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# Communicative and Psychological Aspects of Professional Career Development: Exploring the Differences

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## Abstract

The objective of this study is to identify and quantify the factors that impact professional career development, with the intention of applying this knowledge to personnel management practices. The goal is to enhance motivation, develop effective socio-economic systems, and facilitate individual career projection within specific companies. This article aims to explore the influencing factors

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on professional career growth and develop a quantitative methodology for assessing these factors. It recognizes that the employment market has undergone significant changes due to new global challenges, necessitating a re-evaluation of existing methods and models. Method: The study employs a sociological survey methodology to collect data and analyze the results. This approach allows for the quantitative confirmation of hypotheses regarding the influencing factors on career growth. Mathematical justification is used to determine the weighting coefficients of these factors and establish a comprehensive assessment of professional career growth. The research successfully develops and validates an integral coefficient that quantitatively describes the impact of priority factors on career development. The findings suggest that the proposed methodology can be implemented in personnel management practices to improve motivation and foster effective socio-economic systems. Additionally, the approach can be used by individuals to plan their own career development within an organization. Implications of the research: The proposed methodology and approaches have broad applicability across different social groups and specialties. They can be utilized to enhance personnel motivation, develop effective socio-economic systems, and facilitate psychological and communication interactions during career development.

*Keywords:* social groups, career, professional development, psychological aspects, communicative aspects

## Introduction

In the conditions of global challenges and problems of the development of society, communicative and psychological aspects of the influence on the social behavior of an individual determine the effectiveness of his activity: work productivity, establishing relationships, social communications, level of satisfaction with life, level of income and standard of living, career advancement and other factors of social development. Analyzing human needs, it is advisable to turn to the classic pyramid of A. Maslow, represented a hierarchy of needs from physiological to social, needs for recognition, self-realization and defined these needs as the highest level of human needs. In the conditions of the development of production, the sphere of service provision, and processes of globalization, human physiological needs have a high degree of suppression. Therefore, issues of social adaptation and social implementation, which are of great practical importance and relevance, come to the fore in the processes of scientific and research analysis. Communication skills belong to the system of soft skills, which are, according to employers, the most in demand today in the labor market. Also, the psychological characteristics of a person that determine his potential for professional growth and career building are important. The relevance of the psychological characteristics

of a person has significantly increased in the conditions of the global challenges of the pandemic and, as a result, social isolation, which has become a significant challenge for the psyche of people as social beings. Also, it is worth noting that the military aggression of the Russian Federation against Ukraine and its consequences for geopolitical processes and security architecture around the world also affected people's psychological feelings: they increased the need for security, stability, and confidence in the future. Therefore, it is important to analyze the communicative and psychological factors influencing the social processes of ensuring a person's life, including his professional development and career growth. The relevance and practical significance of the research determined the choice of the topic that is disclosed in the article.

The purpose of the article. Therefore, the purpose of the article is to develop a set of influencing factors on the development of a professional career and the formation of approaches to quantitative assessment of the degree of their influence. To achieve the goal of the study, the following tasks were performed: (1) an analysis of theoretical approaches and methodological support of career development processes was carried out; (2) the results of a sociological survey aimed at confirming the hypothesis put forward in the article were analyzed; (3) the hypothesis of the structure of influencing factors and their weighting coefficients on the processes of professional career development was developed and mathematically substantiated.

## **Literature review**

The relevance of the issue of psychological and communicative personality development as elements of professional and career growth of various social groups is of great practical importance, and accordingly attracts the attention of many scientists.

