

*Materials of Conferences***STRATEGY TO ENHANCE THE COMPETITIVENESS OF UNEMPLOYED PERSONALITY IN THE LABOR MARKET**¹Davletova A.A., ²Beisembaev G.B.¹*Kainar University, Ushkonyr village,
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The work on career guidance of socially disengaged (unemployed) strata of the population was held for several years in different regions of Kazakhstan. It showed that the anxiety of an unemployed person has a negative impact on realization of abilities and personal potential of an individual. The development and implementation of the program "Proforientator" in the town of Arys of the South Kazakhstan region acted as the main purpose of the study. Sampling of tested amounted to 728 people. The program can be used as a diagnostic instrumentarium and (or) as a means of developing and correctional work. It helps to create a psychological portrait of an unemployed person to reveal his or her personal potential, to help him or her to find a job.

The dynamic industrial and innovative development of Kazakhstan assumes the development and implementation of new approaches and programs for the system of public administration of human resources, human capital and labor resources. This article describes psychological aspects of career guidance (professional orientation) of a personality (using unemployed people of the city of Arys of the South Kazakhstan region as an example) conditioned by the **topicality** of issues of the modern Strategy for social modernization of society.

It should be noted that from the part of the State various projects, mainly in the form of special employment programs "Employment Program – 2020" and "Employment Roadmap – 2020", were implemented for regulating the labor market and employment in the Republic of Kazakhstan. We implemented the program "Proforientator" in the framework of these programs during the period from August to December 2014 in the South – Kazakhstan region.

During implementation of this program, we were guided by the "Methodological recommendations for the career guidance" agreed by the Ministry of Education and Science of the Republic of Kazakhstan and the Ministry of Labour and Social Protection of the Republic of Kazakhstan. [8]

We carried out the work on career guidance of socially disengaged (unemployed) strata of the population over several years in different regions of Kazakhstan. It showed that the anxiety of an unemployed person has a negative impact on realization of abilities and personal potential of an individual. We believe that one of the main problems of psy-

chologists' work with this category of citizens is to develop a program that would help to reveal personal potential of an individual to cope with his or her anxiety, thereby increasing his or her competitiveness in the labor market, provide self-development and the effectiveness of his or her future professional activities [2].

Scientific bases of career guidance in Kazakhstan were described in the works of Zh.Aimaulytov in the first place as well as scientists – pedagogues and psychologists S. Mukhanova, T. Tazhibaeva, A.P. Seyteshova, M.A. Kudaykulova, L.H. Mazhitova, K.B. Zharikbaeva, S.M. Dzhakupova, J. Turkenuly, Zh.I. Namazbaeva, H.T. Sheryazdanova, A.K. Satova, M.A. Perlenbetova et al. [1; 2; 3; 9]. In spite of the fact that ideas about the need to study the "psychological aspects of professional orientation of an individual" were expressed in socio-economic, political and other sources, the given problem has not been studied in full.

Ensuring the activity of a modern individual in situations of unemployment is one of the most difficult problems of modern society. I.A. Voloshin, N.S. Glukhanyuk, V.A. Grebennikov, O.S. Dejneka, E.P. Ermolayeva, F.S. Ismagilov, A.K. Osinsky, E.F. Zeer, S.A. Tsvetkov, A.N. Demin and others raised the given problem in their studies, but either considered its particular aspects, or as a part of related problems [4; 5]. Foreign studies of the situation with the loss of work, of the effects of inter-organizational transitions, and other phenomena (M. Armstrong-Stassen, D. Doze, K. Vanberg, R. Kanfer, A. Kiniki, D. Letek, N. Thomson, D. Feldman, H. Fmzer, T. Ekvilanti et al. [10–13].) have accumulated an interesting empirical material, offered significant models, but these studies, firstly, were performed in a different social, economic, cultural context, therefore can not be automatically transferred to a person living in Kazakhstan. Secondly, the foreign authors themselves noted the lack of study of special forms of coping with problems in the field of employment by a personality. Thirdly, the concept of career guidance, as the analysis shows, is not sufficient for the analysis of complex and multifaceted activity of an individual. Scientists have come to the need to develop comprehensive programs, among them there is ability-for employment, active socialization in the field of employment, etc. Thus, identification, analysis and synthesis of psychological factors, mechanisms and ways to overcome social disengagement in Kazakhstan conditions create another important problem.

Purpose: To develop and implement the program "Proforientator" in the town of Arys of the South Kazakhstan region.

Hypotheses of the study: Implementation of the program "Proforientator" will allow to identify and disclose professional inclinations of program

participants and reduce the anxiety associated with the situation of an unemployed person;

1. With the creation of individual enhanced electronic database in the form of "Portfolio", the proposed program "Proforientator" will enable the Employment Center of the town of Arys to rationally allocate participants in the main areas of the labor market of the region, to keep track of their professional career and predict the dynamics of stable employment.

Research objectives: To develop and evaluate the program "Proforientator", and assess the feasibility of its use; Conduct testing with the purpose to identify the level of Creative potential and the level of anxiety among participants of the control (CG) and the experimental (EG) groups after the introduction of the program "Proforientator".

