

CHARACTERISTICS OF PROFESSIONAL ORIENTATION AND CAREER PROCESS MANAGEMENT IN RA IN THE CONTEXT OF THE NEW FORM OF UNIVERSITY-LABOR MARKET COOPERATION.

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Introduction. Providing a prospective guarantee of the employment of young people, especially students, in ensuring the effective connection of the labor market and educational systems is still one of the most important issues facing the Republic of Armenia. The educational system, aimed at providing a professional education and training system in line with the needs of the economy and the labor market, is still in the stage of structural reforms.

The issue of student employment and job security requires an urgent solution, especially nowadays. In the last decade, the youth unemployment rate is higher than the general unemployment rate, because not all specialists with a high level of professional qualification are able to find a job corresponding to their profession.

Employment is one of the important indicators of meeting social and personal needs of a person. In that sense, student employment has a great impact on both the education and economic spheres, as well as the entire structure of society. Further employment of specialists with higher education in RA is becoming more difficult year by year due to the mismatch between the offer of the educational system and the demand of the labor market, low pay and other factors.

Methodology. The survey and research were conducted using a combination of qualitative and quantitative methods. Methods of content analysis of documents, expert interviews and questionnaire interviews were chosen as a source of information collection. The students of bachelor and masters degree at GSU, as well as teachers from the same university were surveyed. The sample population was calculated with a sampling accuracy of 95% and a margin of error of 5%. We have conducted 40 structured interviews with lecturers and heads of departments, 200 structured interviews with students from different faculties of GSU, 20 structured interviews with representatives of employing companies, selected by field of activity and number of employees.

Literature Review. In the framework of the research are studied the works of such authors as Feng, R. Z., Sharpe R.T., Ashikhmina L.P., Wang, H. M., Saakyan A., Yeghiazaryan S., Barabanova V.V., Zelenova M.E. etc. In this article are also included conclusions of this published issues: Yeghiazaryan S. (2023), Applicability of possible mo-

dels to ensure easy access to employment for RA, students. Yeghiazaryan S. (2020), Opportunities for introducing international experience to increase the level of student employment in Armenia, Yeghiazaryan S. (2023) A New Model of Employment and Job Security for Students of RA Herald of Social Sciences 1(667) Yerevan.

Scientific novelty. Taking into account the studies done on students, as well as some works of theoretico-methodological and scientific practical significance, it should be said that the present research is the first attempt to generalize and present in a systematic way the social problems of students, related to both the past decades and current employment and unemployment. As a result, it is proposed to create a new, more effective model of university-labor market cooperation, which, if used correctly, will create a professional staff base that meets the requirements of the modern labor market. The scientific novelty of the research lies in the absorption and proposal of six new directions of university-employer cooperation.

The first direction can be the active involvement of employers in the processes of drawing up, adjusting, and evaluating the quality of education and training of graduates. "Employers' Council" should be created for the purpose of effective interaction and timely adjustment of training programs, training of specialists, examination of candidates for this or that job. The competences of that council may include the functions of organizing internships in production organizations, companies, conducting external consultations in educational institutions, and organizing targeted training in the fields of professions in demand in the field of industrial production. In addition, we believe that it is possible to create a "Council of Experts" that monitors professional education and training of students, and for the purpose of its effectiveness, it can be endowed with wide state functions, even making it a body attached to the government.

College counselors should provide employment guidance to students as soon as possible, establish diversified employment guidance models, and strengthen the cultivation of employability. Before the start of employment guidance work, college counselors systematically sort out and analyze the professional characteristics of the school, the scale of graduates, the proportion of graduates choosing employment, and the regional employment orientation, and formulate the employment guidance model and Guidance plan, establish diversified employment guidance strategies, such as: service mode, consulting mode, practice mode, etc., make full use of diversified employment guidance modes to help graduates choose jobs. At the same time, it is necessary to organize graduates to participate in corporate talent recruitment fairs, employment guidance seminars, job application practices, etc., and use diversified forms to improve the effect and quality of employment guidance [Wang, et al., 2020, 93-96].

The second direction can be the organization of production and pre-degree internships in companies. Moreover, contracts can be signed between universities and companies, which will make it possible to make production internships remunerative for students and

create temporary jobs for them. The use of high-tech equipment in this process can achieve unprecedented results.

