

Studying Interrelation of Professional Motivation and Professional Concepts of Specialists with Different Professional Orientation as a Basis for Career Building

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ABSTRACT

The article focuses on some peculiarities of interrelation of professional motivation and professional concepts of specialists with different professional orientation. The results of empirical research are revealed on the sampling of 164 specialists in the field of management who have been divided into five subgroups according to the types of professional orientation of the test persons: work with people, work in the area of mental labour, work in the technical area, work in the area of esthetics and arts, work in the area of physical labour, work in the economic planning area. The research reliability has been provided by using appropriate techniques and peculiarities of interrelation have been revealed by means of Spearman's correlation analysis that provided statistical reliability. The data obtained allows developing practical recommendations for specialists in personnel management as well as provides further research of the problems specified in the article.

KEYWORDS

Professional concepts, professional motivation,
professional success, professional, motive

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Introduction

The problem of motives of behavior and activity is one of the most important in psychology. Its urgency is caused first of all by the fact that motivation is the most significant structural element in the system of activity. Being a core of psychology of the personality, motivation causes the peculiarities of both behavior and activity of the personality, in particular, specialists (Heckhausen, 1996). The issue of motivation of activity of the personality becomes even more interesting in the conditions of all the time accelerating rates of market development.

Development of an effective specialist, and further, of a manager, assumes formation of the entire system of professional concepts of his management activity.

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Domestic scientists note that concepts are an active subjective model, image, thus they are not identical to the object of activity and are one of the sources of development of the professional (Zholudeva & Yakovleva, 2015; Rogov, 2014). Professional concepts participate in formation of life plans of the personality, organize and direct his activity, give him qualitative originality, unique individual and social image.

The professional concepts which are available for the subject have essential impact on his professional development, along with professional orientation of the personality (Naumenko, 2014). Now many people choose for themselves the profession without being guided by professional orientation. Choice of profession is often determined by desire of good earnings, advices of the surrounding people, etc. Congruence of professional orientation and the realized professional activity promotes increase of efficiency of performance of employment duties (Klimov, 1996; Andreeva, 2015; Ilyasov, 2013).

Degree of formation of professional concepts acts as a prerequisite of formation of active living position of the personality, his success in professional activity. Insufficient definiteness of the available concepts of the object of activity and work, multi-directionality of nonprofessional interests allows assuming the availability of different motives on the basis of which people, without thinking, give preference to economic specialties, considering them the most demanded at labour market (Rogova & Pankratova, 2012; Rogova & Topcheeva, 2016).

Correlation of concepts of profession and self-concept in it promotes formation of the self-image as a subject of professional activity, development of professional motivation; however, complex researches of interrelation of professional concepts and motivation of the specialists with different professional orientation are insufficient. Exactly, it caused the choice of the topic of our research.

Literature Review

The problem of professional concepts is not new. Abroad study of this issue was in line with social representations study of S. Moscovici (1998), D. Jodelet (1992), J. Abric (1993).

Professional performances investigation in domestic science began with research dedicated to career ideas, and promotion factors N.L. Kirt (2000), I.P. Lotova (2001), E.G. Moll (2012).

The problems of professional concepts were studied in the works of S.V. Zholudeva & Ya.S. Yakovleva (2015), M.V. Naumenko (2014), I.A. Pankratova & O.V. Anikina (2015), E.I. Rogov (2014, 2015), E.A. Semenova (2003).

The issues of professional motivation in various areas of labour activity were studied in the works of A.F. Dzhumagulova (2010), M.G. Rogov (1998), A.A. Fitmova (2012), H. Heckhausen (1986), A.M. Shevelyova & A.I. Ivanova (2013).

In psychological literature the works of L.A. Golovey & E.F. Rybalko (2001), K.M. Gurevich (1970), E.A. Klimov (1996) are devoted to consideration of professional orientation of the personality.

Nevertheless, now the problem of interrelation of the concepts of the object of professional activity and motivational structure of the personality, the areas of theoretical and practical knowledge are insufficiently studied.

Research Methods

As test-persons in our research the specialists took part, who work in various companies and hold the positions in the management area (specialists in recruitment,

optimization of communication processes, planning and assessment of business processes, management of field workers, etc.), aged from 23 to 35 years old, with work experience from 5 to 10 years, both sexes. 164 test-persons took part into the sampling.

As a result of the analysis of the data obtained by L.A. Jovaiša's technique (Paulauskas, 2010) directed on studying of the tendency of the personality to various areas of professional activity, the test-persons were divided into six groups on the basis of personal professional orientation (Rezapkina, 2005). As a result of the research the following percentage ratios were revealed, presented in Table 1.