Coaching is a popular way of developing a person's psychological and communication skills. Coaching can be defined as a system of mentoring, transfer of knowledge and skills, training, and informational support for the processes of personal development and professional development. The analysis of factors influencing career development made it possible to determine the following factors: lifelong learning, information and analytical support for development processes, continuous professional development, and organizational support. The analysis of influencing factors in one of the studies was analyzed with the help of modeling the processes of influence of factors on the results of the implementation of career development programs by using regression analysis methods using the PROCESS macro, which made it possible to conduct a two-way analysis of variance of factors. The modeling was based on the results of a survey conducted among a target group of respondents in Scotland. Empirical approaches made it possible to put forward and confirm the following two hypotheses. First, all the above factors

have a directly proportional influence on career development processes. Secondly, the factor of gender influence is highlighted, which has a special dependence on the factors of coaching and information provision. So, the modeling made it possible to determine that the complex processes of organizational provision of psychological support for career development are effective, which has a great potential value not only in terms of the formation of a personnel reserve, but also affects the construction of the effectiveness of corporate culture in the perception by employees of their importance and role in the organization (Pinnington *et. al.*, 2022).

In the research of Lo Presti *et. al.* (2022), authors proposed to focus on the theoretical and methodological basis of the processes of career development and professional growth. The study was conducted based on the analysis of career development processes of project managers working in Italy. 50 respondents were involved in the study. The study was based on studying the dynamics of labor market changes and modeling the interaction of a selected group of respondents with various career development factors. The study included the time factor (dynamics), individual characteristics of a person, and the conceptual foundations of career development as such factors. The main direction of the research was the search for methods of building a career, which would be aimed at qualitative transformations of approaches to professional development. The hypothesis of the research was the assumption about the importance of stable (sustainable) career development. In the example of interviews with project managers, the factors influencing career growth were analyzed: time intervals, space, organizational support, values and orientations. Investigating the time factor determined the dynamics of the analysis, which made it possible to make a projection of further directions of career development: priorities, requests, tasks. The analysis of the space made it possible to determine the factors influencing career growth, which develop directly in the company itself: from the psychological climate in the team and the degree of satisfaction of the individual with his work, position in society, role in the company, salary, safety etc., to issues of organization of the working space, which allows increase the efficiency of work processes, labor productivity and minimize negative factors (Khrutba *et. al.*, 2019). Because of these studies, organizational factors were determined, which were divided into administrative and managerial influence, social security, communication organization processes, information support, automation and digitalization processes. Values and orientations of each employee were determined as an important factor influencing career development because the basic concepts, approaches to work, goals and tasks of career growth are based on these factors, and then as a superstructure they begin to develop under the influence of other described factors. As a result of the conducted research, a four-factor socio-constructivist model of prospective career development was formed as an element of the sustainability of the company's personnel management system (Lo Presti *et. al.*,2022).

Studies of human resources as an element of company development are interesting. At the same time, the processes of professional development and career development are linked to the company's strategic tasks and goals, its strategic mission. It is worth understanding that today the most competitive companies are those with highly educated and motivated employees. In the conditions of digital development, the economic systems of the world are divided into four groups: (1) resource-oriented economic systems; (2) economies with production with low added value; (3) economies with the production of goods with high added value; (4) economies specializing in the production of technologies for industries with high added value.

It should be noted that the companies of the fourth group hire employees with developed competencies and skills, as well as those who can generate ideas, develop new products, engage in promotion, have engineering or other training necessary for the implementation of innovations. The company team solves many problems and ensures its development; therefore the processes of psychological adaptation of employees as an element of development not only of the employee himself but also of the company are of crucial importance for the development of a competitive business (Anderson, 2022).

Empirical studies of the concept of sustainability of career growth made it possible to identify several indicators for its assessment. Numerous of the authors propose to determine the proactivity of the person himself in the system of building his own career and to create a model of career growth based on the analysis of passivity or proactivity as psychological characteristics of an individual. A two-factor survey and modeling using IBM SPSS AMOS resources were used to develop working hypotheses. The hypothesis of the indirect effect of relationships between career adaptability and proactive career behavior was proposed and confirmed. As a result of the simulation, a model for building career adaptation and career sustainability was developed, which consists in implementing the characteristics of proactivity and a systematic approach to building a career (Talluri *et. al.*, 2022).

