

## CHOICE OF PROFESSION FACTORS

**Svetlana Khmelyova**

**Store Administrator in LLC «Kari»**

**Yekaterinburg, Russia**

**Abstract.** The article contains the results of the author's reflections and experience generalizations about the factors influencing the modern workers' choice of profession and employment, and retention factors. The author highlighted the following factors in studying people motives of choosing a profession: careerism, desire for financial independence, the search for fame. The author studied the causes for employees to work in a particular workplace and systematized retention factors. He identifies the following factors: wages, working conditions, interest in work, career prospects, fear of the future, the pursuit of self-realization, communication and a sense of demand (usefulness). At the end of the article the author gives an answer to the question «Should we devote entire life to a work; whether it is necessary to work for the money only, or we should work for the satisfaction?». Article may be helpful for young people who are still carries out a choice of profession and workplaces.

**Keywords:** work; choice of profession; retention factors; salary; enjoy work.

**JEL codes:** J24; J44.

### References

1. Dergunov, T. The management formula. A practical guide novice manager. M.: Mann, Ivanov and Ferber, 2015
2. Pearls of thought. - URL: <http://www.inpearls.ru/228110>
3. The Henry Ford's sayings and statements. - URL: [http://moudrost.ru/avtor/ford\\_henry2.html](http://moudrost.ru/avtor/ford_henry2.html)
4. Kozlovsky O. How to choose a profession: techniques, tests, recommendations. - Donetsk.- 2006. - 800 p.
5. Minyurova, S. Psychology of human self-development in the profession. - Moscow, 2008.
6. Peters, T. Imagine! Excellence in business in the era of destruction = Re-imagine! - M .: BestBusinessBooks, 2006. - 352 p. - (Books of the Stockholm School of Economics in St. Petersburg). - ISBN 5-315-00031-1.
7. Rock quotes. - URL: <http://rock-citay.ru/kurt-cobain/32-sdelayte-vashu-rabotu-napolnennoy-zhiznyu.html>

8. Schwartz, D. Art thinking big. How to change the mindset to achieve success and financial stability. - M .: Potpourri, 2007. - 304. ISBN 978-985-15-0037-2, 0-671-64678-8.
9. Kakar, D.N., Dean, M., Misra, P., Chopra, S. Choice of profession, role performance and future orientation--a sociological study of nurses // The Nursing journal of India. - Volume 72, Issue 3. – 1981. – P. 70-73
10. Oxtoby, K. A profession of choice // Nursing standard. - Volume 26, Issue 34, - 2012. - P. 61
11. Willi, M. Professional status and motivation for the choice of profession. Study on 50 nursing students and 50 commercial apprentices = Berufsstatus und Motivation zur Berufswahl. Eine Untersuchung an je 50 KrankenpflegeschülerInnen und KV-Lehrlingen // Pflege. - Volume 5, Issue 2. – 1992. – P. 133-142

### **Contact**

Svetlana Khmelyova

LLC «Kari»

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

Hmeleva-85@mail.ru