Table 1. Distribution of the test-persons according to the types of specialists with different professional orientation

	Professional orientation	Quantity
1.	Work with people	27%
2.	Work in the area of mental labour	15%
3.	Work in the technical area	6%
4.	Work in the area of esthetics and arts	16%
5.	Work in the area of physical labour	19%
6.	Work in the economic planning area	18%

Professional orientation is an integral characteristic of motivation of professional activity determined by all motives in the motivational area and in a special measure expressed in interests, relations, focused efforts. Any profession assumes that a person, engaged in it, has a certain set of abilities and qualities. They can be expressed in a greater or lesser degree. Professional orientation of the personality is the whole system of the motives moving the person. It defines his type of thinking, likes, needs and wishes, interests.

The data most distinctively show the prevalence of the test-persons of the tendency to work with people - 27% of the respondents. The test-persons who got to this group of people are successful in the managing professions; differ in sociability, ability to find common language with different people, to understand their mood, intentions. The professions connected with management, training, education, service (domestic, medical, informational) are suitable for them.

According to expressiveness of the results the next one is orientation for work in the area of physical work - 19% which characterizes the professions connected with sports activities, traveling, expedition work, security and operational-investigative activities, military service. All of them impose special requirements to physical training, health, strong-willed qualities.

We also revealed in 18% of the specialists orientation for work in the economic planning area. The professions connected with calculations and planning (accountant, economist); documentation management, analysis of texts and their transformation (editor, translator, linguist); schematic drawing of objects (draftsman, typographical surveyor). These professions demand concentration and accuracy from the person.

According to significance the next one is the tendency to work in the area of esthetics and arts – 16%. The professions of creative character connected with graphic, musical, literary and art, acting and scenic activity. Creative professionals, except special abilities (musical, literary, acting), are distinguished by originality and independence.

Orientation for work in the area of mental labour – 15%. The professions connected with scientific activity. Except special knowledge, such people usually are distinguished by rationality, independence of judgments, analytical thinking.

Orientation for work in the technical area, namely 6%, is the least expressed in the sampling. The circle of these professions is very wide: metal production and working; assembly, installation of devices and mechanisms; repair, adjustment, service of electronic and mechanical equipment; erection, repair of buildings, constructions; traffic administration; production of goods. This fact is caused by the reason that the specialists in management activity working in the area of "person to person", not dealing with technical matters, took part in our research.

Thus, most of the specialists are focused first of all on work with people. In our opinion, it is connected with the fact that management process is focused on interpersonal interaction, and it is impossible to exclude people from management activity. However there is a quite big percent of the test-persons with other professional orientation. On the one hand, it is caused by the fact that the test-persons got on management positions after a certain professional experience which could be quite not connected with direct work with people; on the other hand, choice of the profession is not always defined by professional orientation.

By means of K. Zamfir's technique in the modification of A.A. Rean (Bordovskaya & Rean, 2000) the motivation of professional activity was examined. Motivation is traditionally understood as the motives causing activity and defining its orientation. Motivation, causing behavior and activity, has impact on professional self-determination, on satisfaction of the person with his work. Professional motivation is an action of concrete motives which cause choice of profession and longstanding performance of the duties connected with this profession (Rezapkina, 2005).

The technique can be applied for diagnostics of motivation of professional activity. The concept of internal and external motivation is the basis. One should speak about internal type of motivation when the activity in itself is of importance for the personality. If the aspiration to satisfaction of other needs, external in relation to the content of the activity itself (motives of social prestige, salary, etc.) is the cornerstone of motivation of professional activity, in this case it is accepted to speak about external motivation. External motives themselves are differentiated here into external positive and external negative. External positive motives, undoubtedly, are more effective and more desirable from all points of view, than external negative motives.

Assessment of professional concepts of the personality was carried out by means of the semantic differential made by E.I. Rogov (2014). For determination of the basic peculiarities of the concepts of the object of activity the questionnaire was used in the research, which was directed to its many-sided description, and consisting of two parts.

In the questionnaire the method of semantic differential was used, representing a technique of quantitative and qualitative indexing of the value by means of the bipolar scales defined by a pair of antonymous adjectives. It should be noted that now those variants of semantic differential which appeared in the researches in psychosemantics of consciousness, are already rather far departed from the initial variant of the semantic differential put forward in the 1950s by C.E. Osgood, G.J. Suci & P.H. Tannenbaum (1957). From the initial variant there was a general idea that a number of various "objects" is estimated by the test-persons in relation to a certain set of "descriptors".

Everything can act as "objects" which is interesting for a specific researcher: from the specific personality to various concepts and ideas of the environment. The set of "descriptors" underwent essential changes in comparison with Osgood's classical semantic differential which included a certain standard set of rather generalized oppositions like "good - bad", "strong - weak", etc., by using of which the factors of "assessment", "power" and "activity" were singled out.

