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AB	HISTORY
AC	ARCHAEOLOGY, ANTHROPOLOGY, ETHNOLOGY
AD	POLITICAL SCIENCES
AE	MANAGEMENT, ADMINISTRATION AND CLERICAL WORK
AF	DOCUMENTATION, LIBRARIANSHIP, WORK WITH INFORMATION
AG	LEGAL SCIENCES
AH	ECONOMICS
AI	LINGUISTICS
AJ	LITERATURE, MASS MEDIA, AUDIO-VISUAL ACTIVITIES
AK	SPORT AND LEISURE TIME ACTIVITIES
AL	ART, ARCHITECTURE, CULTURAL HERITAGE
AM	PEDAGOGY AND EDUCATION
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AP	MUNICIPAL, REGIONAL AND TRANSPORTATION PLANNING
AQ	SAFETY AND HEALTH PROTECTION, SAFETY IN OPERATING MACHINERY

MODELING CAREER STRATEGIES FOR MEMBERS OF DIFFERENT SOCIAL GROUPS

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Abstract: The problem associated with a career is relevant in all economic, social, and political conditions, forms of ownership, and the level of development of enterprises. The realization of a person in a career reflects the peculiarities of the existence of a modern person in the complex world of relationships, work at an enterprise, and a change in types of professional activity. There is a lot that depends on career success: results of the labor activity of the person, production indicators of the enterprise, development of the industry, well-being, and stability of the country. Career strategy and its modeling is of significant importance on today labor market. The leading methodological approaches to the issue of modeling career strategies (procedural, content, personal) are considered. In current conditions, when the socialization of an individual, the acquisition of the desired social status by him depends on his integration into professional labor activity, forming a professional career becomes contradictory and complex. The difficulties of building a professional career lie in the fact that the system of value orientations and norms that include professional work ethics is in the process of transformation.

Keywords: Career, Career planning, Career strategy, Labor market, Social groups.

1 Introduction

Interest in the problem of planning and career development is due to the transition from the system of administrative planning to the free market, where the law of supply and demand is in force [3]. This law also applies to the labor market: the requirements for its main characteristics (such as qualifications, level of training, professional experience, etc.) change markedly under market conditions. Severe changes in our country's social and economic situation place particular demands on the level of professionalism of employees. The development of market mechanisms and the intensification of the pace of life have actualized the problem of planning and career development.

In psychology, until recently, the concept of "career" was practically not used, and basically, a career was understood negatively. However, in recent years, the negative connotation of the concept of "career" has begun to disappear [24]. Now a person "making a career" is considered, instead, an orientation towards realizing personal and professional potential.

A career is one of the indicators of a person's individual professional life, achieving the desired status and the corresponding level and quality of life, as well as fame and glory. Furthermore, a successfully built career allows a person to achieve recognition of his uniqueness, significance for other people, and society as a whole.

The concept of "career" is ambiguous. This is both an individual path of a person and a way to achieve a result in the main form of personal self-expression and a result of activity achieved by a person and social status. In a narrow sense, a career is associated with the labor and professional activity of a person.

The psychological aspect of the problem of career management involves consideration of this phenomenon from the position of a person, revealing the features of the vision of a career by the leader [14]. This is related to the expression by the individual of a subjective assessment (self-assessment) of the nature of the course of the career process, intermediate results of career development, and personal feelings that are born on this occasion.

A career is a subjective judgment of a person about labor future, the usual ways of self-expression, and job satisfaction; it is an

individually aware position and behavior associated with work experience and activities throughout a person's working life.

2 Literature Review

One of the most popular foreign theories of careers is the theory of Doland Super, which he presented in the form of a "rainbow of life careers." He defined "career" in its most total and most comprehensive sense as a sequence and combination of roles that a person performs throughout life [23]. Super's theory argues that the most critical determinant of a person's professional path is his idea of personality - the so-called professional "I-concept," which each person embodies in a series of career decisions [15].