It should be noted that the education system has an impact on career development. It is not only about the fact that the education system forms skills and a knowledge system that allows ensuring results in one or another area of the economy. Education also forms a system of values, organizational skills, discipline, willpower, focus on results, useful timing and organizing skills. Therefore, it is appropriate to turn to the issue of forming a model of education factors and their influence on the processes of career development, including separately considering the processes of mentoring, coaching, lifelong education, higher education, and school education (Zdanovskyi, 2019). The study is devoted to determining the role of mentoring in the process of improving the professional characteristics of an employee. The research was conducted by conducting a questionnaire survey among mentors. The results of the study identified a dual effect: mentoring develops the skills and qualifications of both learners and mentors themselves. Therefore, it is advisable to consider the possibility of forming a mentoring system within the company, then

professional development and ensuring career growth through the development of knowledge and skills can be provided more systematically and effectively (Arviv Elyashiv and Levi-Keren, 2022).

An urgent issue is an issue of starting a career: getting the first job, adapting to the team, and forming skills not only of a theoretical, but of a practical nature. Therefore, it is appropriate to turn to the analysis of the professional development of graduate students and young professionals. Conducting a sociological survey was determined that young professionals are inclined to think that companies will support their professional and career development at their first workplace. That is, young specialists expect support and help from the company, for example, through the implementation of the mentoring system discussed above, practical adaptation, internships, etc. Through a survey of employers, the following requests were identified for young professionals: (1) professional competencies; (2) personality development; (3) the commitment to company values; (4) professional identity.

These factors were identified as decisive for hiring a young specialist. Therefore, it is advisable to analyze the ways of forming psychological conditions for the development of these skills in young people to ensure the sustainability of career growth and greater competitiveness in the labor market (Kim *et. al.*, 2022).

Important concepts for ensuring career growth are building a business based on the analysis and determination of effective methods of organizing industrial relations, considering the methods of applied psychology (Gilbert *et. al.*, 2018). The basis of the formation of sustainability processes is the concept of equality and inclusion, which determines the starting positions of each individual and career growth due to their psychological characteristics and opportunities for self-realization. The research examines theoretical approaches to determining ways to ensure the sustainability of career growth, in particular, the following theories: (1) human capital, which determines the role of the individual in the formation of the company's competitiveness; (2) career growth, which determines the role of promotion and development of a person in the company in his degree of job satisfaction; (3) the theory of practice, which determines the role of practical skills in building a career; (4) intersectionality, which determines the diversity of approaches to the formation of psychological characteristics of a person and their implementation in various spheres of social life and economy; (5) the theory of social identity, which defines social aspects and their influence on career development; (6) the theory of meanings, which determines a person's priorities when building a career, the meanings of life; (7) the theory of cultural identity, which determines the influence of mentality, traditions, national traditions, etc.; (8) the theory of career building, which directly determines the factors influencing career growth (Farashah and Blomquist, 2022).

Career building processes are directly related to the human resources management system. The analysis of the personnel management system within the companies made it possible to assess the processes of formation of prerequisites

for career development. The following characteristics of the company were identified among the factors influencing human resource management processes: (1) geographical location; (2) technical and technological characteristics; (3) features of the industry; (4) corporate culture of the company. So, in the process of career development, the position of the company is important. The human resources management system determines the economic and social consequences both for the company as a whole and for its individual employee (Canet-Giner *et. al.*, 2022).

Today, in the conditions of the coronavirus pandemic and the results of full-scale military aggression, with the development of digital technologies, remote work and freelance work occupy a special place in the labor market. In several studies, influencing factors on the processes of building a career in the format of remote work were determined (Tymoshuk *et. al.*, 2016). In particular, the following factors were highlighted: (1) an organizational culture that allows working remotely (task setting and control system, communication system); (2) flexible work schedule and the ability to work from anywhere in the world; (3) increasing labor productivity in the absence of clear control and lack of clear work schedules; (4) the balance between work and personal life, because remotely a person can work irregularly, which can cause problems in everyday life or in communication with family or friends.