The third direction, we believe, can be considered the formation of basic skills, which implies the rooting of a number of abilities among students and graduates. At the same time, the process of formation of specific abilities and capacities should be carried out through joint consultations and surveys of representatives of universities and employers. In particular, it refers to the acquisition of professional-managerial skills by graduates of higher educational institutions, which can be achieved through professional preparation of students in relevant jobs in companies and organizations.

The fourth direction is the mutual training of heads of trade-industrial companies, organizations and educational institutions, as well as staffs. In other words, pedagogical and theoretical knowledge training classes can be organized in universities for employers, and internships in manufacturing enterprises and companies for professors.

The fifth direction is the task of universities taking into account the needs and requests of enterprises and societies. In this case, it is possible to apply the sample version of acquiring necessary professions by students.

The sixth direction can be practical support for university students and graduates with a view to their employment. In order to successfully implement this process, it is necessary to demonstrate a step-by-step approach: the study of the vacant position by the university staff and the analysis of the job content before handing over to the employers the characteristics of students, graduates, resumes, letters of recommendation or the meeting organized by the employers for the purpose of conducting interviews with young people. Its establishment.

Analysis. As a result of the research carried out in RA universities, we came to the conclusion that the students of regional universities have more pronounced work and professional orientation problems due to local and economic characteristics. Since the students of marzes are more vulnerable due to the lack of jobs and certain conditions of education, a decision was made to choose a regional university during the study.

According to the example of Gavar State University, the survey conducted among students, professors, management staff and employers is an attempt to identify the problems of professional orientation, organize the orientation work, as well as highlight and present the ways to solve the problems. As a result of the studies, we came to the creation of a modern, efficient working model of integration of student-professionals into the labor market, which certainly will not only express local needs. Moreover, on the example of the university in question, the issues that are organically connected with the phenomena of republican significance will be raised. The choice of this regional educational institution was made taking into account a number of circumstances. First of all, it should be noted that the over-concentration of socio-economic, socio-political, as well as

cultural life in the capital Yerevan seems to have left the problems of the marze population, including the youth, on the sidelines. As a result of such a reality, a feeling of abandonment or, at least, neglect arises among the population of the mentioned regions, which is fraught with very negative consequences: psychological depression, despair, which eventually leads to emigration. No less important is the fact that regional universities, not having the same informational and material resources that most universities in the capital city have (internet and high-quality mobile communication, transportation, as well as modern technological means with high software capacity, various printers, copiers, three-dimensional modeling equipment, etc.), are not able to give a public voice to their own problems, emphasize the peculiarities that exist in places, etc. [Hanrapetutyun, 2022]

Although among the regional universities, the selection of GSU was made on a random basis, we believe that the majority of the results of the survey conducted there are also applicable to the entire university network of the republic. In other words, although the work was of a local nature, the results have universal theoretical and applied significance. Moreover, some local characteristics, such as some features of the traditional way of thinking and lifestyle of the population, can be taken into account when formulating and solving some private problems. The results of the surveys conducted among students highlight a very problematic situation. It's about the huge difference between university, student and employer perceptions of a "professional". That very circumstance is at the basis of the inconsistency of the requirements of both GSU and the entire university network of the republic and the demands of employers. The students' answers proved once again that the nature of university knowledge is mostly theoretical. Moreover, in such a state of things, it was notable that students and employers saw this problem as a limitation of the possibilities of consuming knowledge, and many of the professors attributed this circumstance to the obvious limitations of the Armenian labor market [A Phenomenological Study, 2019]. According to the students, the insufficient effectiveness of the quality of education was due to the theoretical nature and, so to speak, wear and tear of the taught knowledge, as well as the quantitative and qualitative insufficiency of university practices [Sharpe, 1932]. The study of professional orientation and the reasons for choosing professions allows us to say that it was important for young students to achieve a certain level of education first, and then to think only about the profession.

The education at GSU can be considered high-quality in comparison with the education provided in a number of other universities of the country, and when it comes to the assessment of employers, it should be noted that it is not of high quality (the situation is almost the same in other universities) in the case of many), because it does not meet their requirements. It is noteworthy that the employers had their own ideas and assessments regarding the concept of "quality employee". First of all, they considered the commitment of employees to the organization, communication skills, constant professional

growth, analytical thinking, etc. as primary. Most employers, in addition to the requirements for a "qualified employee", emphasized the fact that young people who have graduated from university or are in their last year should pay special attention to the development of such characteristics as analytical skills, the ability to apply theoretical knowledge in practice, and the ability to solve work problems. creative approaches, etc. According to employers, it is the ability to apply theoretical knowledge in practice and the analytical mind that are not at a sufficient level. Therefore, we believe that in order to change such a situation, it is urgently necessary to use interactive methods in the teaching process, to assign analytical materials and to create the necessary environment for the purpose of promoting student initiative (establishing of laboratories, reorganization of electronic and real libraries, remote organization of trainings, retraining, internships, etc.).