Chosen professions and career achievements strongly influence the overall "I-concept" and self-esteem. As a career unfolds, a professional "I-concept" develops, which reaches maturity only due to sufficient professional experience. This usually takes between one and ten years of work. In psychology, a career was mainly considered through such concepts as "professional life path," "professional self-realization," and "professional self-determination." A successful career is associated, first of all, with successful professional self-determination.

The goal of professional self-determination is the gradual formation of internal readiness for the conscious and independent construction, adjustment, and implementation of the prospects for one's development (professional, life, personal), readiness to consider oneself developing in time, and independently find personally significant meanings in a specific professional activity [1]. It follows that professional self-determination is an integral part of a career. But if we consider professional self-determination in close relationship with life and personal self-determination, then the concepts of "career" and "professional self-determination" become quite comparable. The modern understanding of a career is not only success in this professional activity but also the success of a lifetime.

Many psychological factors influence the formation and implementation of a career [2, 7, 15, 29, 31]. First, these are the factors associated directly with the person. These are the abilities and interests of a person, motivation, decision-making on changing roles and status, and specialization features. Individual personal factors hindering career success are the lack of necessary professional qualities, low motivation, external locus of control, indecision, increased anxiety, orientation towards avoiding failures, and practical motives of activity.

Secondly, these are factors related to the interaction of the individual and the people around him, the organization. This is the influence of other people on a person's professional career (parents, friends, colleagues, leaders), the specifics of the organizational structure, the organization's mission and goals, and the type of organization. The main task of career planning and implementation is to ensure the interaction of professional and intra-organizational careers [17].

Career planning determines the goals of professional development of the individual and the ways leading to their achievement. Career development refers to a person's actions to realize his professional plan [30]. A person planning and developing his career is aimed at a clearer vision of his prospects, the possibility of professional growth, increasing competitiveness in the labor market, and arranging other aspects of his own life.

3 Materials and Methods

The aim of the study is:

- To define the basic principles of career modeling to help future specialists to introduce professional self-determination into the context of all life activity, that is, to

make a professional choice one of the factors of personal self-realization based on a life strategy;

- To form ideas about the chosen professional activity and readiness for it, to develop the needs and skills to include one's work in the context of individual goals and values;
- Describe in the article the tools that will help identify the characteristics of individual and group behavior, which will improve the efficiency of professional activity among people of different social groups.

The task of the study is:

- Formation of a holistic, systemic understanding of career planning;
- Demonstration of skills in diagnosing and analyzing individual behavioral characteristics: character traits, perception characteristics;
- Suggesting ways to determine the competencies necessary for their professional development.

A career is the result of a conscious position and behavior of a person in the field of work, associated with official or professional growth [2]. A person builds the trajectory of his career movement himself, under the peculiarities of intra- and extra-organizational reality and, most importantly, his goals, desires, and attitudes. Several fundamental trajectories of a person's movement within a profession or organization will lead to different types of careers. A professional career is the growth of knowledge, skills, and abilities.

A professional career can go along the line of specialization (deepening in one line of movement chosen at the beginning of the professional path) or "transprofessionalization" (mastery of other areas of human experience, rather associated with the expansion of tools and areas of activity) [13].

A sustainable career is a type of career characterized by lifelong employment in a single job. People with stable careers tend to be satisfied with their activities. In addition, long-term engagement in one professional activity leads to becoming highly qualified specialists in their field.

A linear career is a type of career in which people stay in a particular industry and work their way up from lower to higher positions in one or more organizations. In this type of career, the employee implements a sequential transition from one position to another; at the same time, each subsequent position is based on the previous one in terms of responsibility, skills, and abilities, hierarchy in the organization. Such climbing up the professional ladder is an example of the traditional understanding of a career [16].

A spiral career is a type of career in which people go through a series of professions, each of which builds on already acquired skills and abilities and requires new skills. Changing professions in this type of career may be due to a person's need to expand their range of professional self-realization.

A changeable career is characterized by the change of many types of professional activities that are not related to each other. The reason for such movements may be the desire of a person to follow his hobbies in choosing a job and in finding himself in a wide variety of activities.

