

METHODOLOGICAL BASES FOR EVALUATION OF SPECIALIST COMPETITIVENESS

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Abstract. Since the change of the paradigms of competitiveness is taking place now, the concept *competitiveness* also changes its semantic meaning. In the article, the concept *specialist's competitiveness* is analyzed and scientifically substantiated according to different views. The aim of the article is to present the results of the theoretical research, performed by the author for several years in the field of *concurrentology*, actualizing the new meaning of the concept *specialist's competitiveness* in the pedagogy science and education, and proposing an insight into the substantiation of the methodological basis for the evaluation of a specialist's competitiveness. The research shows that there exist: 1) diversity in relation to the definitions and explanations of the competitiveness of a specialist; 2) three methodological approaches in the research of competitiveness; 3) various models of competitiveness structure, including the author's model. According to the author's opinion, the structural approach would be the most appropriate for the development of the evaluation methodology, including the system of evaluation indicators, in relation to the components of a specialist's competitiveness structure.

Keywords: change of paradigms, methodological approach, personality's competitiveness, specialist's competitiveness, structure of specialist's competitiveness.

Introduction

Changes in all fields of human activities, different crises become the precondition for the fact that the representatives of different professions should learn to live and develop and to self-actualize as specialists under the changing labor market conditions. Nowadays, *the necessity to work out the methodology for the development and evaluation of a specialist's competitiveness* is particularly topical.

As a result of the changes of educational and scientific paradigms that are taking place, the concepts *a personality's competitiveness* and *a specialist's competitiveness* become more and more important in pedagogy science. The concept *competitiveness* becomes a scientific category in pedagogy.

The aim of the article is to present the results of the theoretical research, related to the development of methodological basis for evaluation of a specialist's competitiveness.

Methods of Research

The methods of research include studies of scientific literature and reflection of personal pedagogic/academic experience. The author has a great deal of substantial experience in school pedagogy and higher education pedagogy.

Results and discussion

In modern pedagogy science many authors have developed the scientific substantiation for the competitiveness of both a personality and a specialist, offering their point of view concerning this problem under research. The article covers the examples that, according to the author's point of view, should be directly related to the description and evaluation of the competitiveness of a specialist, including the *competitiveness of a specialist in the engineering sphere*, as both: a personality and a professional.

J. Bogdanova defines competitiveness as a stage of an individual's general and professional development that could be characterized by the personality's qualities [1]. According to A. Kurakov and V. Shapovalov, competitiveness has its levels and their indicators: 1) in an educational establishment the competitiveness is characterized by identifying and describing the totality of an individual's features, qualities, including general competences; 2) in vocational education the competitiveness is characterized by describing the totality of a specialist's features, different qualities, including professional competences, within the context of the advantages of professionalism and

competitiveness in the labor market [2; 3]. Both scientists point out that competitiveness is a socially oriented system, comprising *abilities, features, qualities* that: 1) characterize the potential possibility for the individual to achieve success in studies, professional or non-professional sphere of life; 2) determine the adequate behavior of an individual under the dynamically changing conditions, and 3) ensure inner harmony, self-confidence and trust in others. The systematization of the features of competitiveness is not only a theoretical objective, but also a practical one in conformity with the criteria of socio-cultural development and each individual's self-development, which could serve as the self-assessment and self-development of the competitiveness of an individual as a personality and a professional.

Substantiation of the competitiveness of a specialist as a personality. In the twenty-first century the scientists faced an important problem: what are the individual's personality features, abilities, knowledge and skills, and other indications, ensuring his competitiveness in the private life and in the sphere of professional activities, and serving as the indicators characterizing competitiveness.

The founder of concurrentology in Russia, academician V. Andreyev describes the indicators that characterize a competitive personality. The scientist emphasizes that only the synthesis of several different features can ensure the individual's competitiveness. A competitive personality should be: determined; heuristic; decisive; flexible; self-rigorous and demanding towards others; independent; energetic; respected as an authority; optimistic; with practical experience; principled; communicative; with a leader's abilities; innovative; intelligent; revolutionary; a reformer [4]. According to V. Zemskova, in order the graduates of higher educational establishments would be competitive as specialists it is necessary to develop the following personality's qualities: readiness and skills to study independently; self-confidence; self-control; independent thinking, originality; critical thinking; readiness to apply new ideas and innovations to achieve the goal; communications skills; decision-making skills; co-operation skills to achieve the goal; the skill to listen to other people and to take into account what they are saying; the skill to apply independently and creatively already familiar algorithms and to find one's own ways of problem solution, as well as to perform their analysis and evaluation [5].