In this research the test-persons had to estimate the object of their activity and their work by means of 16 adjectives according to the seven-point scale. Thanks to this technique in the studied concepts one should single out the following factors:

The Assessment Factor of an image shows the level of respect for the object from the subject. High values of this factor show that the test-person accepts the object, is inclined to realize it as a carrier of positive, socially desirable characteristics, is satisfied in some specified sense. Low values of the Assessment Factor indicate the critical attitude of the person towards the object, its rejection, dissatisfaction with its behavior, level of achievements, peculiarities of the personality on the insufficient level of acceptance. Especially low values of this factor show the possible neurotic or other problems connected with the feeling of small value of the object. The Assessment Factor includes the following scales: Sad - Glad (Scale 1); Dirty - Clean (5); Bad - Good (9); Unpleasant - Pleasant (13).

The Power Factor of an image shows the development of the strong-willed sides of the object as they are estimated by the test-person. Its high values show confidence, independence, tendency to rely on own efforts in difficult situations. Low values show insufficient self-checking of the object, inability to keep to the accepted line of conduct, dependences on external circumstances and estimates, inability to achieve the desired, control the situation, take a stand. Especially low estimates show and indicate asthenization and uneasiness. The Power Factor includes the following scales: Harsh - Tender (Scale 2); Heavy - Light (6); Strong - Weak (10); Hard - Easy (14).

The Activity Factor of an image can be interpreted as an evidence of extraversion of the object. Negative values indicate high activity, sociability, emotional generosity, impulsiveness; positive values indicate introversion, a certain passivity, quiet emotional reactions, unsociability, and restraint. The Activity Factor includes the following scales: Active - Passive (Scale 3); Vivacious - Sluggish (7); Initiative - Inactive (1); Vigorous - Indifferent (15).

The Preciseness Factor of an image shows its accuracy, contrast, adequacy, brightness in consciousness of the subject. The Activity Factor includes the following scales: Clear - Indistinct (Scale 4); Precise - Uncertain (8); Close - Far (12); Bright - Pale (16).

L.A. Jovaiša's questionnaire (professional orientation personal technique) (Paulauskas, 2010) allows carrying out diagnostics of interests and professional tendencies of the personality quickly and effectively. It can be applied at professional selection, employment, professional consultation, identification of structure of interests of the personality and professional orientation work with large and small social groups.

The questionnaire provides text interpretation of professional orientation of the personality, on-scale indicators, and "the typological psychographic scheme" to the psychologist.

L.A. Jovaiša's technique (Paulauskas, 2010) is necessary for work of psychologists, teachers, consultants, Human Resources specialists.

Basic concepts. For effective professional orientation work it is often necessary to reveal internal psychological tendencies which are the cornerstone of professional choice of the personality. The most widespread scientific point of view is consideration of interest as emotionally colored aspiration of the personality to a certain kind of activity. Interest generates tendency which is realization of interest in concrete activity. Interest is connected with orientation on cognition of any phenomena, and tendency – with activity.

Interest – this term refers more often to such concepts as attention, curiosity, concentration, anxiety, purposefulness, awareness, desire.

Tendency – this term refers to any strong, constant tendency to action. More often tendency is an inherited quality.

Scales: tendencies - to work with people, to research (intellectual) work, to practical activities, to esthetic kinds of activity, to extreme kinds of activity, to economic planning kinds of activity.

Professional orientation is dynamic, changeable and represents continuous process proceeding under permanent action of objective and subjective factors.

Results and Discussion

As a result of the analysis of obtained data of the technique "Motivation of professional activity" - K. Zamfir's technique in the modification of A.A. Rean (Bordovskaya & Rean, 2000) we obtained the following data reflected in Table 2.

Table 2. Distribution of the test-persons according to the types of motivation of professional activity of the specialists with different professional orientation

Types of professional orientations	Technique "Motivation of professional activity"		
	IM (internal motivation)	EPM (external positive motivation)	ENM (external negative motivation)
Work with people	4.27	3.92	3.57
Work in the area of mental labour	4.25	3.40	3.20
Work in the technical area	3.88	3.73	3.38
Work in the area of esthetics and arts	2.83	3.20	3.33
Work in the area of physical labour	4.46	4.03	3.79
Work in the economic planning area	4.9	3.04	2.8

In the subgroups with professional orientation "Work with people", "Work in the area of mental labour", "Work in the technical area", "Work in the area of physical labour" and "Work in the economic planning area" the internal motivation of professional activity prevails – 4.27, 4.25, 3.38, 4.46 and 4.9 points respectively. The internal intrinsic motivation is motivation which is connected with the content of activity itself, but not with external circumstances. The internal motivation means that remuneration for his own actions a person "bears in himself". It is expressed in the feeling of his own competence, confidence in his powers and intentions, satisfaction by the results of his work and self-realization.

