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CAREER GUIDANCE SERVICES MARKET ANALYSIS IN EKATERINBURG

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Abstract. The article analyzes the offer of the career guidance services market in one of the Russian megacities. According to the author, this topic is relevant, because the right choice of a profession based on career guidance is the most important moment to increase work efficiency and employee satisfaction, on the one hand; the career guidance system has undergone major changes in the market economy, on the other hand. The article describes the results of a study conducted by the author by the content analysis method of offline services in Yekaterinburg. The study consists of information about career guidance services on the Internet in December 2019. 25 offers on the market were analyzed in total. In the process of analysis, the author classified occupational guidance services according to several typological characteristics: services cost; to whom are the services provided; services type and location of their provision. Based on typology, all companies providing career guidance services were divided into groups. The study showed that city residents can receive both paid and free services in all areas of the city. Most companies provide career guidance services only to young people; it's more difficult for adult customers to get the service. The most common service is professional advice.

Keywords: career guidance; career guidance services market; professional consultation; choice of profession; Yekaterinburg.

JEL codes: J 24; J 44.

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