Several researchers to great extent relate a phenomenon of competitiveness to the qualities/features of a charismatic personality as a leader. For example, researchers from western countries C. G. Charron, S. M. Evers, E. C. Fenner write that a leader possesses the following features: communicability; creativity; organizational qualities: skills and abilities; activity; intellect; moderate emotional expansiveness; emotional attractiveness, responsiveness, authority; socio-psychological attractiveness and competency [6]. V. Frankl and R. Miller considered the following characteristic features to be the features of a successful, self-sufficient personality, and thus also the features of a competitive personality: developed necessity for the achievement of success; self-confidence, when considering one's abilities and opportunities [7]. Russian scientist A. Kirsanov has presented his description of competitiveness: the competitiveness is a socially oriented system of a personality, comprising abilities, features, and qualities that: describe the personality's potential possibilities to achieve success in studies, professional or non-professional sphere of life; determine an individual's adequate behavior under the dynamically changing conditions; ensure inner harmony, self-confidence and trust in others [8].

On the basis of humanistic and ecological approaches, the author of the article, in co-operation with Dr. paed. I. Kalnina, has developed the definition of a *competitive personality*, which could be related also to *specialist's personality which works in the engineering sphere*. *Competitiveness* is an integrative totality of a personality's qualities that ensures its viability, including the development and self-actualization, under the conditions of changing environment. *The basis for the personality's competitiveness is experience*. A competitive personality is characterized by the following qualities/features: 1) the characterizing indicators of a personality orientation and self-conception, including the determination and an action oriented towards success; readiness to overcome difficulties and to take a risk; persistence, adequate self-assessment and daring to take a risk; 2) well-developed self-regulation, including volition, stress endurance, self-reflection, including *analytical-evaluating* and *systemic thinking*; *personality's flexibility* (flexibility in thinking, emotional sphere, behavior), the ability to make a decision; the responsibility for the made decisions and their consequences; 3) different competences, including also creativity as an ability, *oneself- and environment-friendly thinking, attitude and behavior*: observation of moral and ethical principles, the principles of

environmental, including social environment (community), balance and sustainability, readiness for co-operation with other people; 4) readiness to change oneself in order to maintain the balance with the changing environment, readiness to start changes in the environment on the basis of environment-friendly attitude and action [7].

Substantiation of the competitiveness of a specialist as a professional. It is possible to observe two tendencies in the substantiation of a specialist's competitiveness. These tendencies are related to the liberally rational and humanistic paradigms in education: 1) scientists of economics and other disciplines, on the basis of regularities, categories, conceptions, theories of economics, try to use transfers for the development of the definitions of a specialist's competitiveness; 2) the representatives of pedagogy and psychology sciences develop the substantiation of *a personality's competitiveness* and/or *a specialist's competitiveness* on the basis of the humanistic and ecological approach in education. The competitiveness of a specialist is related to his *marketability in the labor market*. For example, L. Mitina finds that there are at least three spheres of the development of a specialist's competitiveness: 1) the activity sphere; 2) the sphere of interaction with the environment, including the interaction with social environment - other people; 3) the sphere of a personality's self-development, including the self-awareness and self-determination. L. Mitina and S. Shirobokov point out that a specialist is competitive if he/she is *a marketable specialist* in the labor market, able to self-actualize under the changing social environment, including the environment of professional activities/work environment. L. Mitina emphasizes an idea that a competitive specialist is able to align his/her career aims with the aims of his/her colleagues, all organization; respects professional ethics, therefore is respected and welcomed, and thus 'marketable' among both: clients and colleagues and/or co-operation partners. S. Shirobokov, having studied the competitiveness of students as prospective specialists at universities, emphasizes an idea that a specialist's competitiveness, first of all, is related to the concepts a specialist's marketability in the labor market, a specialist's authority and 'marketability' in community. The scientist, having compared the quality of the professional education of specialists in Russia and the USA, defines *competitiveness as relying only on one's own abilities and initiative that enables an individual to overcome the psychological barrier, depression, pessimism; the competitiveness enables an individual to find a way out of problems* [9; 10].