It testifies that the test-persons with these types of professional orientation are driven by force that pushes them ahead and does not allow being at a stop; that is why the specialists at work put the efforts, forming their team and their organization. They do that for the change of their life and the life of other people to the best. The internal motivation is "fuel" which supports the specialists and does not allow going out and cooling down at the time of overcoming of difficulties and failures. The internal motivation induces to work. The examples of internal motivation are dream, self-realization, ideas, creativity, self-affirmation, conviction, curiosity, health, feeling of necessity to someone, personal growth, need for communication.

In the type of professional orientation "Work in the area of esthetics and arts" external negative motivation of professional activity prevails – 3.33. External negative

(extrinsic) motivation is motivation which is not connected with the content of specific activity, but caused by external in relation to the subject circumstances, based on negative incentives and aspiration to avoid their influences, such as punishments, criticism, etc.

Thus, one can draw a conclusion that most of the test-persons have prevailing internal motivation that testifies that the specialists have an internal engine of personal growth and aspiration to achieve the desired goals. One can also draw a conclusion that internal motivation is above the external. The test-persons who got into this type, never ask anything in exchange, they act exclusively by peaceful means, trying not to do much harm to the world around, and find a way out of any difficult situation, without resorting to scandals and squabbles. For total satisfaction of internal motivation it is rather simple for people to reach it, for example, to perform work by their own efforts.

For determination of the basic peculiarities of the concepts of the object of activity a questionnaire has been used in the research which is focused on its many-sided description. As a result of the analysis of the obtained data the questionnaire "Assessment of professional concepts of the personality" (E.I. Rogov, 2014) we obtained the following data reflected in Table 3.



Table 3. Peculiarities of professional concepts of the specialists with different professional orientation

	Object of activity				My work			
	As-sessment	Power	Acti- vity	Pre- cision	As-sess- ment	Power	Acti- vity	Pre- ci- sion
Work with people	4.13	2.93	3.11	3.21	4.17	3.38	3.44	2.86
Work in the area of mental labour	4.25	3.65	2.85	3.53	4.23	3.08	4.18	2.43
Work in the technical area	5.38	4.25	2.44	3.81	5.31	2.88	3.00	3.06
Work in the area of esthetics and arts	3.50	2.50	4.42	3.08	4.25	2.50	3.08	2.58
Work in the area of physical labour	3.90	3.19	3.13	2.90	4.31	3.44	3.50	2.94
Work in the economic planning area	3.60	3.25	3.70	3.35	4.55	3.30	2.55	3.85

In the type of professional orientation "Work with people" high values of the scale "Assessment" prevail (4.53), as well as in the type "Work in the area of mental labour" (2.25), "Work in the technical area" (5.38), "Work in the area of physical work" (3.9) that testifies to us about the level of respect for the object from the subject. High values of the factor show that the test-persons accept the object of their activity, are inclined to realize it as carrier of positive, socially desirable characteristics, are satisfied in some specified sense.

In the type of professional orientation "Work in the area of esthetics and arts" (4.42) and "Work in the economic planning area" (4.25) an indicator "Activity" dominates that can be interpreted as an evidence of introversion of the object. Positive values indicate low activity, sociability, emotional irresponsiveness, stability.

The test-persons were divided into two groups. The first one is represented by the specialists with prevalence of high values of the factor "Assessment" and the second one is represented by the specialists with prevalence of high values of the factor "Activity". High values of the factor "Assessment" testify to us about acceptance by the test-persons of profession, its understanding as carrier of positive, socially desirable characteristics, as well as satisfaction with the work in some specified sense. The value of the factor "Activity" also dominates. Such distribution testifies about consideration of the work by the test-persons as reserved and passive.

It was revealed that the factor "Assessment" of the object of activity and the work is the highest of the specialists with professional orientation of the technical area: they most positively estimate the object of their activity, than the specialists with other professional orientation. We consider it is caused by the fact that people with this professional orientation have, as a rule, not only technical, but also creative thinking,

observation and good operative memory, the qualities necessary for the specialist therefore they attach high significance to their object of activity.

It was stated that the factor of activity of assessment of the object of activity has high value at the test-persons with work orientation in the area of arts: the object is introvert for them that is quite natural. People of this professional orientation can often take a little detached position in relation with the people around. For this reason the object of activity and the work itself are perceived by the test-persons as strong, severe, difficult; the power factor at the test-persons has the lowest marks.

It should be noted that at the persons with professional orientation "Work with people" assessment of the factors generally has average values. We consider it is connected with the fact that management activity is not destabilizing for them. The object of activity and the work itself do not cause high or low marks because they like to work with people, they differ in sociability, ability to find common language with different people, understand their mood quickly. However, as well as at most of the respondents, the factor of assessment of the object of activity and the work itself has high value. They like their object of activity, and it is emotionally attractive for them.

