

Reflexive competitiveness as a principle of professional education

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Introduction. Technological progress of the last decades and rapid development of robotic science make and will continue making labor market more and more competitive. Determined by noticeable shifts in the structure of professions that took place during one human generation, the predicted decrease in the economy's demand for human resources designates new factors of success of man's professional self-constitution: an ability to respond quickly and creatively to changes, to act in uncertain situations and an ability to develop oneself and keep learning throughout the entire course of one's life. Promotion of competitiveness becomes the main assignment of professional training. However, competitiveness and preparedness must be civilized, i.e. balanced by preparedness for matched cooperation, realization of commonality, and promotion of sustainable development for entire labor market system.

That is why in psychological science and the practical training of a successful professional, a clear trend of intensification of reflexive component is observed from the beginning of the 1980s. The principle of reflexivity can be considered as the principle of constant development, reflexive modernization, which generally corresponds with contemporary state of the labor market and growth prospects of its competitiveness. However, in general process of providing successful professional self-constitution of a person, a sphere of its realization shall be not only on the stage of professional training in relation to which it is mostly used, but also on other stages of the process of professional self-constitution – earlier

stage of prevocational training (the stage of selecting one's first profession) and the stage of career development and occupation for the entire course of one's life.

The problem lies in non-conformance of traditional approaches in training for professional self-constitution to demands and challenges of contemporary labor market and contemporary trends in a specialist's training. In increasingly widespread paradigm of "personal human-profession relevance", or "input relevance (fit)", stress is traditionally placed on promoting occupational guidance for senior pupils, mostly on the earlier stages of developing a professional career and creating integrated network tools of professional diagnostics to help in selecting a profession. It does not correspond to contemporary self-regulatory mechanisms of labor market, so it cannot serve the function of ensuring successful professional development of an individual.

Objectives. Taking into account what was said above, we can state that there is a need to implement new principles in a person's training for successful professional self-constitution. In combining two aforesaid theses (the growing competitiveness of the labor market imposing new demands for man's competitiveness and dominating trend of strengthening reflexive component in professional training), we can talk about reflexive competitiveness as a key condition for successful professional self-constitution. Thus, the purpose of this notification is to specify the *principle of reflexive competitiveness* as the new principle of training for successful professional self-constitution in contemporary labor market.

Results. *Reflexive competitiveness* is a quality of a labor market's subject which is determined by such subject having the benefits of one who bears reflexive competence – the capability to act in new unusual problematic situations in which there is conflictness (with a varying degree and volume of uncertainty), the ability to rethink and discover methods of changing situation that are relevant for new conditions. While making decisions aimed at competition in a certain situation, the Subject simultaneously reflects the role of his / her own limitations

and resources, mirrors and creates new narratives of changes in himself / herself and in situation, and predicts development trends of entire system of different subjects' interaction.

We described the operation of the principle of reflexive competitiveness from positions of internal assessment by an individual as a labor resource. From the side of external evaluator (recruiter, manager), this principle also widens system of thinking with due account of one's own place in the system: guides towards the evaluation of not only present state of competence of a potential (applicant) or real employee, but also a perspective on its accumulation in particular time, making a decision about a definite applicant not on the basis of absolute values of his / her benefits, but benefits in relation to the capabilities and special characteristics of employer company (present state and prospects of development for providing career progress, demand (or its absence) for team work, distinctions of management style, etc.); creates a sense of one's own activity in the context of development of labor market in general.

Thus, on the basis of the principle of reflexive competitiveness, a new approach in providing professional self-constitution may be developed – the approach of “cumulative relevance in reflexive environment”.

Conclusions. Application of the principle of reflexive competitiveness in the format whereby it is used in mass studies and transformation of the approach to occupational guidance provide positive results and thus reasons to evaluate the suggested principle of reflexive competitiveness as a promising one for promoting successful self-constitution in contemporary labor market.

Efforts in the sphere of a person's training for successful professional self-constitution shall be directed towards: development of professional education as a reflexive process aimed at promoting competitiveness of an individual; development of reflexive environment of communication; implementation of group reflexive technologies in professional education according to the principle of reflexive competitiveness (accumulation of competence of market participant

as openness of oneself is a resource from different positions on the scale of accumulated newness), development of resource recommendations concerning evaluation; creation of professional orientation system taking into account condition and forecast of regional labor market on the basis of psychological measurements for evaluating the prestige value of the world of professions.