

**К.п.н. Корягина Н.А.**

*Национальный исследовательский университет «Высшая школа экономики»,  
Россия*

## **PROFESSIONAL DEVELOPMENT IN BUSINESS: GENDER ASPECTS**

Life of modern person is the rapid succession of events, responsibilities, problems and other things which have become an integral part of our everyday activity. Many economic, political, cultural peculiarities of our dynamic and busy life are constantly putting stable internal representation of a human being to the test; and, consequently, they raise the question of identity. All this makes scientists theoretically realize the process of personal self-determination in the society [5, 8]. This self-determination can be expressed both in physical, intellectual and moral terms (personal identity), and in terms of self-association with a certain social group (social identity) [2, 181].

Methodological bases of a psychological approach the problem of self-determination study were founded by S.L. Rubinstein. He investigated problem of professional determination in the context of determination problem, in the light of his principle – external causes work through the internal conditions [7,9].

Vocational determination is realizing the level of one's own professional abilities, the structure of professional knowledge incentives and skills; understanding their compliance with the claims laid by the activity a person; experiencing that compliance as satisfaction with a chosen occupation [7].

Nowadays many scientists consider that the demand for socially and psychologically developed personnel is increasing in the modern society. The emphasis here put on leaders and businessmen, not just on mere employers. In psychology the questions concerning personality formation of a businessman, his live values, the specificity of choosing the direction of professional growth, and also the factors influencing a person's entering the world of business are poorly investigated. These issues are included in the problematics of personality determination in business; however, they are considered fragmentarily and do not allow seeing the integrity of ways, forms and directions suitable for personality activity [5].

According to N.L. Ivanova's study (2009), while assisting a personality to adapt in business environment, it is necessary to impact the ways of personal activity of self-determination in business. The mechanism of self-determination as a process is searching new qualities of a person who appears in a problematic situation, taking decisions about oneself or one's place in the environment, when previous notions turn out to be inappropriate for the situation [5].

Personality self-determination in business is accompanied by learning standards, rules, values and other aspects of community that a businessman belongs to. At the

same time a person realizes the idea about his professionally important qualities, abilities and other characteristics providing professionalisation. Practically all the professional development theories aim at predicting as follows: professional choice, career plans, reality of professional achievements, peculiarities of professional behavior at work, satisfaction from professional labor, efficiency of educational behavior of a personality, stability or change of a work place, profession.

Business as social and vocational environment of personality development is only a part of psychological investigations objective area; that is why, the problem of personality self-determination in business is not studied thoroughly. Considering business as activity and social environment lets scientists make psychological analysis of a businesslike personality more properly [3; 4]. The necessity of investigating management gender aspects is determined by active women joining the management process of economy and appearing a new social group of «business women». For Russia gender problems in economy, particularly, the participation of women in management, are rather actual. During the 20<sup>th</sup> century professional employment of women grew rapidly. They actively took part in all spheres of activity including management [10].

A gender aspect is a function of objective and subjective phenomena of different levels/ These phenomena are reflected in a role behavior of a personality of professional self-determination [6].

There are the following gender aspects: the role of gender as a system of relative personality behavior in professional self-determination and his/her interaction in the social environment; the role of gender as a system of specific expectations in relation to a personality status; that is, his/her understanding the model of behavior while choosing a profession [8].

The role of gender is often related to the type of role prescription as a factor of gender stereotypes. Gender stereotypes, existing in a society, have a great influence on a process of socialization and professional self-determination of a personality [8].

One of the bases for traditional gender stereotype formation on professional self-determination is division of labor according to sex character. The main criterion in this division is a biological ability of a woman to bear a child. The important role in approval of a gender stereotype about social roles fixedness, depending on a sex character, belongs to Talkota Parson and Robert Bails mutual gender complementarily concept. They studied gender differentiation in a structural-functional scheme [9].

Traditional gender stereotypes impede the process of personality professional self-determination. According to Sandro Bem and Y. Plek's androgyny concept there isn't only a male or a female role. Otherwise, it may lead to the dissonance of traditional gender role behavior and idea of social role prescription [9].

So, the influence of gender aspects on professional personality self-determination is not only a process of personality self-actualization, but a choice of a life course too. It is also interconnection of a personality with social environment and the gaining of personal social experience.

Activization of gender research was seen in the middle of the previous century; to a great extent, owing to feminist movement and to discussion of women discrimination issues, including a professional area.

The actuality of the problem consists in the following: on the one hand, professional self-determination and personality self-realization in business is the result of influencing many interconnected external and internal factors where gender is a part of the system. On the other hand, entering business environment and further professional activity may impact gender identification models, gender identity and social models of personality behavior accordingly, for example, styles of leadership.

The novelty of our research is in investigating theoretical and practical questions of personality self-determination in business according to a gender aspect.

Gender is a complicated system of biological, personal and environmental determinants; that is why, it should be considered in professional personality self-determination.