Thus, one can draw a conclusion that for the majority of the test-persons the object of activity and the work itself are carriers of positive qualities and attractive, irrespective of professional orientation, however for the representatives with professional orientation of work in the area of arts, the representatives of which are characterized as closed introvert people, their object of activity and work are also passive and dull.

For consideration of interrelation of professional motivation and professional concepts at the specialists with different professional orientation we decided to find interrelation between the indicators of professional motivation and professional concepts. For realization of this task Spearman's correlation analysis method was used.

For clarification of availability of interrelations between the peculiarities of professional motivation and professional concepts (professionally important qualities) at the specialists with different professional orientation it is necessary to analyze correlation coefficient with these variables. For convenience of the analysis of the obtained data, the analysis will be carried out in each group of the test-persons separately.

Let us consider the obtained data. It should be noted that correlation relationships are revealed in each type of professional orientation between the specialists with internal motivation and external positive motivation and with different professional orientation. The obtained relationships are represented in the form of schemes (correlation pleiades). For this purpose let us represent the obtained relationships in the form of Figure 1.

Positive correlation relationship of the factor "Precision" of my work and the external negative motive has been revealed, where $r = 0.89$, at $p = 0.05$. It testifies that the more precise, brighter, more contrast the concepts of the work in consciousness of the respondents of this group are, the more developed the organizing qualities should be.

The revealed negative correlation interrelation of the factor "Activity" in assessment of my work with the external positive motive testifies that extrovert work assessment, active position in relation to it strengthens the External positive motivation and vice versa, the lower the external positive motivation is, the more passive and sluggish the work is perceived.

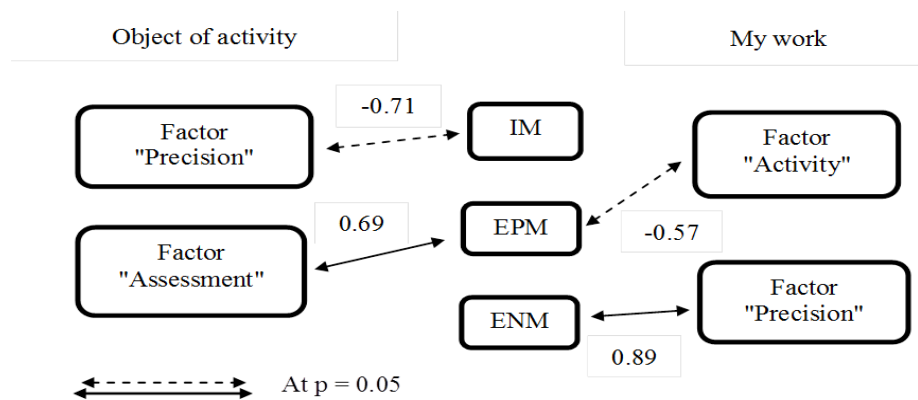


Figure 1. Peculiarities of professional concepts of the specialists with different professional orientation

The relationships between the factor "Assessment" and IPM have been revealed that testifies to us that the respondents of this group consider the object of activity from a positive side in case the external positive motivation increases. At the same time at growth of internal professional motivation the object of activity becomes less precise and clear; we consider it is connected with the fact that the person becomes focused on himself and his personality in the course of work, but not on management activity.

The revealed interrelations in the area of physical labour are presented in Figure 2. Between the parameter of external positive motivation and the factor "Precision" moderate positive relation has been revealed, $r = 0.55$, at $p = 0.05$. Thus, it is necessary to concretize the object of activity for the workers with professional orientation "physical labour" to increase their external positive motivation. Perhaps, it is connected that the test-persons of this sub-sampling prefer to work by hands and it is important for them to visualize and "to touch the work tools".

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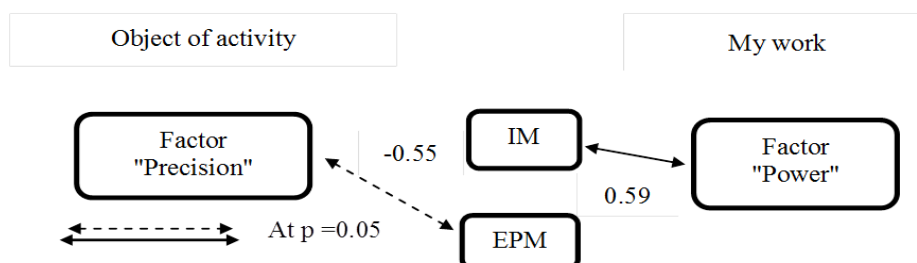


Figure 2. Interrelation of professional motivation and professional orientation at the specialists with orientation "work in the area of physical labour"

Between the parameter of internal motivation and the factors "Power" of my work moderate relation $r = 0.59$, at $p = 0.05$ is revealed. It testifies that the object of activity is estimated as socially undesirable, its rejection, and the tendency to recognize it as carrier of negative, socially undesirable characteristics, dissatisfaction of it in some specified sense are demonstrated; prevalence of adequacy, brightness, precision and contrast of the object of activity in consciousness of the specialists with prevailing external negative motivation are also observed.