The primary objective of our study became the development and implementation of the program "Proforientator" in the city of Arys of the South Kazakhstan region. Sampling of tested amounted to 728 people registered in the town department of employment, (of which 364 – the experimental group (EG), and 364 – the control group (CG)) of the participants. Brief information about the research participants:

1. **Gender differences** of unemployed residents of the city of Arys are reflected in the ratio of 67.1% (women) to 32.9% (men). This ratio can be connected with demographic indicators of the region, where there is a predominance of female representatives over male or by a large number of women among the participants of the program who are on maternity leave, women looking after the disabled and others.

2. **Ranking of unemployed by social status** for the city of Arys revealed the following data: *self-employed* (53.5%) and *unemployed* (46.5%). Among them the *low-income* amounted to 39.8%, *repatriates*-1.7% and *disabled* -1.4%. The revealed dominance of the number of self-employed can be connected with lack of uniform criteria for assessing self-employment of population.

3. The analysis of data by **the level of education** showed the following series among the number of participants of the program: with secondary education (54.7%), with secondary vocational education (23.9%), with higher education (17.4%), with no education (2.8%). These data indicate that the professional orientation work in secondary educational institutions is not carried out at a proper level or non-existent at all. In this regard, it is necessary to raise the level of professional diagnostics and career guidance in schools and colleges, in order to help young people to find jobs and become productive members of society after finishing schools.

4. By analyzing data on **core areas of study** of program participants it was revealed that most of participants have a *humanitarian direction* – 38% and *technological direction* of education (11.6%). These facts indicate that the region has significant

potential in the implementation of humanitarian and technological programs.

The influence of **subjective factors** on the choice of profession among participants of the program "Proforientator". The vast majority of unemployed residents of the city of Arys primarily selected profession under the influence of parents – 74.9%. The analysis of the influence of subjective factors on the choice of profession among the unemployed, once again demonstrates the need for professional orientation work with students and their parents.

In the course of development and implementation of the program, we used various methods of psychology, which were complementary to each other: observation, self-observation, conversation, psychodiagnostic method, analysis of processes and products of activities, methods of mathematical and statistical data analysis of Student t-test. We used the following experimental techniques: 1. Differential diagnostic questionnaire (DDQ) by E.A. Klimov; 2. "Questionnaire of professional preferences" (QPP) by J. Holland; 3. "Scale of reactive and personal anxiety (SRPA)" by B.H. Spielberger, J.L. Khanin (abridged version) [6]. These methods were selected not by chance, as they are unfolded personality characteristics.

The study consisted of two parts. During the first part, the program "Proforientator" was implemented in the experimental group of unemployed.

Description of the program. The program "Proforientator" developed by us was implemented in 7 stages.

Stage 1. Conducting psychodiagnostics using Differential Diagnostic Questionnaire (DDQ) by E.A. Klimov and of Professional Preferences Questionnaire (PPQ) by J. Holland. The data obtained, we would like to highlight in the aggregate. **Personality types by the experimental group.**

As a result, of professional diagnostic studies, we identified the following relation among **psychological personality types** in the city of Arys:

The **social** personality type amounts to 37.1% of program participants, which means that in this town the number of people oriented to communication and interaction with other people prevails.

The **realistic** personality type amounts to 23.1%, which means that the revealed number of people is focused on the present.

The **enterprising** personality type revealed in 12% of the total number of participants around the city, indicating that such amount of people aspires to leadership, needs recognition, prefers leadership roles.

The **conventional** personality type amounts to 13.5% of the participants, which means that the detected number of people prefers preplanned, structured activities, performs routine work well and clearly adheres to existing regulations and rules.

The **intellectual** personality type is observed at approximately 7.3% in the region, which means that

the given percentage of people is characterized by a high activity, analytical skills, theoretical thinking and creative approach.

The *artistic* personality type identified among 8.0%, showing that the percentage of people, which belongs to this type are original, independent in decision-making, are rarely guided by social norms and approval, have an unusual view of life, flexibility of thinking and emotional sensitivity.

When analyzing the above facts concerning the occurrence of psychological types of a personality, we can only talk about trends in the spread of this or that psychological type in the city of Arys. The predominant psychological type of a personality turned out to be the social type, which is apparently connected with social, ethnic and cultural features of the southern region. The data obtained may be useful when considering the human and labor potential of the region and serve as a basis for rational human resource management.

Stage 2. Conducting psychological trainings on personal growth and teaching to job search skills.

Stage 3. Conducting individual psychological consultation with each member of the experimental group.

Stage 4. Passing professional testing and preparation of program, based on the conclusion of a psychologist.

Stage 5. Compilation of a "Portfolio" – "Dossier of the participant", which includes the results of professional diagnostics. Inclusion to the electronic database of the Employment Center of the town of Arys "new" data of program participants.

Stage 6. The new format for carrying out "Vacancy fairs" taking into account the peculiarities of psychotype of a personality of the program participants as well as differentiation of employers in the context of spheres of economic activities and opportunities to have an interview with a potential employer.

Stage 7. Maintaining feedback with participants of the program "Proforientator" and tracking their careers and forecasting the dynamics of stable employment.