I. Saratceva describes a modern competitive specialist as follows: a competitive specialist is a moral, healthy, independent, determined, professionally competent personality, able to evaluate the situation objectively and to make the optimal decisions; this personality is oriented towards the self-development of its human essence, being aware of the meaning of life; this personality strives for one's cognition and self-actualization [11]. J. Bogdanova writes that a specialist's competitiveness is determined by the individual's general developmental level; a specialist's competitiveness depends on his qualitative indications in professional activities and obtained qualification [12]. S. Rachina emphasizes that competitive specialists: should be able to act under the new socio-economic conditions; should possess professional activity; should be able to make competent decisions independently, choosing alternative variants and to act strategically; should be able to take a risk; should have flexible thinking and behavior; should rely on themselves; should be independent; should be responsible; should show initiative; should be mobile; should have a quick reaction under the changing conditions [13].

The author of the article finds that, a specialist's competitiveness is also related to the local, regional, national and/or international acknowledgment in the field of professional activities.

Structural models of the competitiveness for evaluation of a specialist as a personality and also a professional. Several scientists, on the basis of the structural approach in the studies of competitiveness, have developed and substantiated the multicomponent structural models of a specialist's competitiveness. For example, the USA scientist G. Floren in her book "*Disclosure of Information: Actualize Yourself*" identifies the following components in the structure of competitiveness: the component of communication skills; the component of social openness and flexibility; the component of inner resources and integrity; the component of self-organization and self-regulation; the component of self-development and learning competencies [14]. B. Parygin points the following components in the structure of competitiveness: the psychologically physical component; the component of personality orientation; the component of individual qualities; the professional component; the component of psychological readiness to take part in the competition; the component of social experience [15].

When substantiating the structure of competitiveness, some authors combine the *structural approach* (the competitiveness is substantiated, studied and evaluated as a complex multicomponent structure) with the *functional approach* (the scientists study and describe the manifestation of the competitiveness of a personality/a specialist in action) and the *biometric approach* (the competitiveness is substantiated as a totality of the qualities of a specialist as a personality and a professional), i.e., when identifying several components of the structure of competitiveness, they point out also the describing indications or the evaluation indicators of these components of a specialist's competitiveness [1].

For example, the structural model of competitiveness is also very important for the studies of a specialist's competitiveness, developed by L. Mitina, where she identifies and substantiates the following components: *the component of personality progression* (psychological content and developmental conditions), including *professional progression*, where the author identifies three subcomponents: personality's orientation towards itself, towards other people, orientation towards objects or orientation towards the achievement of a particular goal, including also the professional self-determination, self-development, etc.; *the component of personality's competency*, where the author identifies several types of competency and substantiates the structure of competencies, as well as the manifestations of competencies and the spheres, proving competencies in the individual's actions; *personality's flexibility*: when substantiating this component, the author pays particular attention to self-regulation of emotions, warns about the emotional burnout, emphasizes the significance of stress endurance under the conditions of haste and changes nowadays; the author substantiates the significance of taking situational decisions and acting, writes about the factors of behavioral influence, as well as the mechanisms of human self-regulation; the author pays particular attention to the substantiation of the concept *intellect*, writes about the intellectual qualities, including mobility, dynamic, flexibility [9].