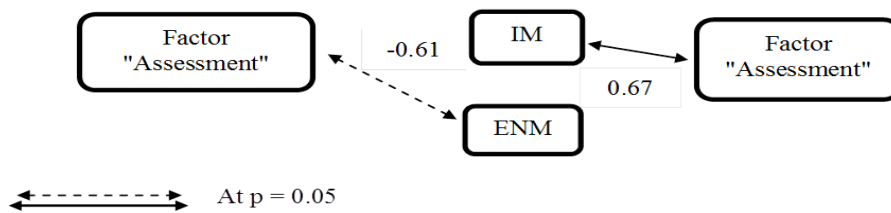


Figure 3. Interrelation of professional motivation and professional orientation at the specialists with orientation "work with people"

The correlation analysis of professional motivation and professional concepts in the area of work with people revealed interrelation of internal motivation with the factor "Assessment" of my work; the interrelation is presented in Figure 3. Thus, the specialists with high external negative motivation estimate their work critically, they are not satisfied with it. We consider, it is connected with the fact that they are focused on the work with people, not on the management process, communication is more pleasant than the management influence.

Between the parameter of external negative motive and the factor "Assessment" of the object of activity strong negative relation is revealed, where $r = -0.61$. It testifies about development of strong-willed sides of the object as they are estimated by the specialists with dominating internal type of professional motives. Its high values show confidence, independence, tendency to reckon on your own efforts in difficult situations. Prevalence of adequacy, brightness, precision and contrast of the object of activity in consciousness of the specialists with not high level of internal professional motivation are also observed.

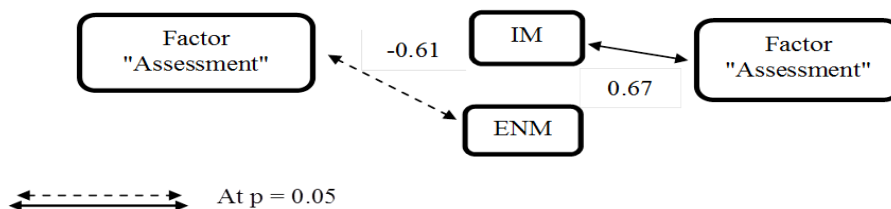


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Between the parameter of external negative motivation and the factor "Assessment" of the object of activity moderate positive interrelation is revealed, $r = -0.87$, at $p = 0.05$ (i.e. at the specialists focused on work of creative character, seeking for innovative and original approach in their professional activity, with high external negative motivation, low estimation of their object of activity (Figure 4).

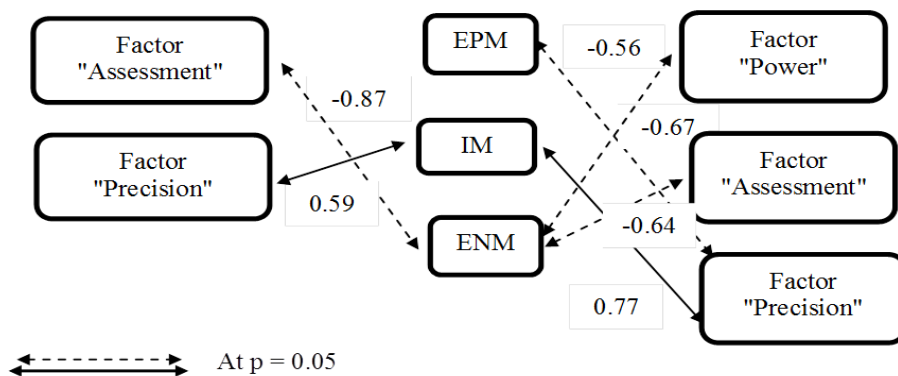


Figure 4. Interrelation of professional motivation and professional orientation at the specialists with orientation "esthetics and arts"

Moderate positive interrelation with the factor "Precision" of the object of activity and the parameter of internal motivation is also revealed, $r = 0.59$, at $p = 0.05$. We have revealed the correlation interrelation between internal motivation and the factor "Precision" of the object of activity. The specialists with professional orientation in arts, having high internal motivation have a distinct view of the object of activity, apparently, it is connected with the fact that they easily think by images, and look for the resource for work and professional growth in themselves. It testifies that the object of activity is estimated as socially desirable, its acceptance, and the tendency to recognize it as

carrier of positive, socially desirable characteristics, satisfaction of it in some specified sense are demonstrated; as well as its high activity, sociability, emotional generosity, impulsiveness; prevalence of adequacy, brightness, precision and contrast of the object of activity in consciousness of the specialists with high internal motivation are also observed.