Intra-organizational career is associated with the trajectory of a person in the organization. It can go along the line:

- Vertical career – job growth;
- Horizontal career – promotion within the organization, for example, work in different departments of the same level of the hierarchy;
- Centripetal career – promotion to the core of the organization [19].

Career planning is a process that includes choosing an occupation, profession, getting a job, growth (professional or

career) at work, a possible career change, and, eventually, retirement. Like any other plan, a career plan is characterized (and must be carried out) by the following actions: constant monitoring and evaluation, comparison of actual results with planned ones, timely adjustments, refinement, and continuous deepening and detailing [12].

Career plans and opportunities are directly dependent on the stage of professional development of a particular employee. Therefore, it is always necessary to take into account the stage of a career that a person is going through at the moment. This can help clarify the goals of professional activity, the degree of dynamism, and, most importantly, the specifics of individual motivation.

Specialists distinguish the following career stages:

- *Preliminary* (up to 25 years) – training and search for a field of activity;
- *Formation* (up to 30 years) – mastering the chosen profession and acquiring specific skills and knowledge;
- *Promotions* (up to 45 years old) – career advancement, further improvement;
- *Conservation* (up to 60 years old) – the peak of qualification improvement;
- *Completions* (after 60 years) – completion of work, preparation for retirement;
- *Pension* (after 65 years) – change of activity after retirement.

Each stage is characterized by particular human needs, both moral and material. To a large extent, both the style of work and attitude differ since they directly depend on changing conditions [25]. For example, high pay is not yet a priority at the preliminary stage.

4 Results and Discussion

The stages of promotion and preservation are characterized by increased attention to this parameter. If, during the formation period, the employee strives for self-affirmation, then at the stage of advancement, self-expression plays an important role for him [18]. Accordingly, an intra-organizational career should be built, considering these features. Then both the employee and the company will get the most out of each other.

It is necessary to distinguish between the stages of career development and the phases of an employee's professional growth. The latter characterizes the stages of mastering a particular profession [20]:

1. *Option phase*. A person is preoccupied with questions of choice or a forced change of profession and makes this choice. There can be no exact chronological boundaries here, as in relation to other phases, since age characteristics are set not only by physiological but also by multifaceted conditions of culture.
2. *Adept phase*. This is a person who has already embarked on the path of commitment to the profession and is mastering it. Depending on the profession, this can be a long-term or very short-term process (for example, a simple briefing).
3. *Phase of adaptation, getting used to working with a young specialist*. No matter how organized the process of training a particular professional in an educational institution, it never fits "like a key to a lock" for production work.
4. *Internal phase*. An experienced worker who loves his work and can quite independently, more and more reliably and successfully cope with the leading professional functions, which is recognized by his colleagues at work, by profession.
5. *Continuing mastery phase*. An employee can solve both simple and the most demanding professional tasks, which, perhaps, not all colleagues can handle.
6. *Authority phase is like the phase of mastery, which is also summed up with the next one*. He is a master of his craft and already well known in the professional circle or even

outside it. Depending on the forms of certification of workers adopted in this profession, he has specific high formal indicators of qualification.

7. *Mentoring phase.* In any profession, an authoritative master of his craft "acquires" like-minded people, learners of experience, students.

The last three phases, as a rule, partially overlap in time.

4.1 Modeling a Career Strategy in an Organization

The career modeling process compares the potential capabilities, abilities, and goals of a person with the organization's requirements, strategy, and plans for its development, which is expressed in the preparation of a program of professional and job growth [4]. The list of professional and job positions in the organization (and outside it), fixing the optimal development of a professional to occupy a specific position in the organization, is a career chart, a formalized idea of what path a specialist must go in order to obtain the necessary knowledge and master the skills required to work effectively in a particular location.

Career planning in an organization can be handled by the HR manager, the employee himself, and his immediate supervisor (line manager) [21]. The main career planning activities specific to different planning subjects are presented in Table 1.

