

THE IMAGE OF PROFESSION AS THE RESULT OF COMMUNICATION IN A MANAGERS' TRAINING PROCESS

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Abstract

This article is devoted to the problem of image of profession forming under the communication process influence. Cognitive component of the profession image - the students' comprehension of different aspects of their future profession shaped by multiple information sources.

Results of research presented in this article based on the data gathered during poles from the Urals Federal University third year students studying management. We examined how different communication means influence on young students, when they forming the image of their future profession. In this article we reveal, that nevertheless students are actively using the internet during the study process, still during their study in the university the main information about future profession comes from traditional forms of communication, as communication with teachers during training sessions and professional interests and plans discussion with parents and friends.

Author of this article assert, that the number of information sources and quality of the information about profession do have an effect on the students professional trajectories destination, to be exact on the making a decision whether work as manager (profession gained in the university) or not.

Key words: image of profession, information sources, managers' training process

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Introduction

Management as a profession that could be gained in a university appeared in Russia about 15 years ago and for now, we can say that the process of its institutionalization is complete. Today in Russia, the profession of manager along with the profession of lawyer and financier are at the top of the most prestigious and desired professions list (Semenova, 2011). Among graduates of secondary school the profession of manager is highly popular and ranked second place from the top after a bank officer (Kayumov, 2013).

Nevertheless, among the university graduates and students, who gain the profession of manager, there are a lot of those, who during the study in the university already decided not to work in their specialty and not to build a career in a management sphere. According to the last sociological surveys, more than a half of students studying an economics and management (57%) are not going to work in a chosen specialty (Vishnevsky, 2012). The low degree of university graduates employment in the specialty they got can be explained with a low salary comparing with other spheres of employment (Li, 2014). Besides, the significant factor in this situation could be a disappointment in profession or unconsidered and random choice of profession, not based on the information about the world of professions (Bannikova, 2013). That is why we believe, that the image of future profession, forming during the students professional training has such a great importance.

First, the image and the understanding of future professional employment sphere affect the students' career choice. Z. van der Wal and A. Oosterbaan have found out, that the different understanding of future employment sectors by students (Private or Public) affected the choice of career development whether gain MBA or MPA (van der Wal, 2013).

Second, we assume that the image and idea of future professional activity are forming, complementing and changing during professional training process and affecting not only the initial career choice, but also on the intention to get a job and work in future in the chosen profession.

As an image of future profession, we see the set of experiences and ideas in the mind of students both positive and negative ones. These are experiences and ideas of the future professional activity and the main profession's attributes, as the idea of professional activity contents, the prestige of profession, the demand for profession and the profit it brings.

We suppose it is important to separate a cognitive component inside the structure of the image of profession – it is the level of students' awareness of different attributes of manager's profession. This component is forming emotional attitude to the future profession, its attractiveness for students. The emotional component of image stimulates the behavioral activity of students as a purpose to build their career in the field of management after graduation from the university. The idea of profession of manager is forming during the communication process with different subjects and under the influence of various information sources.

In a last decade in addition to traditional information sources about professions, as the university milieu (an interaction with teachers; theoretical and practical classes; special events), a TV and a radio, the press, contacts with reference groups and other emerged the

modern communication means – first of all the social media and the internet in whole. From the latest researches we register the increase of the internet influence on the public opinion and people's behavior especially on youth (Gonzales-Bailon, 2012). The most active social media information consumers are 26-35 years old people, who have a bachelor's or master's degree and an internet connection (Vesnic-Alujevic, 2012).

Let us mention, that researchers usually are focused on the problems of mass media and internet influence on the political behavior of young people (Postmes, 2002), (Dokuka, 2014). The role of various information sources on the shaping of the youth professional behavior and idea of profession (like manager's profession) are studied not enough.

As a result, we have several tasks for this article: First, the ideas research of students studying management of their future profession and their intention to build a career in a field of management; second, we will follow the influence of various information sources both traditional and modern on these ideas.

1 Data and Method

The research based on the data of quantitative survey with students studying management in one of the largest Russian universities – Urals Federal University. The author has conducted the survey with third year students in December of 2014 (N – 312).

To reach the research goal the questionnaire contained several groups of questions addressed to students. First group of questions were focused on measuring the extent of students awareness of their future profession of manager, their idea of the profession and its main image attributes like the importance, prestige, payment and so on. Another group of questions measured the students' orientation on the career building in chosen manager profession. The last group of questions was referred to a possible information sources about profession, which were divided in such groups: the students own practical experience, got from the work in their specialty; the immediate face-to-face communication in reference groups (with parents, friends, acquaintance and other); the communication inside the university milieu (with teachers, during special events and other); the use of traditional and modern media, including the internet and social media.

2 Results

According to results of the Urals Federal University students' research, obtaining a professional training in management, only 16.7% of respondents have a complete and clear

idea of their profession. The main body of students has an incomplete idea (59.6%) and the significant part of respondents (23.8%) considers their idea of future profession rather vague. At the same time, students have a very positive image of profession as highly demanded in future (79.5%), giving the opportunity for career development (40.3%) and good prospects to get a job (36.4). Rather fewer students are sure that their profession will provide them with high level of income (29.5%) and creative and interesting kind of work (20.4%). Negative image forming parameters got rather low mark by students (Table 1). Most of all in manager's profession students are afraid of low rate of payment and absence of career development. A significant part of students (30.2%) is afraid, that work will get too hard and their knowledge and skills they got in the university will be not enough. Matching positive and negative image forming characteristics of profession on the evaluation of students are shown on the Table 1.