As a result of the study, the EWL jackal was improved, which determines the influence of factors on career development in remote work conditions. The use of the scale in the process of work organization can ensure the effectiveness of personnel management processes and the building of employees' own careers (Charalampous *et. al.*, 2022).

In addition to direct working moments, career growth is important in the system of human motives responsible for self-realization. The indicator of job satisfaction (with the work process, the position held by a person, and relationships in the team) determines many resulting factors, for example, efficiency, dedication to work, the formation of a value system like the value system of the company in which the person works, etc. These and other factors determine the level of satisfaction with human needs and the level of satisfaction with one's own life. Especially career growth is defined as a value by people who define professional growth and self-realization as basic and important values. As a result of the conducted research, it was determined that personal values influence career-building models and, accordingly, their development. The basis of the study was the use of Schwartz's model of the theory of basic human values, which made it possible to determine value systems by individual sectors, branches of the economy, the level of technological development, corporate culture, etc.

The socio-demographic influence on opportunities for career development were analyzed, the number of applicants for certain positions, the number of employees on the labor market, the number of vacancies, etc. It was determined



that socio-demographic factors influence the development of a person's career and the construction of a value system. According to the analysis, the study proposed a scale for evaluating these factors (Foncubierta-Rodríguez, 2022).

Also, it is important to pay attention to research Kuzmina *et. al.* (2021) which identifies digital skills as a career-building factor. Today, within the framework of the development of a digital society, it is appropriate to talk about digital factors as a separate block of influence both on the formation of an individual, his knowledge and skills, and on the formation of values and competitiveness of a business, because only a business focused on the implementation of digital technologies can ensure competitiveness.

It is also necessary to indicate research of Gottfredson (2022) conducted research on the communicative and psychological aspects of professional career development, particularly in relation to the concept of occupational fit. Occupational fit refers to the match between an individual's abilities and interests and the demands and rewards of a particular occupation. In her research, Gottfredson has found that people who have a strong sense of occupational fit tend to have more successful and satisfying careers. This is because they are more likely to enjoy their work, perform well, and be motivated to continue developing their skills. Author has also studied the role of communication in career development. She has found that effective communication skills, such as the ability to articulate one's goals and negotiate with others, are critical for career success. In particular, she has found that women tend to be less assertive in their communication styles than men, which can hold them back in their careers. Furthermore, Gottfredson (2005) has studied the psychological aspects of career development, such as the role of self-efficacy and goal setting. Self-efficacy refers to an individual's belief in their ability to succeed in a particular task or role. Gottfredson has found that individuals with high self-efficacy tend to be more successful in their careers because they are more motivated, persistent, and willing to take risks. Gottfredson has also found that setting specific, challenging goals can help individuals to achieve career success. When individuals set goals that are challenging but achievable, they tend to be more motivated and focused in their career development efforts. Overall, Gottfredson's research (2003) highlights the importance of occupational fit, communication skills, self-efficacy, and goal setting in professional career development. By understanding and addressing these factors, individuals can improve their chances of achieving success and satisfaction in their careers.

Accumulating the theoretical base of research, it is advisable to turn to the issue of finding a system of influences on career development processes and determining models of influences in different social categories of the population.

## Methodology

The research was carried out on the basis of a comprehensive approach, which was applied to the description and processing of the tasks set in the research. The theoretical and scientific base of the research was conducted using descriptive methods. This is due to the fact that the communicative and psychological aspects of professional career development are a specific condition in the system of professional career growth and depend on numerous factors. Identification of such factors is possible only if an appropriate survey system is conducted, based on a conditional model of researchers of this phenomenon. It is in the circle of psychological relations and social connections.

