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# The Higher Education Impact On The Quality Of Young People Working Life

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## Abstract

The modern trends of society development determine the continued interest to the problem of the working life quality. However, despite the extensive discussion and study of the issue there is no common understanding of the factors that influence the formation and development of the quality of working life. As itself the process of examining the quality of working life of young people in modern conditions is very difficult as soon as defining key trends that influence it. The purpose of the research is a solution of a significant theoretical problem: a study of the influence of the state of the quality of working life on decision-making of young people at the workplace and at the choice of their future educational development. Analysis of studies of remuneration assessment and employment level of young people in Russia, as basic elements that form the quality of working life has revealed the specific role of the education system on delay of the release of potential labor force to the labor market. Due to the lack of experience of the overwhelming number of applicants of full-time university students, respondents' understanding and expectations concerning quality of their working life a special method of questioning were developed.

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## 1. Introduction

The concept of formation and development of the working life quality (WLQ) in considers the man as an independent and creative person who can better realize his ability at favorable conditions at the workplace. Higher education plays a special role in the formation WLQ as soon as it increases internal effect from the labor activity that leads to the growth of satisfaction from working achievements. According to the researches of the problem the

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quality of working life is the level of satisfaction of the employee. He works in an organization and his activity is regulated by certain norms and regulations established by of social and labor relations in the conditions of risk and uncertainty. WLQ is formed as a result of interaction of many different factors. This determines not only the need for systematization and classification of the factors, but also critical analysis of the factors from the position of formation of WLQ. An overview of research results (Certo and Luthanc, 1994) allows to highlight the most frequently defined and mentioned components as the most significant for understanding the category of WLQ Such WLQ components are a fair salary, safe and healthy working conditions, job security, and content of work. In the theory of human capital the recognized axiom is a balance between the levels of payment with the cost of education. Higher education as the most expensive, assumes the highest increase in the wages.(Becker, 1962) At the same time, there are no enough evidences to claim that knowledge or understanding of the real quality of working life at employment in a certain economical sector is itself not a factor of individual development trajectory on the labor market. The key point is the choice between work and learning. Modern knowledge economy determines that education is compulsory and permanent element of employment. However, there is a certain category of labor resources - the youth, where the problem of choice is the most actual.

## **2. Problems of formation of WLQ of youth and education**

The problem of formation of WLQ of youth is very important and can be explained by the objective tendencies prevailing in Russia and in the economically developed countries. First of all this is an increase of level of socio-economic development of the society that leads to increase of the age when people start there professional work activities. If in the beginning of the XX century people started to work at the age of 16-18, now they start to work almost 10 years later. Second, are the changes in demographic situation, the share of indigenous population of the older age group is growing steadily. On the third place is the lack of youth employment. In Russia the unemployment rate of people up to 24 years for the period with 2007 for 2011 in average reaches 43%, with the biggest indicator of unemployment which was recorded in 2009 - 47.7%. At the same time and this is due to the peculiarities of the methodology of statistical account of the unemployed the given data excludes young people involved into job searching, who are ready to start working if they are enrolled into full-time education. Accordingly, the actual level of unemployment among young people is significantly higher than the data of official statistics. The data on the structure of the unemployed (aspect of the previous work experience), which exists in Russia, allows to admit that every fourth unemployed has no experience of work at the time of his recognition to be unemployed, which indirectly indicates low demand on a labor market of young specialists (Federal service of state statistics of the Russian Federation. 2013). From the point of view of the claims level assessing among young professionals by WLQ parameters the results of research 2011, presented by PricewaterhouseCoopers were really interesting are (Research of PricewaterhouseCoopers., 2011). Analysis among respondents from 75 countries at the age of not more than 31 years old, who have completed their education in 2008-2011, showed that 95% of the surveyed young people wanted to keep the balance between personal life and work. In the system of values for the components of the WLQ 22% of the respondents at the top position highlighted the possibility of training and professional development, 19% reported flexible working hours in the category of terms and conditions of employment, 14% reported labor costs. Among the respondents from Russia the number of people who were eager to make concessions in respect of the following categories of WLQ as the opportunity for professional growth - 27% (for all participants - 14%), smaller benefits with employment - 19% of young Russians (all participants - 17%). Another important conclusion which was conducted in the course of research by the specialists of the PricewaterhouseCoopers refers to the General evaluation of the results of labor activity - 67% of all respondents expect that they will be able financially to live better than their parents. In Russia the percentage of such expectations reached 91%. In our opinion, this is connected with the fact that the contemporary generation directly connects this fact with the possibility of obtaining higher education.