Table 1: Key career planning activities

Subject of planning	Career planning activities
Employee	Primary orientation and choice of profession, organization and position, orientation in the organization, assessment of prospects and design of growth, implementation of growth
HR manager	Evaluation at the time of hiring, placement in the workplace, assessment of the work and potential of employees, selection for the reserve, additional training, work programs with the reserve, promotion, new planning cycle
Direct supervisor (line manager)	Assessment of work results, assessment of motivation, organization of professional development, proposals for stimulation, proposals for growth

4.2 Career Strategy Modeling Conditions

Promotion is determined not only by the personal qualities of the employee (education, qualifications, attitude to work, the system of internal motivations) but also by objective ones [28]. Among the objective conditions of a career are:

- The highest point of a career – the most elevated position that exists in a particular organization under consideration;
- Career length – the number of positions on the way from the first position occupied by an individual in the organization to the highest point;
- Position level indicator – the ratio of the number of persons employed at the next hierarchical level to the number of persons employed at the hierarchical level where the individual is at a given moment in his career;
- An indicator of potential mobility – the ratio (in some specific period) of the number of vacancies at the next hierarchical level to the number of people employed at the hierarchical level where the individual is located.

Depending on the objective conditions, an intra-organizational career can be promising or dead-end – an employee can either have a long career line or a concise one [8]. The HR manager, already when accepting a candidate, must design a possible career and discuss it with the candidate based on individual characteristics and the specifics of motivation. The same career line for different employees can be both attractive and uninteresting, significantly affecting the effectiveness of their future activities.

4.3 Career Choice

To decide on the right profession, you need to orient yourself in three things. First, identify professional interests and inclinations. Briefly, we call them the word "I want." Secondly,

to evaluate professionally important qualities: health, qualifications, and abilities, which ultimately determine professional suitability and opportunities [6]. Simply put, answer the question, what is your "I can". Thirdly, to find out which professions are in demand among employers in the labor market, in which professions you can find a job. In other words, to determine what the "Need" is today. In the event that the future specialist manages to combine "I want," "I can," and "I must," then the professional choice will be successful.

So, to make an informed decision about your career, you first need to understand who you are and what you are. This will help with introspection and self-assessment. Self-assessment is collecting and analyzing information about yourself, which includes knowledge and skills, interests, likes and dislikes, strengths and weaknesses [26].

Knowing about your personal interests, attitudes, and values from self-assessment will help you:

- Manage decisions, life direction;
- Understand and appreciate others;
- Be flexible and able to see life from different points of view;
- Increase life satisfaction;
- Set career goals.

In addition, the future specialist needs to decide which skills he likes to use the most. At the first stage of career planning, it is necessary to return to the starting point and evaluate what abilities are given by nature and what knowledge has been acquired [5]. This will help you choose the type of activity. It is important to learn to understand yourself: your values, inclinations, abilities, personal qualities, the lifestyle that you would like to lead, and to realize the interdependence between yourself and your chosen profession.

There is a need to be able to balance personal interests with the skills needed for the job [10]. To choose the right profession, it needs to compare what you like to do with what you know how to do. Many tests determine the natural inclinations, personal qualities, and interests that allow you to identify strengths and apply them in a career.

Tools in modeling career strategies by the characteristics of various social groups

To assess the characteristics of a person and optimize the choice of a field of professional activity at the beginning of a professional path, it is important to consider the type of personality of a person choosing a field of activity. The most operational for this purpose is the typology of personalities by J. Holland (Table 2).

Table 2: The ratio of personality type to activity

Personality type	Activity content
Realistic	Orientation to the manipulation of tools and mechanisms
Intellectual	Search orientation
Artistic	Orientation to emotional manifestations, self-presentation
Social	Focus on interacting with people
Entrepreneurial	Focus on influencing people
Conventional	Orientation to the manipulation of data, information

Realistic type. People of this type prefer to perform work that requires strength, agility, mobility, good coordination of movements, and practical work skills. The results of the work of professionals of this type are tangible and real - their hands created the entire objective world around us. People of a realistic type are more willing to do than talk, and they are persistent and self-confident; they prefer clear and specific instructions in their work. They adhere to traditional values. Therefore they are critical of new ideas. Close types: research (intellectual) and conventional (office). Opposite type: social. A good salesperson and a good repairer will never go hungry.