In addition, a method of processing survey data is used, which is based on quantitative and qualitative methods of analysis to identify relevant patterns. In particular, an auxiliary method - a questionnaire - was used. In fact, the collection of information regarding the given problem was carried out by filling in written questionnaires developed in advance. At the same time, video interviews were not conducted due to the fact that the circle of interviewees was wide in terms of geographical distribution (respondents were in different companies located in different regions of Ukraine). In addition, questionnaires provided the possibility of automated processing of the results of completed questionnaires. The probability of receiving answers was quite high due to ensuring the anonymity of the answers. The questionnaire method was chosen based on the fact that the time spent on research is minimal and does not require additional involvement of correspondents. The survey was conducted through Survey. At the same time, the questionnaire was conducted in absentia. The general sample population was formed based on the list of Ukrainian enterprises that showed profitable activity during 2022 with a full-time workforce of more than 50 people. Sampling was carried out according to the following rules from the general population (Table 1).

The total number of questionnaires received was 150. The share of respondents who did not answer was 16.7% (25 people). The small size of the sample is due to the military actions in Ukraine, when most of the middle management managers were forced to leave Ukraine. Thus, the total sample is provided in the amount of 175 people. The share of interviewed men was 55%, and women – 45%. The sampling design was carried out through stratification. Respondents were grouped by age category and income level. The main criterion for stratification is the level of income. The results of the received questionnaires were calculated automatically and the correlation coefficient was calculated. All the results of the respondents' assessment were summarized in a single table. With the help of the MC Excel program, its automatic correlation function, the consistency of the opinions of the experts was determined. The correlation coefficient calculated from the research results is 0.49, which is a high indicator and allows you to define the results of the survey as relevant. In addition, to ensure the relevance of the study, the critical

minimum and critical maximum values of the parameters determined by individual respondents were discarded.

By using the method of factor index analysis, the function of the influence of factors on the analyzed object was developed. By selecting elements from the whole and their subsequent structural and hierarchical grouping, a set of factors was selected for analysis, by conducting a sociological survey, weighting coefficients were calculated - parameters of the weight of the factor's influence on the resulting indicator.

*Table 1. The basis of the sample of the structural survey of middle management managers of Ukrainian enterprises*

Age categories	23-30 years
	30-40 years
	40-50 years
	50+ years
Gender	woman
	man
	other
Income level	up to \$1,000 per seat
	\$1,000 to \$2,000 per month
	from \$3,000 to \$5,000 per month
	over \$5,000 per month
The field of activity of the enterprise	Tourism
	Beauty and health
	Hotel and restaurant business
	Production sphere
	Transport
	Construction

The results of the sociological survey made it possible to determine the weight of each of the selected factors on the formation of professional career growth. As a result of the conducted analysis, an integral coefficient of assessment of career growth potential was proposed, which was calculated as a parametric value to determine the ranges for the application. The results of the calculation of the coefficient developed in the article were confirmed by the data of the regression

analysis of the results of the sociological survey and the determination of the career growth trend line of the respondents. Statistical analysis, mathematical modeling and regression analysis methods were used to develop and mathematically substantiate the hypothesis of the dependence of psychological and communication factors and career growth.

## **Results**

As a result of the research, a questionnaire was developed for a sociological survey of respondents regarding their career development. Numerous factors accumulated because of the literature review were selected to develop the questionnaire. Scientific periodical publications made it possible to group and structure factors influencing the processes of professional career growth. Among such factors, it was decided to select the following: hard skills, psychological characteristics, communication skills, the ability to work in a team, purposefulness, orientation to the result, the need for self-realization, organizational skills, corporate culture, specifics of the business, educational level, values and life orientations.

These factors were identified as prerequisites for the formation of career growth. Such a choice was justified by the need to form a unified model of career growth factors that consider both the internal characteristics of the individual and the conditions in which he develops and works: the possibility of obtaining an education, corporate culture, the specifics of the company's work, etc.

For the analysis, the respondents were divided into different social groups according to different characteristics: (1) Age categories: 23-30 years old, 30-40 years old, 40-50 years old, 50+ years; (2) Income level: up to 1000 USD for seats, from 1000 to 2000 USD for seats, from 3,000 to 5,000 USD per month, more than 5000 USD for seats; (3) Gender: a woman, man, other.

The social charter includes only middle managers, among whom the study was conducted.

