

STUDY OF MOTIVES FOR CHOOSING A PROFESSION AND PROFESSIONAL ACTIVITY

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With the transition of Ukraine to market relations a qualitatively new state of the economy was formed. In these conditions, the pharmaceutical market requires skilled professionals, especially requires a comprehensive knowledge, research approach, strategic and variant thinking, organizational skills, sociability, autonomy, innovation, perseverance. The current level of development of Ukrainian society brings new, ever higher requirements to the training of specialists, the issue of mastering professional knowledge becomes of paramount importance, and consequently, the responsibility of the higher educational institution in the training of highly skilled specialists grows.

Professional training in higher education institutions today does not always meet the requirements and causes the need to optimize the system of teaching professionally oriented disciplines. Significant opportunities in this direction are opened in the study of the structure of motivation and the use of motivation reserves for the successful solving of this problem. The urgency of this topic is that, having understood the mechanism of formation of the human motivational sphere, it is possible to purposefully influence the educational actions on the formation of students' motivation, thus influencing the efficiency of the development of professional knowledge and skills. The use of motivation makes it possible to identify the internal reserves of the individual for its development, education and upbringing, because of the motivation can affect both the productivity of activity and the development of the person himself. This makes the problem of motivation relevant and requires constant study.

In connection with the above mentioned the objective of our study was the investigation of motivation of professional activity chosen. To achieve the goal, the motives for choosing a pharmacist's profession, awareness of its activities and awareness have been studied. The subject of the study was to study the content and dynamics (formation, development and change) of motivation to professional activity, depending on the specifics of the activity, which is the stage of professionalization, degree of qualification and personal characteristics of a specialist.

The leading motives for professional self-determination of student-pharmacists is the prestige of higher education, the prestige of the profession, that is, the need for recognition, and less important is the ability to reveal their abilities and labor market challenges. A significant influence on the choice of future profession belongs to parents (60%).

In such a situation, the young person ceases to be the subject of the choice of profession, he/she has to be guided by the possibilities and desires of the parents. 19.6% of the respondents received professional assistance from pharmacists in choosing a profession, 15.9% of the respondents made their choice on their own. Only 2% of respondents listened to the advice of teachers and psychologists.

The obtained results testify to the low overall activity of future pharmacists when choosing a profession, they continue to be defined as subjects of professional training. The respondents in the choice of profession met with such problems as the influence of the position of parents, the unjustified choice of profession, lack of awareness of future activities, admiration of the outside of the profession. At the same time, the confidence of 84.5% of respondents in the correctness of their choice is explained by the fact that the respondents, with the help of parents and specialists, have taken into account the personal qualities that meet the requirements of the profession, despite the lack of awareness of the world of professions.

We also conducted a comparative analysis of the motives for choosing the profession of pharmacist between students of the 1st and 4th courses. Students were asked to rank the reasons for selecting a profession from the most significant to the insignificant. The leading motive for choosing a profession for students of the first year is the desire to be a pharmacist, and for the students of the 4 courses the motives of personal prestige ("Prospects for achieving a decent position in life", "Respect from the surrounding"), the motives "the ability to engage in an interesting and prestigious business" and "the desire to be in a profession close to medicine" occupy approximately the same ranges for both courses, motives of material interest as "the possibility of acquiring a materially attractive profession" and "decent wages" can also be attributed to the leading motives choosing a profession. According to the results of the comparative analysis, more than 52% of first year students image themselves as pharmacists and only 21% of them as a pharmacy manager, head of a warehouse and other pharmaceutical organizations. As for the 4th year the last indicator is 3.5 times higher. That is, 73% of the 1st year and 78% of the 4th year students are fully satisfied with the choice of profession. just over 5% in both cases do not see their role in the pharmacy, from which we assume that they are not satisfied with the choice of profession and entered the pharmaceutical university accidentally.

The ways of growing up and the peculiarities of motivation for each student are individual and unrepeatable. But among the most important measures to enhance the motivation of professional activities of the students, we attributed: teaching the course "Introduction into the pharmacy"; professionally oriented performances of leading faculty and graduates of the NUPh, involving students in various activities of the pharmacist during all the process of studying and practical training. This will contribute to the harmonization of the student's motivational sphere as a whole.