Between the parameter of external negative motivation and the factor "Assessment" of my work strong negative interrelation is revealed, $r = -0.64$, at $p = 0.05$. It means that the specialists of this professional orientation with high external negative motivation characterize their work as unattractive and uninteresting, they do not accept their work.

Strong negative interrelation between the factor "Power" of my work and external positive professional motivation is also revealed. It can testify that the specialists with the prevailing external positive motivation estimate their work more extravert. It means that they point to its high activity, sociability, emotional generosity and impulsiveness.

Correlation interrelations of the factor "Precision" of my work with internal motivation and negative interrelation with external positive motivation is revealed. Therefore, if the specialists have exact, contrast, adequate, bright image of their work in consciousness, particularly, in consciousness of the subject, the less their internal motivation is, and external positive motivation is increased.

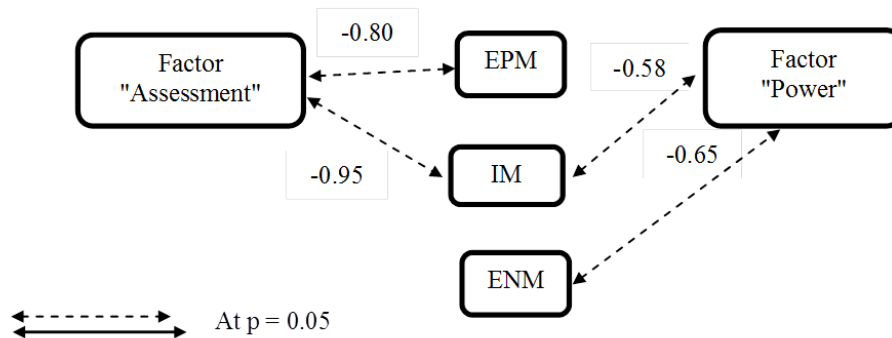


Figure 5. Interrelation of professional motivation and professional orientation at the specialists with orientation "technical work"

In sub-sampling of the specialists whom we referred to the category "Technical work" within the framework of our research, correlation analysis showed only strong negative interrelation, at $p = 0.05$, both in the category "the object of activity" and in the category "my work" (Figure 5).

Availability of negative interrelations of the factor "Precision" of the object of activity with internal motivation and, simultaneously, with external positive motivation testifies to us that the test-persons in these types of professional orientation are driven by force that pushes them ahead and does not allow being at a stop; that's why the specialists at work, put their efforts, forming their team and their organization. They do that for the change of their life and the life of other people to the best. The internal motivation is "fuel" which supports the specialists and does not allow going out and

cooling down at the time of overcoming of difficulties and failures, but only in case they have a clear view of the object of activity.

Negative interrelations of the factor "Power" with internal motivation and external negative motivation are revealed. The internal motivation induces to work. The examples of internal motivation are dream, self-realization, ideas, creativity, self-affirmation, conviction, curiosity, health, feeling of necessity to someone, personal growth, need for communication. The first secret of success in business - never reduce the internal motivation. However the specialists of this category are capable of self-motivation only in case if the work is difficult for them, but at the same time the external negative motivation increases at that.

In the group of the specialists who are referred to the category "Mental labour" the correlation analysis revealed negative interrelations (Figure 6). In the category "the object of activity" strong reverse interrelations of internal motivation and the factor "Power" of external negative motivation and the factor "Activity" were revealed. That means that the more active, initiative and vigorous the object of activity at the specialists focused on mental labour is, the more external negative motivation is developing. Thus, the more the object of activity is characterized as sure, independent, inclined to count on his own efforts in difficult situations, the more internal motivation is developing.

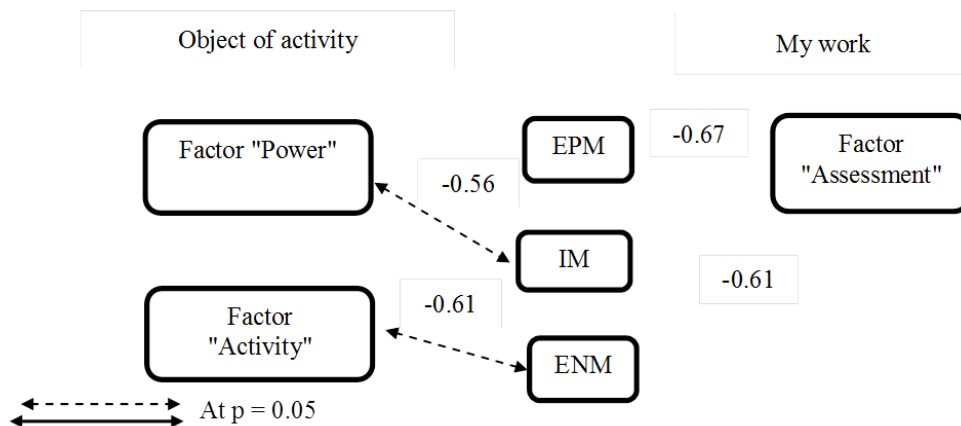


Figure 6. Interrelation of professional motivation and professional orientation at the specialists with orientation "mental labour"

