at the choice of professional activity. The main characterizing indicator, according to the author, is the obvious mismatch of motivational installations at the graduates with the higher arts education which is that at the choice of specialty and the place of study respondents were guided by the reputation of educational institution, prestige of specialty and profession and the future expected salary was in this list not on the first place. And at the employment absolute relevance is acquired by the level of salary and possibility of a career development. The part of graduates at the choice of profession was guided by the interest in it, often there was an idealization and romanticizing of an image of profession in the opinion of the entrant, and already the graduate by a job search changes romanticism from an image of profession for economically caused installations of the labor market. There was a change of world outlook installations, the graduate faced routine and "severe reality" to which he was often not ready neither morally, nor physically, nor psychologically. Actual problems of higher educational institution are today: maintenance at the graduates of positive image of the chosen profession; formation of professional consciousness; inclusion in the research work; creation of positive image of the chosen profession; acquaintance of students to the features of chosen profession in the structure of labor market; creation of conditions for the career guidance of the entrants for the purpose of successful labor socialization and integration into the chosen professional community.

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