



FEATURES OF WORKING WITH YOUNG SPECIALISTS IN THE ORGANIZATION.

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Annotation

In this article is about, today the situation in life self-determination of young people is ambiguous. On the one hand, representatives of the younger generation make up a significant proportion of the new social strata - entrepreneurs, managers, bank employees; The socio-political activity of young people is growing. On the other hand, young people turned out to be one of the most unprotected social groups, their financial situation has deteriorated significantly, social advancement has slowed down, and there is a deep contradiction caused by the discrepancy between new socio-economic requirements and the personality traits of a young person, traditionally formed by the social institutions of world society. Despite some positive results, vocational guidance in modern conditions still does not achieve its main goals - the formation of professional self-awareness among modern youth in order to optimize the process of professional self-determination, corresponding to the individual abilities of each individual and the needs of society in personnel, its requirements for a modern specialist

Key words

self-determination, representatives, specialists, postgraduate study, employment, enterprise

INTRODUCTION

Realization of the potential of young specialists The specifics of working with young specialists at an industrial enterprise can be defined as follows. Mobility, initiative, and the ability to generate and perceive innovation make youth a strategic resource for enterprises. The main attention in working with youth is paid to the retention of young workers, their professional development, the realization of creative potential and involvement in solving production problems aimed at developing production and creating conditions for the dynamic development of the enterprise. Youth policy at industrial enterprises is carried out in order to retain young people, and ultimately - in order to provide the enterprise with qualified personnel, improve the continuity of generations and achieve strategic production



goals ³. One of the areas of youth policy implementation is working with young professionals. Young specialists are the main product supplied by higher education to the labor market, and for them, even during their training, opportunities should be provided for the effective use of their professional knowledge in their future places of work ⁴.

DISCUSSION AND RESULTS

The main stages of working with young specialists at enterprises are as follows: cooperation with higher educational institutions to identify and select the most prepared graduates to work at the enterprise; ensuring the activities of councils of young specialists (hereinafter referred to as SMC) in areas (scientific and technical creativity, professional and career growth of young specialists, social and living conditions of young specialists); holding factory meetings and training seminars for SMC enterprises ⁵. 38 During the first year of work, the following are held: conversations with a young specialist during his employment at the enterprise; employment of a young specialist in accordance with his specialty according to his diploma; organizing an internship for a young specialist and appointing an internship supervisor; psychological testing of young professionals to determine their business and personal qualities; sociological surveys revealing the satisfaction of young professionals with various aspects of work; assessment of professional preparedness of young specialists; development and approval of a career development program for young specialists based on the results of the internship; attracting young specialists to public work ⁶. During the second year of work, the issue of including into the management reserve young specialists who have successfully completed an internship, have good results in production activities, business and personal qualities identified on the basis of testing is considered; training of young specialists in the management reserve group is carried out, selection of the most promising young specialists for postgraduate study; young specialists also participate in scientific and technical conferences, seminars, and scientific and technical creativity competitions ⁷. During the third year of work, young specialists are trained in targeted courses, experience is exchanged at other enterprises, and participation in factory competitions is carried

³ Попова, Н. В. Личностно-развивающие основы молодежной политики на современном промышленном предприятии [Текст] / Н. В. Попова. – Екатеринбург: Изд-во Урал. ун-та, 2008.400 с.58-59

⁴ Попова, Н. В. Какой выпускник вуза востребован на современном промышленном предприятии? [Текст] / Н. Попова // Гуманитарное образование в креативно-антропологическом измерении: сборник научных статей 12-й Всероссийской научно-практической конференции. (19-20 нояб. 2015 г., 95 Екатеринбург) / науч.ред. С. З. Гончаров; Рос.гос. проф.-пед. ун-т. – Екатеринбург: Издательский Дом «Ажур», 2015. С. 84

⁵ Попова Н. В. Личностно-развивающие основы реализации молодежной политики на современном предприятии [Текст] / Н. В. Попова // Вестник Челябинского государственного университета. 2010. № 31. Философия. Социология. Культурология. – Вып. 19. С.90

⁶ Соколова М. И., Дементьева А. Г. Управление человеческими ресурсами. – Москва, ИНФРА-М, 2013.401 с.91

⁷ Магура М. И., Курбатов М. Б. Организация обучения персонала компании. – Москва, Проспект, 2011.488 с91.