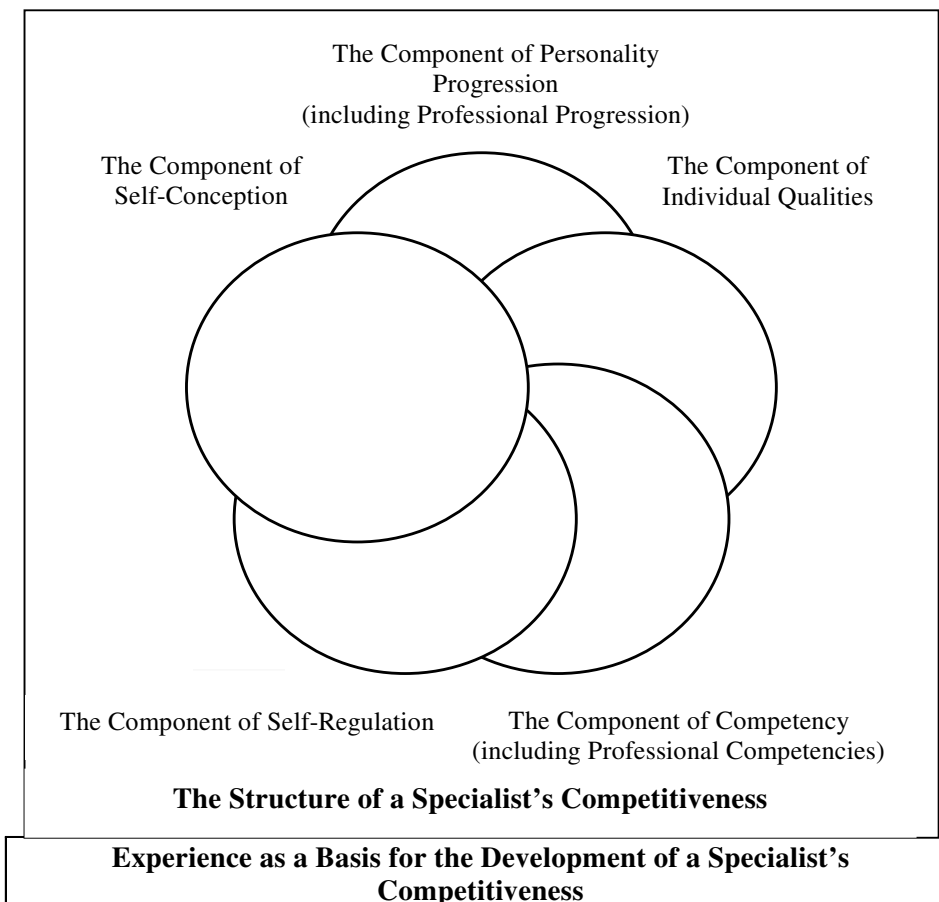


Fig. 1. Structural Model of a Specialist's Competitiveness, developed by the author of the article

The author of the article grounds her development of the methodology for the evaluation of a *specialist's competitiveness on the structural approach*, because it offers the perspective for the development of an evaluation methodology of a specialist's competitiveness. The author of the article has developed the *structural model of a specialist's competitiveness* (Figure 1), identifying five components of competitiveness:

- component of personality progression, including professional progression;
- component of self-conception, including self-evaluation and professional identity, oneself as a professional;
- component of self-regulation, including volition, emotions and personality's flexibility;
- component of competency, including professional competences;
- component of individual qualities, including intelligence, charisma, sense of humor, creativity, different characteristic features, health, etc.,

and indicating that the basis for the development of a specialist's competitiveness is *experience*.

The significance of experience within the process of a competitive specialist's development has been emphasized in works of several scientists, defining the type of experience: organization of individual experience [3]; general experience, professional experience [16]; social experience [15]; diverse life experience, including experience of formal and non-formal education, socialization and culturalization, professional activities [7]. There is a difference only concerning the scientists' point of view – some scientists include experience in the structure of competitiveness as a component, whereas others believe that experience is the basis or foundation for the development of competitiveness.

The structural model of a specialist's competitiveness, developed by the author of the article, may serve as a basis for the development of a more detailed methodology of evaluation, including for the *evaluation methodology of specialist's competitiveness in the engineering sphere*.

Conclusions

1. During the recent years the change of the paradigms of competitiveness takes place; as a result, competitiveness becomes a scientific category in pedagogy science.
2. There should be two aspects included in the substantiation of the concept of a specialist's competitiveness: a) the substantiation of the competitiveness of a specialist as a personality; b) the substantiation of the competitiveness of a specialist as a professional in a particular field.
3. It is possible to observe two tendencies in the substantiation of a specialist's competitiveness: a) specialists, scientists of economics, on the basis of regularities, categories, conceptions, theories of economics, try to use transfers for the development of the definitions of a specialist's competitiveness; b) representatives of pedagogy and psychology sciences develop the substantiation of *a personality's competitiveness* and/or *a specialist's competitiveness* on the basis of the humanistic and ecological approach in education.
4. When substantiating the structure of competitiveness, some authors combine the *structural approach* (the competitiveness is substantiated, studied and evaluated as a complex multicomponent structure) with the *functional approach* (the scientists study and describe the manifestation of the competitiveness of a personality/a specialist in action) and the *biometric approach* (the competitiveness is substantiated as a totality of the qualities of a specialist as a personality and a professional), i.e., when identifying several components in the structure of competitiveness, they point out also the describing indications or the evaluation indicators of these components of a specialist's competitiveness.
5. It is possible to identify five components in the structure of a specialist's competitiveness: component of personality progression, including professional progression; component of self-conception; component of self-regulation; component of competency, including professional competences; component of individual qualities. The basis for the development of a specialist's competitiveness is experience. The structural model of a specialist's competitiveness, developed by the author of the article, may serve as a basis for the development of a more detailed system of evaluation indicators in accordance with each component of the specialist's competitiveness.

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