The respondents were asked to determine the degree of influence of each factor on the formation of professional career growth. The results of the evaluation of respondents divided into different social groups are presented in the Table 2.

Table 2. The results of a sociological survey in terms of social groups

Social group	Social subgroup	Factors of influence	Average score (maximum 10)
category (A)	23-30 years A1	<ul style="list-style-type: none"> <li>- hard skills, 7</li> <li>- psychological characteristics, 6</li> <li>- communication skills, 8</li> <li>- the ability to work in a team, 6</li> <li>- purposefulness, 5</li> <li>- orientation to the result, 8</li> <li>- the need for self-realization, 9</li> <li>- organizational skills, 5</li> <li>- corporate culture, 9</li> <li>- specifics of business, 5</li> <li>- educational level, 8</li> <li>- values and life orientations 8</li> </ul>	
	30-40 years A2	<ul style="list-style-type: none"> <li>- hard skills, 6</li> <li>- psychological characteristics, 7</li> <li>- communication skills, 9</li> <li>- the ability to work in a team, 8</li> <li>- purposefulness, 8</li> <li>- orientation to the result, 9</li> <li>- the need for self-realization, 6</li> <li>- organizational skills, 8</li> <li>- corporate culture, 6</li> <li>- specifics of business, 5</li> <li>- educational level, 9</li> <li>- values and life orientations 9</li> </ul>	
	40-50 years A3	<ul style="list-style-type: none"> <li>- hard skills, 6</li> <li>- psychological characteristics, 6</li> <li>- communication skills, 9</li> <li>- the ability to work in a team, 7</li> <li>- purposefulness, 8</li> <li>- orientation to the result, 9</li> <li>- the need for self-realization, 6</li> <li>- organizational skills, 9</li> <li>- corporate culture, 6</li> <li>- specifics of business, 4</li> <li>- educational level, 9</li> <li>- values and life orientations 9</li> </ul>	

	50+ years A4	<ul style="list-style-type: none"> <li>- hard skills, 9</li> <li>- psychological characteristics, 7</li> <li>- communication skills, 6</li> <li>- the ability to work in a team, 8</li> <li>- purposefulness, 7</li> <li>- orientation to the result, 9</li> <li>- the need for self-realization, 8</li> <li>- organizational skills, 8</li> <li>- corporate culture, 5</li> <li>- specifics of business, 5</li> <li>- educational level, 9</li> <li>- values and life orientations 9</li> </ul>
Income level (B)	up to \$1,000 per seat B1	<ul style="list-style-type: none"> <li>- hard skills, 6</li> <li>- psychological characteristics, 7</li> <li>- communication skills, 6</li> <li>- the ability to work in a team, 5</li> <li>- purposefulness, 6</li> <li>- orientation to the result, 8</li> <li>- the need for self-realization, 9</li> <li>- organizational skills, 4</li> <li>- corporate culture, 9</li> <li>- specifics of business, 6</li> <li>- educational level, 8</li> <li>- values and life orientations 8</li> </ul>
	\$1,000 to \$2,000 per month B2	<ul style="list-style-type: none"> <li>- hard skills, 5</li> <li>- psychological characteristics, 7</li> <li>- communication skills, 8</li> <li>- the ability to work in a team, 7</li> <li>- purposefulness, 9</li> <li>- orientation to the result, 9</li> <li>- the need for self-realization, 6</li> <li>- organizational skills, 9</li> <li>- corporate culture, 7</li> <li>- specifics of business, 4</li> <li>- educational level, 9</li> <li>- values and life orientations 10</li> </ul>

	from \$3,000 to \$5,000 per month B3	- hard skills,	6
		- psychological characteristics,	8
		- communication skills,	9
		- the ability to work in a team,	8
		- purposefulness,	8
		- orientation to the result,	9
		- the need for self-realization,	4
		- organizational skills,	7
		- corporate culture,	8
		- specifics of business,	5
		- educational level,	10
- values and life orientations	10		
	over \$5,000 per month B4	- hard skills,	6
		- psychological characteristics,	7
		- communication skills,	9
		- the ability to work in a team,	8
		- purposefulness,	8
		- orientation to the result,	9
		- the need for self-realization,	6
		- organizational skills,	8
		- corporate culture,	6
		- specifics of business,	5
		- educational level,	9
- values and life orientations	9		

The results of the conducted questionnaire were selected to determine the weighting coefficients of factors influencing the processes of professional career growth. The calculation of the weighting coefficients of the influence of each factor is presented in Table 3.