According to the vast majority of employers, it is necessary to adapt educational programs and subjects to the requirements of the labor market. As a result of the survey with the employers, it became clear that they prioritize knowledge and creative thinking, followed by the presence of a diploma. Confidence in the education system of the country remains at a rather low level among the employers of Armenia. Therefore, today more than ever, state intervention in these issues is important, particularly in the management of the number of applicants, the planning of necessary specializations, the regulation of the number of applicants according to specializations. It is necessary to take into account the modern requirements of the Armenian labor market, which should be included in the educational standards, during the development of both higher and general education programs. Of course, vocational guidance groups are already operating in Armenian schools today, whose attempt to break some taboos can be considered successful. Therefore, we suggest to organize the work of these groups together with the bodies dealing with vocational guidance issues (state employment agency, NGO's, methodological centers of vocational guidance, etc.) [Barabanova, et al., 1998, 52-58].

Through investigations, it is found that many colleagues in colleges and universities are based on their parents' views or the name of the school, and do not have their own opinions. The most of the students said: "after arriving at the university, I realized that I was not interested in the major I chose, and then I was not interested in planning my university life and future development direction". Career choices are not clear enough, which makes students' values fuzzy and has no reasonable plan for their careers. [Feng, 2016, 128-129]. In this case it is possible to organize professional orientation courses in schools with the direct participation of specialists-experts invited from the above-mentioned structures, as well as employers [Balabanov, et al., 1975, 22-47]. As a result, the school graduate and the future applicant will already be objectively oriented regarding the choice of profession and university [Ashikhmina, 1990, 118]. It becomes clear that *it is necessary to train specialists with the required number, adequate stock of professional*

knowledge and appropriate level of abilities, who will flexibly find their place in the labor market. The results will be visible almost immediately if the number of hours of practical classes and practices in universities is increased, taking into account the applied features of the subjects. In addition, the employer's provision of a certificate to intern students can be considered as work experience. In relation to the issue, we should mention that, as shown by a number of studies, the lack of work experience is an extremely big obstacle among students' employment problems. Therefore, in the settlement of this issue, the purposeful participation of not only the management of the internship place, but also the Ministry of Labor and Social Affairs is important.