## **3. The survey on the understanding of Working Life Quality(WLQ) among students**

Youth, from the point of view, the study WLQ (its formation and development) is a special group among all age categories of the employed population.(Kamasheva and Kolesnikova and Karasik and Salyakhov, 2013)The expectations of young people from the education system are connected first of all with the demand and prestige of the chosen profession, the ability to find a job easily and to promote in his career in 5-10 years from the date of

getting the job. Since 1995 in Russia there is triple increase in the number of young specialists with higher professional education on each 10 thousand of population. The number of students has grown in 1.9 times (excluding non-state educational institutions) (UNICEF, Russtat. 2010).

All this has become a starting point for understanding the necessity of the students' understandings research concerning the WLQ. The original statement was that over the last 20 years the conditions of involving into the labor market for young people in Russia changed radically. Employment of young people studying in the higher education institutions is constantly growing (Apokin and Yudkevich, 2008) and by estimated research reaches 46% of all students of primary level of higher education (bachelor). It is obvious that the labor market demands additional competencies expected by employers from young candidates, namely the existence of work experience. In the questionnaire designed for the study of the views of students on WLQ, questions were divided into three block. The first block consists of general questions, allowing to identify the respondent by gender / age composition, the level of training and the existence of work experience. Second block-in fact are the questions of the understanding oa WLQ by the respondents in connection with the job according to their diploma specialty and the questions about influence of this view on the decision to continue the training. Third block - includes questions related to the identification of the most significant indicators of WLQ according to students and refer to students' awareness about wages, working conditions and job security in connection with future job. The study involved the students of 3-4 years of education, of economical training on following specialties «State and municipal management», «Marketing», «Personnel Management», at Kazan (Privolzhski) Federal University, Institute of Management and Regional Development. 200 questionnaires were filled by students 80% of them were girls aged 19-20 years. The survey showed that high percentage of the students have a work experience of up to one year, year - 70% of boys, and 67.2% of girls, more than half of respondents indicated that they were working at the moment. Only 4 persons or 2% of respondents indicated that they worked by the specialty. To the question «Do you understand what does the Working Life Quality means for the one who works your specialty (according to diploma)?» 53.3% of male students and 55% of female students answered that they understand it in general. The same question - 26.7% of young men and 16.8% of girls said that they understand it well. Only 3.3% of young men and 6% of young women reported that absolutely do not understand the WLQ at the future specialty. Important was the answer about students' point of view about the influence of WLQ knowledge to their self-determination on the choice of further investments into their education. The obtained answers are - 40% of male students and 33:% of female students answered that the knowledge about WLQ “will not affect” the decision to continue the training. According to the research materials it should be noted that a high percentage of the students' answers were “will not affect, because I am focused on education ( and they indicated the desired level, the master's degree, doctorate)” - 20% of male students and 19% of female students, and only 3 students as desired level indicated a postgraduate study. In our opinion, of greatest interest for our research is the answer to the same question, 20% male students and 30% of female students reported that the “WLQ will affect making the decision to work on a specialty if it will correspond my views”.

For the study of understanding of parameters that are important for Working Life Quality according to students' ideas the students were offered to give marks to each point by the 5-th level scale. The indicators are: wages, working conditions, job security, working group, the head of the organization, career, and social guarantees. The survey has shown expected results: 87% of mail students and 70% of female students Has shown as the most important parameter - the payment of the labor. On the second place ranged by the importance for all the students was «career» 59% of female students and 50% of male students, on the third place, with minimal gap were mentioned the working conditions 57.5%o female students and 47% of male students. This result is easy to explain from a position of higher importance of career ambitions for young generation, in particular, at individual interviews to aimed a deeper understanding of the results of research respondents were asked a question «what is the reason for an importance of career?» the following response was most often received: «I invested into the training very much-money, time for my future career, so career growth automatically assumes the increase of wages or total income». Further, as more important parameter young people identified the security of employment - 30% male students, while the female students identified social guarantees -32%. During the study of the views of students concerning various aspects of the parameters WLQ a number of questions, involving the definition of the accuracy of the understanding by students of WLQ in accordance with the chosen profession were asked. In total, one third of the respondents expressed their confidence that the specialty they will receive means getting a good salary, 45% undoubtedly called the conditions of work in the future workplace as safe. 53% of students answered that they are ready to work not only in the economics sphere. Clear understanding of the WLQ is modified in time and space. As a result of changes in the formal and informal rules (institutions), elements of the formation and development of the

WLQ may change. In addition to the causes, connected to the General development of the company, there are institutional changes that cause changes of policy, labor legislation, of the demand and prices for labor. Change in the structure of the market sector, in the behavior and preferences of entrepreneurs regarding, in the structure of the employees, as well as modification of stereotypes in the public consciousness towards the labor. In our opinion, the study has shown that today's students have an adequate level of representation about WLQ. This is determined not so by much training, but thanks to their experience. The obvious interrelation between the understandings of WLQ of specialists in the elected field and the decision on continuing the study was found. At the same time, analysis of parameters of WLQ shows that the expectations of the possibilities to get higher wages have successful career and sufficient conditions during future labor activity determines the attractiveness of the higher education system for young people.

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