In surveys there are very few researches about the influence of the activity itself on gender development and gender identity, especially of a longitudinal nature. Investigations are more often about the deflection of differences in occupational interest male and female pattern, in professional effectiveness, career, leadership [10]. There is a necessity in a deep study of the problem whether gender types and the process of professional self-determination are interconnected. If yes, how. It is important to understand what is dominant in this process and what influences the change of masculine-feminine gender stereotypes: sex assignment or a chosen occupation. It is important to identify how far these interconnections are measurable and whether they reflect the changes in self-image and gender roles. We consider that just gender aspect gives the opportunity to see the peculiarities of value meaningful sphere of male and female leadership personality, and also to understand the extent of personal responsibility for one's vital plans and prospects. There are some data according to which it is possible to point out different styles of women and men leadership, different ways of negotiating and other features, connected with the influence of management activity on a gender personality development. All in all, nowadays, the gender aspect of self-determination in business is not studied well enough.

The aim of our study is: 1) detecting the factors which influence professional self-determination in business; 2) establishing the connection between gender and the process of self-determination in business environment.

The object of investigation is professional self-determination and management activity in a gender aspect.

The subject of the research is the problem of professional personality self-determination in business. Gender aspect.

The methods of research organizing are as follows:

- 1) theoretical study analysis of professional self-determination and gender identity problems;
- 2) testing techniques:

- techniques of studying structure and matter of identity: «Self-description of sex roles» S. Bam (BSRT), the technique called «Who am I?» of T. Macpartland – M. Koon;
  - test-questionnaire of interpersonal relations diagnostics of T. Liry in a modified version of L.N. Sobchik;
  - techniques of investigating the level of professional self-determination: «Questionnaire of professional preferences» of G. Holland, personal differential;
  - techniques of studying personal make-up: multifactorial personality questionnaire of R. Kettel;
- 3) comparative analysis of the indexes based on test measurement of men and women having their own business or occupying a leading position.

There was a sample group of 64 testees at the age from 30 up to 56.

Relying on the conducted research, we can suppose that professional self-determination to a greater extent depends on external (favourable) conditions; while personality self-determination depends on a person himself. It is worth mentioning that often just negative environmental conditions let somebody show his/her worth; and, consequently, stand out, be flexible and creative while solving problems.

Gender identity coinciding with biological and psychological sex character contributes to successful professional self-determination. Vague gender identity, low differentiation of sex reference bring down the influence of gender identity as a mechanism which impacts the choice of values, professional self-determination.

Personality male and female characteristics, revealed while defining self-actualization, are correlative with a traditional description of man and woman and they do not change in the process of their professional formation. Besides, knowledge and applying one's specific personality peculiarities by both sexes enable more effective mastering management activity.

In the process of male and female professionalization managers integrate different ideas: while forming professionally there appears congruence of personality professional self-representation.

For example, in Avdulova's research it is stated that for women, while professionally self-determination, the main thing is socio-psychological aspect but for men it is active-professional aspect. Even fulfilling the same professional activity men and women treat it differently. While planning their own career women are more often concentrated on a current state of affairs, but not on a long-term perspective of development [10]. Moreover, the author asserts that in the process of numerous investigations it became evident that men and women have far more similar qualities than different ones. Many of really existing differences may be changed in the course of education, after changing one's tenor of life and social expectations. During society development the traditional notion is becoming vague while hidden women discrimination is obvious.

To sum it up, the following conclusion can be made: when choosing the style of leadership both men and women show really different models of business strategies which are based not on the gender-role peculiarities but on the demands for effectiveness. For all this it is necessary to search for models of combining male and female leadership types while running a firm.

Juxtaposing the data acquired in the process of analyzing effectiveness of male and female leadership lets us claim that, a successful man is more «effective» in setting organizational goals and in a leadership quality parameter.

On the other hand, a woman is more «effective» in the sphere of personnel motivating, communicating and decision-making. For alternatives analysis she derives benefit from knowledge and staff potential. As for control, men and women exercise it equally successfully. The conclusion suggests itself: potentials of man-leader and woman-leader advantages are mutually complementary.

Литература:

1. Абульханова – Славская К.А. Социальное мышление личности: проблемы и стратегии исследования // Психологический журнал. 1994. Том 14. № 4. С. 9-55 .
2. Андреева Г.М. Психология социального познания. – М., 2000 – С. 181.
3. Иванова Н.Л. Самоопределение личности в бизнесе. – М.-Ярославль: Изд-во МАПН, «Аспект-Пресс», 2008.
4. Иванова Н.Л. Типологические особенности самоопределения представителей менеджмента бизнес-организаций // Психология обучения. – М., 2009. – № 4. – С. 77-90.
5. Иванова Н.Л., Румянцева Т.В. Социальная идентичность: теория и практика. – М.: Изд-во СГУ, 2009.
6. Кон И.С. Половые различия и дифференциация социальных ролей // Соотношение биологического и социального в человеке: Материалы к симпозиуму. – М., 1975. – С. 763-776.
7. Пряжников Н.С. Психология труда и человеческого достоинства: учеб. пособие / Н.С. Пряжников, Е.Ю. Пряжникова. – М.: Академия, 2003. – 480 с.
8. Смелзер Н. Социология. – М.: Феникс, 1994.
9. Bem S., The measurement of psychological androgyny // Journal of Consulting and Clinical Psychology.- 1974.- Vol.42.- P.165-172.
10. Авдулова Т.П. Гендерные аспекты управленческой деятельности. – [Электронный ресурс]: статья, Центр дистанционного образования «Элитариум», 2010. URL: <http://www.elitarium.ru>