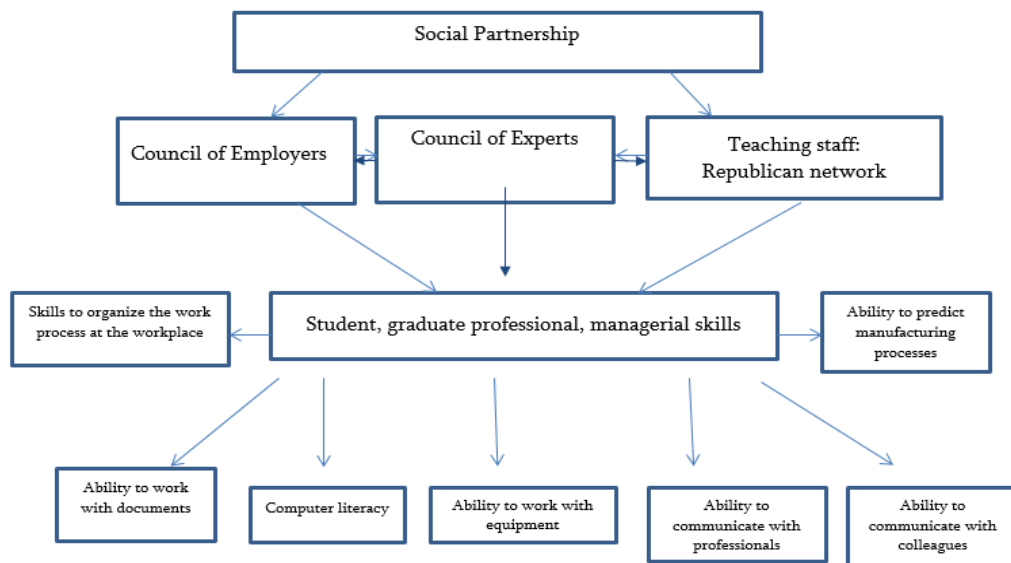


Diagram 1. The diagram, of university-employer cooperation

Today, examining the transitions made in the labor market of Armenia from a distance of years, it should be noted that in particular, the state funds allocated for the training and training of specialists were used in an irrational manner, the demand for labor resources was maintained in the economy, especially in the scientific and high-tech branches. , the disparities between the demand and the supply of the labor force deepened, there were no effective mechanisms coordinating the tasks of training workers and professional self-determination of young people. Studying the occupations with the highest and lowest demand among young people and the dynamics of the number of specialists who graduated from RA higher educational institutions during the past decades, we come to the conclusion that there was almost always a quantitative and qualitative imbalance between supply and demand in the labor market of Armenia. At the same time, it should be noted that the field of professional education not only did not adjust the above-mentioned imbalance, but also deepened it, because the university applicants were mainly guided by the desire to acquire prestigious and attractive professions among the public, due to

which the labor market is almost constantly many other jobs have remained vacant. We propose to create a new, systematic, model for ensuring the work and employment of students. The presented directions will guarantee the stable social and labor interaction of the RA labor market and educational system. This idea is illustrated with the growing influx of young people to economic, managerial and legal professions, the demand from the employers grows for training in engineering and engineering areas. The education system is oriented to cultivate the initial personal preferences, “nurture” and give young people the opportunity to realise their interests [Saakyan, et al., 2019, 120-127]. Any phenomenon and the fact of social life is subject to systematic analysis as an ideal start, of notional example, to which practice of social activity should correspond. In order to complete the description of the model, we also suggest the points that present in more detail the functional role and significance of the links included in the model.

Conclusion. Thus, the socio-labor interaction of key market entities and universities will gain special importance especially in the way of their integration with the government, state and local (self-government) bodies, as well as public and cultural organizations, the ultimate goal of which will be to provide the labor market with high-quality specialists. the need. The socio-labor interaction of universities and employer organizations is actually a mutual integration of production and education, which will definitely contribute to the training of high-quality specialists, social support of students of universities and secondary professional educational institutions. It is important to emphasize that this model we offer not only provides an opportunity to start the process of professional orientation from schools, but also solves the problem of employment of already professionally oriented students, involving in the process both state and non-state structures that are responsible for employment regulation. There is no doubt that these issues are of strategic importance for the state and society. The fact that it is also due to the wrong choice of profession that Armenia's socio-political and economic relations, to put it mildly, are not healthy and normal, is simply undeniable. Therefore, failure to solve this issue before a day is fraught with serious, even catastrophic, irreversible consequences. We would like to point out that with the present work we have tried to identify and examine as comprehensively as possible one of the most important problems of the educational and economic spheres of Armenia, which, it can be said, is of decisive importance for the stability and development of both the educational system and the economy of the country. It should be definitely noted here that the future belongs to the young, intellectual society. Knowledge endowed and creative thinking students will occupy the high positions of the society and create their future and the country. Those young people who are more flexible and able to overcome challenges will stand out of all. Ideological struggle in society is reduced to the establishment and subversion of social ideals. Society should be interested in forming ideal models of social development and people’s behaviour which would be in the interests of social development, state

preservation and personal establishment. If a social ideal is formulated wrongly, it can ruin society [Bystriantsev, 2021]. Although the university-labor market connection has a history of decades, in general, it was of an extremely formal, administrative and formal nature, as a result of which many issues remained in the shadows, never receiving a deep and comprehensive study. And that as a result of such studies, it was possible to solve such cornerstone issues as, for example, the choice of the right profession commensurate with individual abilities, the acquisition and improvement of professional experience, the appreciation and remuneration of the workforce as it deserves, is beyond doubt.

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Characteristics of professional orientation and career process management in RA in the context of the new form of university – labor market cooperation

Key words: student, model, labor market, education, professional orientation, employer, career

This article examines the technology created in Armenia for professional orientation and career process management, the core of which is the individual in education and work environments, which have an influence on the formation and development of skills and abilities. The methodology of professional orientation of young people was newly presented, highlighting the process of choosing a workplace and role, ensuring professional diversity and growth. As a result, an attempt was made to create a new, more effective model of university-labor market cooperation, which, if used correctly, will create a professional personnel base that meets the requirements of the modern labor market. Taking into account the studies done on students, especially young people, as well as some works of theoretical-methodological and scientific practical significance, a research was carried out within the framework of the article, as a result of which an attempt was made to generalize and systematically present the social problems of students, related to both the past decades and current employment. and unemployment problems.