*Table 3. Weighting coefficients of the influence of factors on the processes of ensuring professional development*

Factors	A1	A2	A3	A4	B1	B2	B3	B4	Result
hard skills	7	6	6	9	6	5	6	6	6.4
psychological characteristics	6	7	6	7	7	7	8	7	6.9
communication skills	8	9	9	6	6	8	9	9	8
the ability to work in a team	6	8	7	8	5	7	8	8	7.1
purposefulness	5	8	8	7	6	9	8	8	7.4
the need for self-realization	8	9	9	9	8	9	9	9	8.8
organizational skills	9	6	6	8	9	6	4	6	6,8
corporate culture	5	8	9	8	4	9	7	8	7.3

specifics of business	9	6	6	5	9	7	8	6	7.0
educational level	5	5	4	5	6	4	5	5	4.9
values and life orientations	8	9	9	9	8	9	10	9	8.9

As a result of the calculation of the final assessment for each social group, weighting coefficients were allocated for the specified indicators. We propose to introduce the following formula into practical activities to determine the influence of factors on the processes of professional career growth:

$$I = \sum_i^n 6,38HS + 6,88PC + 8CS + 7,13TW + 7,38P + 6,75 OR + 8,75 SR + 6,75OS + 7,25 CC + 7SB + 4,88 EL + 8,86 VLO$$

where, n – periods; i - serial number of the impact factor; HS - hard skills; PC - psychological characteristics; CS - communication skills; TW - the ability to work in a team; P – purposefulness; OR - orientation to the result; SR - the need for self-realization; OS - organizational skills; CC - corporate culture; SB - specifics of the business; EL - educational level; VLO - values and life orientations

Therefore, by analyzing the results of the quantitative determination of indicators of a sociological survey and forming a system of influencing factors, the Integral coefficient of assessment of professional career growth was developed.

It is proposed to confirm the results of the proposed hypothesis regarding psychological factors by analyzing the number of mentions of the factors in the requirements of employers when hiring. For confirmation, the UpWork platform was used - it is a platform for employers to search for employees and customers of freelancers. 200 ads for the search for specialists were analyzed. When selecting ads, ads about work specialties and office workers were not taken into account. Vacancies were analyzed for: mid-level managers, specialists with a high average salary in the field. The results of the analysis regarding the number of mentions of factors in the requirements of announcements about hiring specialists are presented in Figure. 1.

The results of the analysis of the ads made it possible to confirm the relevance of the selected factors on which the dependence function of the analyzed parameter is built. As a result of the research, a set of influencing factors on professional career growth was determined. The factors were grouped because of the literature analysis, which made it possible to highlight the following: hard skills, psychological characteristics, communication skills, the ability to work in a team, purposefulness, orientation to the result, the need for self-realization, organizational skills, corporate culture, specifics of business, educational level, values and life orientations.