The **objective of the second part of the study** was an experimental verification of the effectiveness of the program "Proforientator" in the control group (CG n-364) and experimental (EG n-364) groups. Results of the survey:

"Scale of reactive and personal anxiety (SRPA)" by B.H. Spielberger, Y.L. Khanin. The study of the level of *reactive (situational) anxiety* (RA) in the two groups of unemployed showed that indicators by a high level (RA) are different: in CG – 46 people (28%), those in the EG amounted to 4 (2.4%).

According to the results of data (RA), we can say the following: 63% in the CG showed an average level (RA), in the EG – 70.8% participants showed an average result.

In the CG of the program participants – 9% participants showed a low reactive anxiety (RA) in the EG – 26.8% of the unemployed showed a low result.

The study of the level of *personal anxiety* (PA) of study participants showed that in the CG 50 people demonstrated this result (30.4%), those in the EG amounted to 6 (3.5%).

54.6% of all the participants in the control group showed the average level (RA), and in the experimental group 71% of unemployed showed an average result.

11% of participants in the CG showed low result (RA) and 25.5% of the unemployed in the EG showed a low result.

Conclusion. The results of the work performed showed that the majority of unemployed in the experimental group learned to cope with reactive and personal anxiety after they have begun to reveal the inherent creative potential.

Table 1

Indicators of levels (RA) by "Scale of reactive and personal anxiety" in the control and experimental group ($p \leq 0.01$).

According to the results ($p \leq 0.01$)	High level	Average level	Low level
		3.17	2.85
Average (CG)	2.36	16.91	14.22
Average (EG)	5.8	25.09	29

Table 2

Indicators of levels (PA) by "Scale of reactive and personal anxiety" in the control and experimental groups of unemployed (at $p \leq 0.01$).

According to the results ($p \leq 0.01$)	High level	Average level	Low level
		3.16	2.84
Average (CG)	2.35	16.9	14.2
Average (EG)	5.6	25.07	28.2

Thus, the purpose of our work, which was in the development and study of the program "Proforientator" in the city of Arys of the South Kazakhstan region, was implemented. The study confirmed the hypothesis. The assigned objectives were implemented.

Unique data obtained by us during the work on the program "Proforientator" are multilayered and they should not be taken as final ones. However, they help to find ways of further research, penetrate into objectified with difficulty personal characteristics of an unemployed, elusive under the traditional organization of the work of psychologist and which can not be adequately quantified. Thus, per the results of this work with the unemployed of the town of Arys of the South Kazakhstan region for 3 months indicators of employment per identified psychotype of a personality of the program participants were significantly improved.

Implementation of the program "Professional orientation" in the city of Arys with the use of personality-centered psychological line of work with the unemployed and the maximum expression of competence and attention to each participant demonstrated its efficiency. As a result of trainings of personal growth and job search skills training, the program participants gained confidence in choosing a profession as it is reducing anxiety, promotes activation of intellectual and creative potential, increases self-esteem, enables self-development, satisfaction of personal human needs with the ability to effectively plan and to carry out his or her labor activity.

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INNOVATIVE MANAGEMENT OF HUMAN RESOURCES IN EDUCATIONAL INSTITUTIONS: APPROACHES TOWARDS TRAINING EXECUTIVES OF EDUCATIONAL ORGANIZATIONS

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During the recent yeast the system of managing human resources has been developing as a generalizing area of researches that unites them and synthesizes urgent problems of staff management and labour relations between administration and personnel in their general and specific modifications. A necessity to solve a whole complex of problems in the area of managing human resources (HRM) within organizations defines the demand for specialists who have mastered special technologies and are able to implement them efficiently in the area of HRM.

A team of authors (doctor of pedagogic science, professor, academy member of BPA, A.P. Panfilova; doctor of pedagogic science, professor S.Y. Trapitsyn; doctor of pedagogic science, professor A.V. Dolmatov; candidate of economic science, associate professor I.N. Churilina; candidate of pedagogic science, associate professor P.A. Bavina, candidate of pedagogic science, associate professor, E.V. Egorova, business-trainer of consorcium "Codex" S.S. Mikhailchenko; candidate of psychological science, associate professor V.V. Smirnova, candidate of pedagogic science, associate professor E.N. Agapova, candidate of psychological science, associate professor A.V. Rubashov, candidate of pedagogic science, associate professor Y.Y. Kolesnikov) has carried out a research on key processes in the area of HMR and a monograph has been prepared at the basis of the received results.

The monograph represents individual studies by authors who carries out training of bachelors and masters on educational programmes "Human resources management", "Management of education". The first part of the monograph gives us a conceptual idea on key theoretical problems of HMR in institutions, and the research, taken by the author's team in collaboration with postgraduate students and daytime students, allow the reader to see the specifics of the problem, analyze it according to their own experience, and understand the multidimensional activity of an organization manager in field of HRM.

As specialists think, in order to establish a stable development of an organization in a volatile business environment and get involved into processes of renewing education, related to realization of competence and module approach, development of educational standards of the new generation, with changes, happening in labour market, establish correspondence between the level of professional knowledge and skills of graduates and requirements