out. The issue of including young specialists who have successfully completed an internship, have good results in production activities, business and personal qualities identified on the basis of testing is being considered in the reserve of management personnel ⁸. To determine the effectiveness of work with young specialists at an enterprise, in our opinion, it is necessary to conduct 39 monitoring, which allows for measuring objective and subjective indicators. Objective indicators of the effectiveness of work with youth: staff turnover among young workers; increasing the qualification level of young workers; career growth of young workers; creative activity of young workers in professional and scientific-technical activities (their participation in professional skills competitions, in various scientific-technical and scientific-practical conferences, etc.); creative activity of young workers in social activities (participation in various sports, cultural and health events); violation of labor discipline by young workers. Subjective indicators of the effectiveness of work with youth: satisfaction of young workers with work carried out with youth; satisfaction of young workers with their work in general ⁹. Thus, the specificity of working with young specialists at an enterprise lies precisely in creating conditions for the development of their productive and creative potential. Increasing the productive and creative potential of young employees of the enterprise in the professional field. The problem of developing the productive and creative potential of young people at an industrial enterprise in conditions of increasing competition is especially relevant today and requires further study and detailed elaboration in terms of studying the forms of increasing its productivity. Productive and creative potential is inextricably linked with the labor potential of an employee. The labor potential of an employee is a measure of his available resources and capabilities, continuously formed in the process of all socialization, realized in labor behavior and determining his real fruitfulness. Its structural components: 40 - psychophysiological potential (individual's abilities, state of health, performance, endurance, etc.). - production qualification (a set of special and general knowledge, skills and abilities that determine the ability to work of a certain complexity). - personal (level of civic consciousness, social maturity, value orientations, needs and requests in the field of work) ¹⁰. The forms of productive and creative potential of young workers in the professional field include professional selection and the formation of a personnel reserve, personnel development, professional and social forms of competence as the final result of employee development ¹¹. In this regard, it is important to take into account and

⁸ Егоршин А. П., Резник С. Д. Основы управления персоналом. – Москва, ИНФРА–М, 2013.352 с91.

⁹ Егоршин А. П. Управление персоналом. – Нижний Новгород Экзамен, 2011.511 с

¹⁰ Бухалков М. И. Управление персоналом. – Москва, ЮНИТИ, 2006. 411 с.

¹¹ Беляцкий Н. П., Веклеско С. Е., Ройш П. Менеджмент персонала. – Минск, 2011. 512 с.



rationally use the individual characteristics and capabilities of each employee, which is possible with properly organized professional selection. Professional selection is participation in the recruitment and selection of personnel, taking into account the requirements of specific professions and jobs with the aim of better career guidance for the employee. The main task is to identify and assess the level of development of professionally important qualities and value ideas of an individual, on which the success of fulfilling production tasks depends. Professional suitability depends on motivation, that is, the desirability of professional activity, the need to engage in it; on qualifications, that is, on the level of acquired knowledge, skills, abilities, degree of preparedness for activity; from the individual psychophysiological characteristics of the individual, from those natural and acquired properties, qualities, states that determine the success of professional activities ¹². 41 It seems fundamentally important to form a personnel reserve. The personnel reserve is a group of managers and specialists who have the ability to perform managerial activities, meet the requirements of a position of a particular rank, and have undergone selection and systematic targeted qualification training. Work with the reserve is interconnected with career planning, training programs, motivation, and personnel rotation. When forming a personnel reserve, it is necessary, following experience, to proceed from the following principles: relevance of the reserve - the need to fill positions must be real; compliance of the candidate with the position and type of reserve - requirements for the candidate's qualifications when working in a certain position; the candidate's prospects - focus on professional growth, educational requirements, age limit, length of service in the position and career dynamism in general, health status. The following main stages of the process of forming a personnel reserve are distinguished: drawing up a forecast of expected changes in the composition of management personnel; preliminary recruitment of candidates for the reserve; information about the business, professional and personal qualities of candidates; formation of the personnel reserve. Development is a concept that characterizes qualitative, directional changes. The development of the personality of a young employee in the aspect of the topic can be understood as the activities carried out by the organization in order to assist in achieving professional success, namely: in the professional development of the employee; his labor potential; in career development, his professional and qualification advancement. Professional development is a process of personality change under the influence of the socio-professional situation, professional activity and one's own activity aimed at self-realization in work. At the stage of professionalization, professional competence

¹² Базаров Т. Ю. Управление персоналом. – Москва, ЮНИТИ, 2014. 352 с.



