

Education in the system of today's employee values

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Abstract. Establishing the new society is accompanied by a global intellectualization of the entire economic system influencing the development of information, scientific and innovative branches of the industry. The key factors of the society development are information and knowledge. An important quality of a modern employee is the ability for continuous training. Currently, the interest to education has significantly increased as well as the demand for education and the educational level of employees. Education is one of the most vital values, meeting the natural needs of humans in the knowledge of the external world and themselves. The growth of social demand for education in the evolution of social development has led to the gradual transformation of the elite educational institutions into the institutions for everyone. For most people nowadays, higher education has become not only sustainable, but one of the most significant values. The successful development of knowledge-based economy could be provided by the employees not only having a high degree, but having a desire for the continuous lifelong knowledge development.

1. Introduction

The present stage of social development is characterized by the global changes which are the result of the industrial society transformation into the society of the new type. The most important characteristics of this society are the intellectualization of labor and the introduction of information technology into the industrial process of the society. Besides the natural wealth, the accumulation of knowledge, information and experience are the main sources and the key factors of the society development.

In contrast to the industrial, the "new economy" is an economy of intangible factors of production. Alexander Repiev, the president of "Mekka Advertising", said that it is a world where people are working using their minds, not hands [1]. T.Sakayya identified these processes as "... a new stage of civilization where values are the driving force generated by knowledge" [2].

The leading role of information and scientific knowledge is reflected in the concept of "knowledge-based economy" or intellectual economy. The phrase "the knowledge industry" in the early 60s of the 20th century was used by F. Machlup in his research, later, in the late 60s of the last century Peter Drucker introduced a new scientific term "knowledge-based economy." The main capital of such an economy is human resources, and their values as the main productive force are characterized by the extent of their mastery of the modern knowledge [3]. An essential quality of the today's employee is the ability for continuous training.

1.1. The increase of public demand on education in the conditions of flexible postindustrial economy

Investigation of the world around to adapt to its environment for further comfortable existence is one of the essential human needs. In the process of social evolution development, the need of humans in the knowledge has transformed into the existing type of activity – educational system. Incentives to education



at different stages of human civilization development were different, which was largely determined by the level of society development and economy demands. The economy of post-industrial society has accelerated the knowledge growth. Thus, the activities related to the production, storage, transmission and use of knowledge are becoming crucial. According to the research of the first decade of the 21st century, the share of "educated employees" is about one-third from the total amount of employees involved in the economy development [4].

The growth of social demand for education has led to the gradual transformation of the educational institution. At present, the education is affordable for everyone and the demand for it is growing steadily. The interest to education is significantly increasing throughout the world, as well as to the educational level of employees [5]. According to OECD data, currently in France, Great Britain, Norway, more than 60% of national income growth is provided by the employees having higher education. The world's leading trend is the transition to universal higher education. For example, in Japan and South Korea the vast majority of the population aged 25-34 is having higher education. In 15 most developed countries of the world 26% of the employed population is having higher education [6].

1.2. The increase of the role of education in the system of values of the contemporary employee

The authors of the Report on Human Development in the Russian Federation (2014) noted that the formal feature of Russian population was in being of one of the most educated country in the world. In the share of tertiary education Russia is the leading country, and in the share of population possessing higher education Russia ranks second in comparison with ten most developed countries [4]. Education in Russia was and remains a primary value. Good education is considered to be a guarantee of successful socialization and self-realization, as well as one of the most important requirements for successful employment [7]. According to the survey, 53% of Russians over the age of 18 consider that getting of at least a university degree is crucial for self development, and 9% among the surveyed noted the need in further postgraduate education [8].

The system of values related to the obtaining of higher education is determined by a guarantee of getting a highly paid job, prestigious profession and the possibility of self-realization and career development. Higher education is associated with the growth of such consumer features as: the ability to keep a family (65%), to have a car (50%), to travel abroad (50%), to own a house (15%) [8]. The authors of this study marked that the differentiation of consumer expectations of the university, college and vocational school students are almost identical with the differentiation of consumer abilities of the employees with higher, specialized secondary and primary vocational education.

The successful development of the knowledge-based economy could be provided by the employees who have the ability to constant knowledge acquiring, searching and finding ways of problem solving, as well as having the skill of applying their knowledge in practice. In today's knowledge-based economy, the education obtained in the best universities, becomes insufficient very quickly [9]. The new economy requires from the employees a continuous improvement of the educational level [10]. The motto "lifelong education" is changing into "education throughout the life" [11]. This requirement is reflecting in the most important trends of recent years – an increase of the number of able-bodied population involved in further training (non-formal education in terms of International Studies). This could be clearly seen through the correlation: the higher the extent of able-bodied population involved in further education, the higher is the level of economic development of the country. In 2012, 41% of the OECD countries population aged 25-64, were involved in non-formal education. In Russia, only a small part of the labor force is involved in the additional vocational training (about 17%) [4].

2. Conclusion

For most people, higher education has become a stable value and the most important value orientation. The value orientation is a special social attitude of people towards certain values, which is represented in the mind as an object, which a person needs in order to meet the requirement. The value of education is associated with the needs of each individual and the society in whole. In terms of personality, two values

of education could be highlighted – the terminal, which is determined by the internal desire to learn and the instrumental, when education is considered as an opportunity to implement the consumer expectations at a higher level.

In contemporary Russia there is a special attitude to higher education. For the majority of school graduates (and their parents) the most significant is the fact of entering a university. The specifics of the modern rush for higher education in Russia (coefficient of admission to higher education institutions, the total number of first-year students and 17-year-olds, is more than 90%) lies in the receiving of basic higher education, i.e. “education for a diploma” that does not require much effort. Getting of the diploma of higher education is considered as a necessary condition for the success in life.

The large-scale study of students’ life orientations (late 20th - early 21st century) has showed that education was and remains a priority instrumental value in the mass consciousness of young people. Thus, there is an increase of importance of education as the main tool to achieve life objectives [12]. The terminal value of education was marked by many researchers, but, according to the same survey, 60% of students have showed a lack of desire to continue their education after graduation.

The main consumers of higher education, on the one hand, form the demand for education, but on the other hand, they are guided by the existing demand and the prestige of a particular specialty. Demand characterizes the amount of people willing to improve their educational status and ready to invest in their education. Identifying of the demand trends for higher education is possible through the study of public opinion [13].

Nowadays, according to the theory of generations, the representatives of last three generations of the past century are dominating on the labor market: the baby boomers (1943-1963), the unknown (or “generation X” – 1963-1983) and the millenials (or “generation Y” - 1983- 2003).

The value system of “generation Y” or “generation me” is freedom, creativity and mobility, visible results and immediate payment, the possibility of training and retraining. Such employees are occupying the labor market nowadays. For them, not only traditional educational programs are relevant, but also remote ones as well as non-formal education, master programs, including the obtaining of another qualification and profile training [14]. The next generation could be conventionally referred to as “generation Z” (2003-2023). Its system of values could be only predicted now. Within 8-10 years, the system of values of this generation will determine their behavior in the market of educational services.

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