Intellectual type. People belonging to this type are distinguished by analytical abilities, rationalism, independence and originality of thinking, the ability to accurately formulate and express their thoughts, solve logical problems, and generate new ideas. They often choose scientific and research work. They need the freedom to be creative. Work is able to captivate them so much that the line between working time and leisure is blurred. For them, the world of ideas may be more important than communication with people. Material well-being for them is usually not in the first place. Close types: realistic and artistic. Opposite type: entrepreneurial. Scientific work is not suitable for a person who has both feet on the ground and both hands reaching for dollars.

Artistic type. People of this type are original, independent in decision-making, rarely guided by social norms and approval, have an unusual outlook on life, the flexibility of thinking, and emotional sensitivity. Relationships with people are built based on their feelings, emotions, imagination, and intuition. They do not tolerate strict regulation, preferring a free work schedule. Often choose literature, theater, cinema, music, and fine arts professions. Close types: research and social. Opposite type: conventional. Only poets and women know how to handle money the way money deserves.

Social type. People belonging to this type prefer professional activities related to training, education, treatment, counseling, and service. People of this type are humane, sensitive, active, focused on social norms, and able to understand another person's emotional state. They are characterized by good speech development, lively facial expressions, interest in people, and readiness to help. Unfortunately, material well-being for them is usually not in the first place. Related types: artistic and entrepreneurial. Opposite type: realistic. If the patient does not feel better after talking with the doctor, then this is not a doctor.

Entrepreneurial type. People of this type are resourceful, practical, quickly orient themselves in a difficult environment, are prone to independent decision-making, are socially active, ready to take risks, and seeking thrills. They love and know how to communicate. They have a high level of ambition. Avoid activities that require perseverance and a large and prolonged concentration of attention. For them, material well-being is important. They prefer activities that require energy, and organizational skills, associated with leadership, management, and influence on people. Close types: conventional (office) and social. Opposite type: research (intellectual). The specialty of a raider is much less tempting than the related professions of a politician or a stock speculator.

Conventional type. People of this type usually tend to work related to the processing and systematization of information provided in the form of symbols, numbers, formulas, and texts (documentation, establishing quantitative relationships between numbers and symbols). They are distinguished by accuracy, punctuality, and practicality, are focused on social norms, and prefer clearly regulated work. Material well-being is more important for them than for other types. Therefore, they are inclined to work that is not connected with wide contacts and making responsible decisions. Related types: realistic and entrepreneurial. Opposite type: artistic. An office can work without a boss, but not without a secretary.

Although, according to Holland's concept, one of the types always dominates, a person can adapt to conditions using two or more types of strategies. The closer the dominant and the second (third) orientations, the closer the personality types. Given the content of dominant and non-dominant orientations, one can choose those activities that are closer to a person and in which he will be more successful. If the dominant and following orientations are far from each other, it is more difficult to choose a career [22].

Researchers pay great attention to the problems of young families because this category of families acts as a vulnerable group of the population [1, 9, 11]. This is primarily because young spouses act as the economically active population, who,

through their labor, can provide the level of well-being necessary for their family [7]. Therefore, in our opinion, the problem of employment of young people and issues related to building career strategies, which cannot but affect a young family, is significant and one of the most relevant at present.

Considering the current ultra-competitive environment in the labor market, modern young people are developing their professional strategies for building a career. There are the following models of career strategies:

- Status model of career strategy – linear dependence with a small deviation of the line from the vertical of career advancement, dominance in choosing a career of professional status concerning the amount of salary;
- The material model is associated with a career move, where economic profit is important for a person: salary, the presence of a social package;
- Achievement model of career strategy – ambitions, activity, responsibility, striving for popularity in the professional sphere are pronounced. However, the main thing in such a model is not high positions, not salary, but achievements and winnings, most often in risky projects [27].