In the category "my work" strong negative interrelations of the factor "Assessment" of internal motivation and external positive motivation are also revealed. Positive high value is not really important for the specialists focused on mental labour, if they estimate their work as sad and unpleasant, it more strengthens their professional motivation, both the internal, and the external positive one. We consider it is connected with the fact that the specialists with this professional orientation differ in high intelligence, independence and originality of judgments.

Thus, processing of the obtained data by means of the correlation analysis allowed us to reveal strong and moderate positive correlation relations with high significance level, both positive, and negative, between professional concepts and professional motivation at the specialists with different professional orientation of the parameters.

Conclusion

As a result of empirical studying of interrelation of professional concepts and professional motivation at the specialists with different professional orientation the following points may be stated:

Studying of the peculiarities of professional concepts of the specialists with different professional orientation revealed that the test-persons were divided into two groups. The first group is represented by the specialists with prevalence of high rates of the factor "Assessment" and the second group is represented by the specialists with prevalence of high rates of the factor "Activity". High rates of the factor "Assessment" testify to us about acceptance by the specialists of their profession, its understanding as carrier of positive, socially desirable characteristics, as well as satisfaction with their work in a specified degree. The indicator of the factor "Activity" also dominates, such distribution testifies about consideration of their work by the test-persons as reserved and passive.

For most of the test-persons the object of activity and the work itself are carriers of positive qualities and attractive, irrespective of professional orientation, however, for the representatives with professional orientation of work in the area of arts, the representatives of which are characterized as closed introvert people, their object of activity and work are also passive and dull.

2. Research of the peculiarities of professional motivation of the specialists with different professional orientation revealed that the test-persons have prevailing internal motivation that testifies that the specialists have an internal engine of personal growth and aspiration to achieve the desired goals. One can also draw a conclusion that internal motivation is above the external. The test-persons who got into this type, never ask anything in exchange, they act exclusively by peaceful means, trying not to do much harm to the world around, and find a way out of any difficult situation, without resorting to scandals and squabbles. For total satisfaction of internal motivation it is rather simple for people to reach it, for example, to perform work by their own efforts. This unique feeling of pride appears in the person when his skills and quality of his work exceed his expectations, and what's the most important, they are convenient for other, third-party people.

3. The correlation analysis allowed drawing the following conclusions:

- in sub-sampling of the specialists with professional orientation for work in the economic planning area the respondents associate precision, contrast, brightness of the object of activity with reduction of the internal motive of activity; the more positively the object of activity is estimated, the more developed the external positive motivations are developed; the external positive motivation develops if the work is estimated as active and vigorous; the external negative motivation develops if the work is incomprehensible and unclear;

- in sub-sampling of the specialists with professional orientation for work in the area of physical work the respondents associate external positive motivation with distinct concept of the object of activity; internal motivation if the work itself is represented to the subject of activity as not difficult and easy;

- in sub-sampling of the specialists with professional orientation for work in the area of "work with people" the respondents associate high internal motivation with low importance of the object of activity; high negative motivation with high importance of the work itself;

- in sub-sampling of the specialists with professional orientation "work in the area of esthetics and arts" the respondents associate high internal motivation with indistinct concept of the object of activity and the work itself; high external motivation with

distinct concept of the work itself; high negative motivation with low estimation of the work itself and the object of activity;

- in sub-sampling of the specialists with professional orientation for work in the area of "technical labour" the respondents associate high internal motivation with the complete image - "picture" of the object of activity and the heaviness of the work itself; high positive motivation with the clear object of activity; high negative motivation with difficulty of the performed work;

- in sub-sampling of the specialists with professional orientation for work in the area of "mental labour" the respondents associate high negative motivation with excessive activity of the object of activity; high internal motivation with strong and heavy object of activity and, thus, low importance of the work itself; external positive motivation, as well as unimportance of the work.

Thus, there is interrelation between professional motivation and professional concepts at the specialists with different professional orientation. The obtained results of the research are necessary for development of basic principles of personal career building and career progression of specialists.

Disclosure statement

No potential conflict of interest was reported by the authors.

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