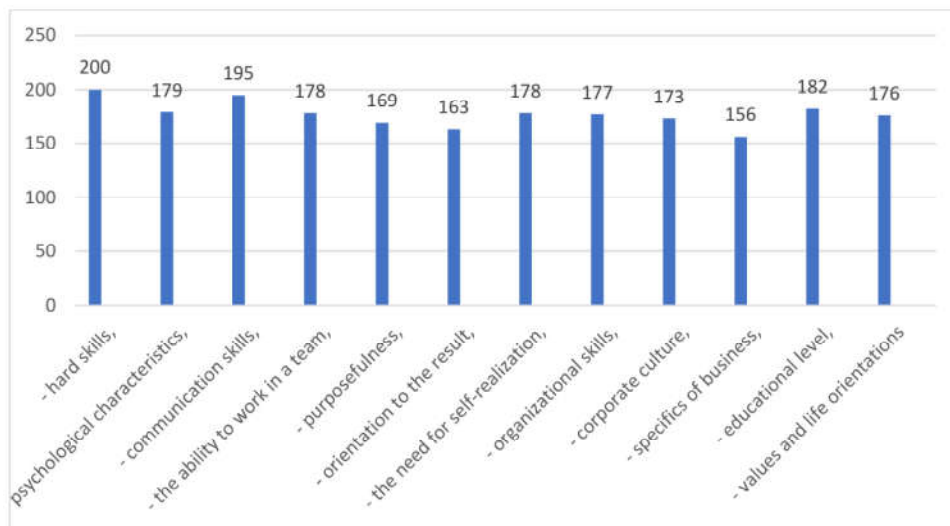


Figure 1. Results of analysis of ads

## Discussion

The selection of factors was put forward as a hypothesis that these factors themselves are relevant and prioritized to ensure influences on the processes of professional career growth. The selection of factors was based on the principles of uniformity, universality, widespread distribution, ease of understanding, relevance, and practical significance. To confirm the hypothesis, a sociological survey was conducted, which showed the following results:

- the influencing factors that were selected in the literature review process are relevant, have practical significance and can be applied to the analysis of professional career growth. It was expedient to evaluate the set of factors quantitatively, for this it was decided to develop a system of parameters. The parameters (weighting coefficients of the indicators) were calculated based on the accumulation of the results of a sociological survey, where representatives of different social categories gave a quantitative assessment of the degree of influence of one or another selected factor on the processes of ensuring professional career growth. As a result of the research, a formula for calculating the integral coefficient of professional career growth indicators was developed and mathematically substantiated, which can be used in practice to build effective personnel management systems of companies, as it is easy to use, universal and reliable. The reliability is confirmed mathematically by confirming the hypothesis put forward in the article by means of mathematical calculations and determination of weighting coefficients.

## Conclusion

As a result of the conducted research, the trends of changing factors influencing the formation of professional career development processes, which are formed under the influence of external challenges of a public, economic and social nature, have been determined. The analysis of existing models of professional career growth made it possible to identify the basic factors influencing the processes of professional career development. It is important to determine that in the current conditions of the development of society, it is expedient to analyze economic systems that are the most developed, that is, economies specializing in the production of technologies for industries with high added value.

Modeling made it possible to determine the effectiveness of the complex processes of organizational support for psychological support of career development, the formation of a personnel reserve, the effectiveness of corporate culture. As a result of the conducted research of Lo Presti, A., Manuti, A., De Rosa, A. and Elia, A., a four-factor socio-constructivist model of prospective career development was formed as an element of the sustainability of the company's personnel management systems a model for building career adaptation and career sustainability was developed, which consists in implementing the characteristics of proactivity and a systematic approach to building a career.

It should be noted that there is a practical need to develop unified approaches to quantitative assessment of factors influencing career development processes. The research developed and proved the hypotheses of the structuring of influencing factors on the processes of career development, and the weighting coefficients of the proposed factors were mathematically substantiated. In particular, the following factors were identified as a result of the analysis: hard skills, psychological characteristics, communication skills, the ability to work in a team, purposefulness, orientation to the result, the need for self-realization, organizational skills, corporate culture, specifics of business, educational level, values and life orientations. Weighting coefficients of influence of each factor were calculated. On the basis of calculations, it is proposed to introduce the function of the influence of factors, which is presented in the study, into the practical system of assessment in management. As a result of the analysis, a unified integrated coefficient of assessment of professional career growth was developed, which can be used in practice in the personnel management system in order to increase the efficiency of personnel work, the formation of a personnel reserve, the formation of effective methods of personnel selection, the formation of motivation systems.

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