Another population group that should be mentioned in this context is represented by fathers in non-traditional roles. Currently, there are many definitions of fathers, most of which are associated with everyday behaviors and life experiences of men. There are divorced fathers, fathers of an only child, single parenting, illegitimate fathers, foreign fathers, foster fathers, unemployed fathers.

Without exception, all European states are introducing new regulatory instruments faster or slower. Let us name the most popular measures [32]:

- The time spent by a woman on parental leave is reduced, and at the same time "paternity leave" is introduced (so far only for 2 months), which has the effect of reimbursing wages and preventing loss of family income while caring for children;
- A network of public and private institutions for the care of children of different ages is being developed, with special emphasis being placed on expanding the network of preschool education and care (from one to two years old);
- A new pattern of family roles is stimulated by creating a "family-friendly environment" in the workplace for fathers and mothers (flexible working hours, the creation of child care groups in organizations, games or homework);
- In public and private services bodies for working with the family, the role of fathers in family relations is emphasized.

Considering that the goal of family policy is to stimulate the "new fathers" model, it is important to understand to what extent such a model can be implemented in principle. First, it is essential that its appearance is welcomed in all European countries. This corresponds to the trends in the labor market and socio-political life of developed countries.

Secondly, it can be assumed that for a man guardianship of children is an independent decision. A significant role in it is played by the cost factor for the performance of professional duties, after which the man thinks about how to spend the remaining time. Thus, the gender specificity of parental roles remains, although the role of the father changes under the pressure of attitudes ("desereotyping of male gender identity"), and, to a lesser extent, through normative prescriptions.

In any case, at the present time there has not yet been any unified picture of the fathers, which would be realized as a normative one and on which one could rely. Accordingly, there is space for any initiatives and innovations.

Also, in the modern world, no one is surprised by the conscious choice by some women to have a child out of wedlock, without

established paternity. At the same time, there has not yet been a clear idea of the means of subsistence, specific needs and ways of surviving single mother families.

In recent years, the number of single mothers has increased by 30%, which entails a shift in the attention of the state authorities towards making urgent decisions to reduce the number of divorces, ensure the social security of single-parent families and create the necessary conditions for the life of single mothers and their children.

Clearly, social support should not be directed at a non-existent "average single-parent family" about which only abstract, vague assumptions can be made concerning the problems it may face. It is important to focus on specific, real families that are at a certain stage of the life cycle and are experiencing certain life difficulties. Career strategies for such mothers may include part-time work, learning new skills within their existing specialization, and so on.

Speaking about modeling career strategies for single mothers as a specific group of population, it should be emphasized that a personal career brand helps in career advancement also provided that the applicant has self-presentation skills. In the course of self-presentation, the subject of a career transfers image and reputational information about self, which forms a favorable professional assessment in accordance with career goals.

In our opinion, mothers with a high level of self-monitoring are most in demand in today's market conditions, when the ability to adapt to various career circumstances, using various behavioral strategies, comes to the fore.

The structure of the career navigator includes the following sections:

- Personal resources;
- Differentiation of demanded professions in the modern labor market;
- Area of professional activity;
- Official status;
- Type and stages of career development;
- Career path models in accordance with the phases of professional development;
- Personality traits that contribute to career success;
- Building a career;
- Career development threats;
- Technologies for achieving career goals.

Thus, in order to form career strategies for single parent, it is necessary to use both traditional and innovative forms of socio-cultural activities, including lectures, the main purpose of which is to form ideas about the technology of building a career, classes with a coach, practical classes aimed at developing career competence, as well as trainings on career creativity.

Disabled people also represent an important social group requiring special attention. In our time, disability is becoming one of the important components of human existence, which appears either from birth (disabled since childhood) or during life (for example, due to injuries or diseases). In all countries of the world, more than 1 billion people live with some type of disability. From 110 to 190 million people have a severe form of disability. At the moment, the number of people with disabilities is constantly growing. One of the important causes of disability is the aging of the population and the increase in the number of chronic diseases [32]. Despite the existing legal framework, the issues of employment of persons with disabilities remain insufficiently developed in many regions. As it is known, people with disabilities due to poor health and limitations show generally poor results in education and employment.