and qualifications become of great importance, therefore there is a need for continuous professional education ¹³. Development is a system of organizational and pedagogical measures that ensure the formation of professional orientation, knowledge, abilities, skills and professional readiness. The main goal of training young workers is to increase professionalism in the process of implementing the following tasks: motivating self-development, self-education, professional growth, career; increasing competence: social, economic, legal, special, environmental, etc.; development of psychological properties, professionally important qualities, correction of professional forms of behavior; development of autocompetence (personal competence) and adjustment of the professional psychological profile of a specialist; formation of social, professional and personal competence; providing conditions for self-development, self-education and self-fulfillment of the individual. Professional growth and advanced training allow an employee to satisfy his needs for material well-being and self-realization. In turn, personnel development enables the organization to successfully solve problems associated with the emergence of new areas of activity and maintain the required level of competitiveness; quickly recoup investments aimed at developing the organization; preserve and disseminate among employees the core values and priorities of the organizational structure, promote new approaches and guidelines. In our opinion, it is in the system of continuous education that the productive and creative potential of young specialists at an industrial enterprise is increased, and professional and social forms of competence are the final result of employee development. This is especially important in modern conditions of rapid obsolescence of professional knowledge. It seems necessary to consider Competition as a condition for realizing the productive and creative potential of a young specialist at an enterprise. Youth policy at industrial enterprises currently includes the implementation of several areas of work with youth, since the meaning of work cannot be reduced to one material interest. Today, labor itself has lost its meaning-forming function. One way to solve this problem could be to motivate highly productive work and stimulate employees. This especially concerns the issue of realizing the potential of young workers and young specialists, in particular, at enterprises. One of the conditions for realizing the potential of young specialists is the organization of all types of competitions, which are being revived at enterprises ¹⁴. This is what contributes to work motivation, since participation in competitions provides an opportunity for self-realization, self-affirmation and self-

¹³ Богдан Н. Н. Карьера молодого специалиста: взгляд вуза / Н. Н. Богдан, Е. А. Могилевкин // Управление персоналом. 2004. - № 13. С. 96- 99.

¹⁴ Аврамова Е. М., Кулагина Е. В., Верпаховская Ю. Б. Поведение молодых специалистов на рынке труда: новые тенденции / Е. М. Аврамова, Е. В. Кулагина, Ю. Б. Верпаховская // Человек и труд. 2007. - № 9. С.41 -47.



expression of young workers, which is undoubtedly associated with the realization of their productive and creative potential. Productive and creative potential represents the accumulated creative powers of the individual and presupposes the possibility of their practical implementation. In the structure of the productive and creative potential of working youth, in addition to activity, entrepreneurship, mobility, creativity, there are also such human qualities and abilities as loyalty to the enterprise, commitment to the enterprise, self-determination, initiative, self-organization, self-government, rule-making¹⁵. Loyalty to an enterprise is a person's ability to comply with the norms of the enterprise, to stay within the limits of the law, within the framework of a friendly attitude towards the enterprise where he works. Commitment to the enterprise – devotion to the enterprise, sharing its values. Self-determination is a person's ability to consciously identify and assert his position, his role and place in life, in society and in an enterprise, and his interests. Self-activity is the ability to show personal initiative in professional activities (within one's competence) and in public life. Self-organization is the ability to plan your life, including in the professional sphere. Self-government is the ability to make decisions about one's life (including in the professional sphere) and control it. Rule-making is the ability to develop one's own standards of behavior that do not contradict generally accepted ones, and to focus on them in one's behavior¹⁶. The practical realization of the productive and creative potential of young workers is most fully realized during the competition. Competition is one of the most important factors in accelerating the socio-economic development of the team, personal and professional development of personnel. Among the main goals of the competition, along with production ones, it is necessary to highlight those aimed at developing personal potential, namely the formation of professional and personal qualities of team members; self-realization and self-affirmation of the individual in the process of obtaining high results through the competitive component of work activity. For young workers who strive for professional growth, but do not yet have prospects for increasing their status, holding professional competitions provides an opportunity to realize their potential. The main goal of such competitions is to give employees the opportunity to demonstrate their intellectual level, professional skills and abilities, express themselves with business proposals, and get into the nomination pool. The main goals of the competition are: improvement of technical, economic and social indicators; improving product quality; introduction and rational use of new equipment and technology; more economical use of material

¹⁵ Гончаров С. З. Социальная компетентность личности: сущность, структура, критерии и значение / С. З. Гончаров // Образование и наука. — 2004. — № 2.С. 3—19.