Tab. 1: Positive and negative image characteristics of future profession on the evaluation of students

Attractive part of profession	%of resp.	Negative part of profession	% of resp.
Perspective, highly demanded in future	79.55	Afraid of problems to get a job	25.58
Gives an opportunity for career building	40.91	Afraid of low rate of payment	48,84
Ability to have contacts with interesting people	29.55	My knowledge and skills are not enough for this work	30.23
Good employment prospects	36.36	Profession will get not perspective	16.28
Giving a high rate of income	29.55	No opportunity to build a career	37.21
Creative and engaging character of work	20.45	Working in profession will be not engaging	2.33

Source: author's calculation

Most of questioned students have shown the strong intention on work in chosen profession after a graduation from the university (63.6%). A significant part of students have shown weak intention to build a career in the field of management (34.2%).

According to data of several surveys, the main reason for intention not to work in the profession got in the university (also for managers) is “the delayed choice” of profession, i.e. substitution of profession choice by the social intention to have a higher education diploma (Vybornova, 2006). Our research confirms these data. However, in our opinion, the information about contents of future profession also could determine the intention to work in chosen profession.

We have found the correlation between the intention to work in chosen profession and the awareness level of it (Table 2).

Tab. 2: The correlation between the information about profession and intention to work in it in future, in % by columns

Intention to work in studying profession	Awareness of future profession level		
	Full idea	Certain idea	Vague idea
yes	84.6	64.4	50.0
no	13.3	6.3	10.2
cannot say	2.1	29.3	39.8
In total:	100,0	100,0	100,0

Source: author's calculation

Students with the fullest idea of their profession, have the strongest intention to build a career in chosen profession of manager. Students with the vaguest idea represent the largest share of those, who are not certain about their future professional plans.

Students marked out the information sources, which are most significant in forming the idea of future profession of manager.

You can see the information sources rating in Table 3.

Tab. 3: The information sources rating of profession and the evaluation of their role by students

Information source	Have a significant role, % of students	Source rank
University teachers	67.4	1
Internet (in whole)	48.8	2
Parents, relatives	45.2	3
Social media	25.0	4
Friends, acquaintance	16.7	5
Press	12,5	6
TV	11,6	7
Special events (in the university)	11,4	8
Radio	2,4	9

Source: author's calculation

Rather important role in students' evaluation belongs to the immediate face-to-face communication, like communication with teachers during classes and communication with parents and relatives. Unimportant role belongs to the mediate and one-way communication like traditional media (TV, radio, press) and social media. Despite the fact, that internet is quite popular in students' answers, most of them have told, that they use it only to study in university. Remarkable stays the fact, that university special events held for giving more information to student about future profession (like "Days of career") are not in the list of leading information sources. Some students noticed that they do not take part in such events or even do not know that such events were hold.

Even though, over a quarter of students (25.6%) got a job none of them regard their own professional experience as the information source. This can be explained by the fact, that only 2.3% of students are working in profession they gaining in the university.

We calculated the quantity of information sources, pointed out by students as influencing their idea of profession. This quantity defines the level of awareness of their future profession (Table 4).

Tab. 4: Connection between quantity of information sources in use and the awareness level of profession, % in columns

Awareness level	Quantity of information sources about profession		
	Pointed out 3 sources and less	Pointed out from 4 to 6 sources	Pointed out 6 sources and more
Full idea	3.1	15.2	62.5
Certain idea	59.4	71.7	7.5
Vague idea	37.5	13.1	30.0
In total	100.0	100.0	100.0

Source: author's calculation

In Table 4 we can see, that the wider the specter of information sources in students' use to form an idea of future profession, the higher the awareness of profession.

Conclusion

Image of profession in whole and its cognitive component in part highly influence on students intention to build a career as a manager. In spite of the positive image of manager's profession in students' mind the level of awareness of future profession contents is rather low. All of these let us assume, that students' idea of profession including the emotional image, is not based on the real notion of the profession specification. This could lead to a disappointment in profession and to a dissatisfaction by a professional activity.

The main information sources about future profession of manager are traditional forms of communication with teachers during classes and communication in reference groups, especially the family.

Despite the popularity of the social media among youth, it is not regarded as important source to form the idea of profession.

The internet in whole on the contrary takes a significant part in it, but it is limited and appear only during preparing for study group sessions, that is why we cannot say, that the internet fulfill an idea of real contents of future profession.

During the forming idea of profession process students cannot use their professional experience, because their work usually spontaneous and not connected to studied profession.

The students' idea of profession forming depends on quantity of communication channels used during their professionalization. The wider its specter, the higher the level of students' awareness of a future profession and their devotion to it.

In this regard, it is important to form a wide information space in the university milieu and, first of all, pay the attention to the role of special events in the university, engaging the students to it more actively.

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