The work activity of people with disabilities contributes to the creation of communities with common interests, which will help change the mentality of society in relation to people with disabilities. Example of this are Nike, IBM, Microsoft, which promote the development of equal opportunities among their

employees, where any person with disability or special needs can easily submit a resume and develop talent in a company with many years of experience on websites. Thus, the involvement of people with disabilities in labor activity is an urgent task of our time.

The following measures appear to be necessary:

1. Development and adoption of regional laws and targeted programs that regulate the work of government bodies for the employment of people with disabilities.
2. Carrying out attestation of jobs for disabled people with the calculation of the approximate cost of their creation by type of economic activity.
3. Improving the system of quotas and job reservations, including the creation of special jobs for the disabled.
4. Development of social entrepreneurship aimed at the wide involvement of people with disabilities in labor activities, both in the form of employees and entrepreneurs.
5. Expanding the types of training and advanced training programs for people with disabilities, taking into account the needs of the regional and local labor market.

Employment for people with disabilities or with special needs is a means of achieving material independence and social integration. The problem of employment of people with disabilities is complex and is the subject of research in such sciences as sociology, jurisprudence, economics, medicine, and psychology. This needs to be taken into account when modeling appropriate career strategies for people with special needs. Basis for identifying employment strategies for people with disabilities is as follows: attitude towards disability and the importance of work. Employment strategies for Russian disabled people are: a sought-after professional, routine employment, professional reorientation.

The value of actual career models lies in the fact that they give an idea of a real career (including in an a concrete organization), its mechanisms, internal springs, which need to be known and n into account when planning further career advancement.

The above models of career strategies are traditional but do not exclude alternative strategies. This is due to the fact that today, given the development of a market economy, the very perception of a career and the boundaries of the opportunities for professional growth of young professionals are expanding [23]. These trends make it possible to put meaning into the modern understanding of a career as an individual conscious position and behavior of a person associated with the development of one's professional activity and experience throughout life, which are not dependent on the organization's physical boundaries and the state. This means that a career in its modern interpretation can develop along with its individual isolated path, for example, outside the walls of an enterprise, on a global scale, without moving up the career hierarchy, without leaving your own home, and without starting capital. The understanding of the essence of a career allows us to expand the boundaries of the potential of young people. It presents more alternatives for choosing strategies for building a career.

5 Conclusion

A career is a multidimensional and not always a straightforward process of professional, social, and economic development of a person, expressed in his advancement through the levels of positions, qualifications, statuses, rewards, and fixed in a specific sequence of positions occupied at these levels. The diversity and complexity of the phenomenon of a career are also reflected in the diversity of its types and approaches to identifying a career typology. The type of career, revealing the features of the emergence, the nature of the orientation, and internal organization, reflects career growth strategy.

A career strategy is a conscious model of the future that a person develops. It lies in the fact that, in the face of uncertainty of social factors of influence, find a way of activity that allows you to reveal your strengths and, by multiplying them, maintain

competitiveness, thereby ensuring continuous career development. The classification of career strategies is based on various criteria and principles that depend on the timing, time, nature of promotion up the career ladder, depending on self-esteem the level of claims that reveal their specifics. In addition, a person's choice of one or another type of career advancement strategy depends on interests, professional attitudes, and motives of professional activity.

Youth career strategies are dynamic as many factors influence them. The typology of career strategies, carried out by various researchers, has revealed multiple strategies and their determining factors. The process of building a career for young people has a contradiction: on the one hand, socio-cultural conditions make it necessary for them to make a choice associated with a change in their professional trajectory, and on the other hand, the need of the individual for self-affirmation, self-realization in the professional sphere is actualized. The study showed that the type of career strategies for young professionals are designed based on society's socio-economic and cultural development, tradition, ideology, and individual career potential.

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