¹⁶ Веричева О. Н.; Басов Н. Ф. Кострома: КГУ им. Н. А. Некрасова, Технологии социальной работы с молодежью: материалы межрегиональной заочной научно-практической конференции, 11–14 ноября 2013 г.448 с



and labor resources; formation of professional and personal qualities of members of the 45 team; self-realization and self-affirmation of the individual in the process of obtaining high results through the competitive component of work activity. The desire to achieve success, a high level of aspirations, motivation for self-affirmation, recognition by others, an individual's orientation toward self-realization, career advancement, and professional growth are the motivational nature of competition¹⁷. The personal development basis of competition at an industrial enterprise involves the implementation of the following opportunities for young workers: improvement of skills (theoretical training, development of practical skills, exchange of experience); professional growth (assignment of rank, category); realizing your potential; self-affirmation (through increasing one's status - awarding a title, information in the media, etc.); increasing motivation through material and moral encouragement; increasing the prestige of the profession (participation in professional skills competitions); development of business and personal qualities (increasing communication competence, public speaking skills, perseverance and determination)¹⁸. Thus, in our opinion, productive and creative potential, subjective qualities are best developed in an enterprise precisely in acts of competition and amateur performances of young specialists. An important component in the personality structure are individual psychological qualities that influence the effectiveness of professional activity and career growth of a young specialist. These are: determination, activity, ability to work in a team, personal charm and personal culture. A clear and well-thought-out system for organizing competition at an enterprise is the key to developing the above-mentioned qualities of young specialists and realizing their potential. That is why the enterprise needs competitions and competitions of various types, aimed at solving various problems. Particular attention should be paid to sports and recreational competitions, the main goals and objectives of which are to attract workers and their families to regular physical education and sports; prevention of bad habits, promotion of a healthy lifestyle, realization of creative potential through alternative forms of leisure. It is proposed to hold competitions at enterprises in the form of winter and summer sports competitions for young workers; factory family sports competition "Mom, Dad, I - a sports family"; tourist rally and other competitions aimed at promoting a healthy lifestyle. The participation of young professionals in the above events will contribute to the formation of a set of values in them aimed at strengthening the prestige of the enterprise, solving problems of personnel reproduction and introducing social protection mechanisms, as well as the

¹⁷ Гончаров С. З. Социальная компетентность личности: сущность, структура, критерии и значение / С. З. Гончаров // Образование и наука. — 2004. — № 2.С. 3—19.

¹⁸ Егоршин А. П., Резник С. Д. Основы управления персоналом. – Москва, ИНФРА–М, 2013.352 с.



development of professional and personal qualities and, ultimately, the realization of their creative potential. Social and psychological support for physical education and sports work is a necessary condition for the implementation of personnel programs at an industrial enterprise, including sports ones. It is necessary to monitor the effectiveness and efficiency of sports and physical education activities at the enterprise, the indicators of which are: costs of carrying out sports and physical education activities; number of sports and physical education events; number of participants in sports and physical fitness events; the number of company employees who attended health groups in the city's sports complexes; morbidity in cases (and days) per 100 workers regularly involved in sports and physical education; levels of awareness and satisfaction regarding the organization and conduct of sports and physical education work. The last two indicators must be measured using a sociological survey. The objectives of such a survey are: to determine the levels of awareness and satisfaction of young 47 plant specialists with the organization and conduct of mass sports, physical education and recreational events; receiving proposals for improving the organization of work in the areas of activity under study. Experience in conducting such surveys is available at the Sinarsky Pipe Plant (Kamensk-Uralsky, Sverdlovsk Region). Thus, the results of a survey of 300 young specialists of the enterprise showed that their levels of awareness and satisfaction with the organization of mass sports and physical education events are high (70.6 and 81.3%, respectively). Among the main reasons for the decline in satisfaction is insufficient information to employees. Based on the results of the surveys, timely adjustments are made to the programs of sporting events, issues of informing and attracting young workers to the sports life of the enterprise are resolved, which affects the realization of their creative potential and adaptation to the team. Thus, satisfaction with sports and physical culture events is the key to the success of attracting young specialists to the life of the enterprise and will contribute to the realization of their potential. Conclusion: we can conclude that the activities of the youth organization at the enterprise are carried out on the principles of cooperation between the administration of the enterprise, the trade union committee and youth assets of the branches and consist in the implementation of projects and programs that are socially significant for young professionals. The basis of work with youth is the development of individual forms of work with each employee to develop his moral, intellectual and professional qualities. This directly affects the unlocking of the potential of young specialists in the enterprise.



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