
CAREER MANAGEMENT - OPPORTUNITIES OF PROFESSIONAL DEVELOPMENT POST COVID-19

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Abstract: *TO HAVE A CAREER, TO HAVE A GOOD CAREER MEANS TO ACHIEVE A GOOD POSITION IN SOCIETY, IT MEANS TO POSITION ONESELF HIGHER IN THE SOCIAL HIERARCHY, IN THE PROFESSIONAL HIERARCHY. CAREER MANAGEMENT IS A PROCESS, IT IS AN ART BUT ALSO A SCIENCE OF BUILDING OUR OWN PATH TO PROFESSIONAL SUCCESS. WE HAVE TO TAKE INTO ACCOUNT OUR PROFESSIONAL ASPIRATIONS, OUR OWN VALUES, OUR PLACE IN SOCIETY AT A GIVEN TIME, HOW WE CAN CONTRIBUTE TO THE DEVELOPMENT OF SOCIETY, THE RESPONSIBILITIES WE HAVE. BOTH OUR OWN CAREER ASPIRATIONS AND THE OPPORTUNITIES OFFERED BY THE ORGANIZATION IN WHICH WE WORK ARE IMPORTANT IN DEVELOPING OUR CAREERS. HUMAN RESOURCE MANAGEMENT IS ABOUT IDENTIFYING THE NEEDS AND CAREER ASPIRATIONS OF EMPLOYEES AND PROVIDING THEM WITH JOBS, CAREER PATHS AND DEVELOPMENT OPPORTUNITIES THAT SUIT THEM. IT IS NECESSARY, FOR A COMMON DEVELOPMENT: BOTH OF THE ORGANIZATION AND OF THE EMPLOYEES, TO HAVE A CONCORDANCE BETWEEN THE PROFESSIONAL OBJECTIVES OF THE EMPLOYEES AND THE OBJECTIVES OF THE ORGANIZATION. ENHANCING THE VALUE OF EMPLOYEES AND MOTIVATING THEM WILL CONTRIBUTE TO THE SUCCESS OF THE ORGANIZATION IN WHICH THEY WORK. THE PAPER PRESENTS THE IMPORTANCE OF IMPLEMENTING CAREER MANAGEMENT BOTH IN COMPANIES AND INDIVIDUALLY BY EACH EMPLOYEE AND PRESENTS OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT POST COVID-19.*

Keywords: CAREER MANAGEMENT, HUMAN RESOURCES MANAGEMENT, PROFESSIONAL AND PERSONAL GOALS, CAREER OPPORTUNITIES

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1. INTRODUCTION

For many of us, work is a very important, well-defined aspect of life (Greenhaus, Callanan and Godshalk, 2010, p. 14).

Implementing career management contributes to increasing the quality of personal life. Organizations that implement Career Management generate increased quality of life for employees at work. While there are many people who are unfulfilled at work, satisfied to a small extent with the job they have, not many want to find satisfaction at work, professionally. Choosing the right profession and the right job that makes you happy, satisfied, that fits your own desires and expectations, depends only on us, on how much we want to always make beneficial changes. Work should give us more than a salary. It should give us freedom of thought and action, it should be a challenge, and it should give us emotional fulfilment and the opportunity to do something for others - the opportunity to give, to do good. All our experiences help us to build a solid foundation from which we will always draw the strength to reinvent ourselves, whenever we feel we need to make a change for the better, better quality (Jansen, 2007, pp. 11-12).

There are great personalities of history who knew how to manage their own personality. However, these people are rare, they are exceptions, most of us, although less gifted by nature, have to learn to manage our own life, our own career. We have to learn on our own to develop ourselves, to build a beautiful career, to give quality to our lives. We need to find for ourselves the areas where we can make the greatest contribution, to remain attentive and involved throughout our professional lives. We need to know when and how to make changes in our work. (Drucker, 2012, pp. 7-34)

In the past (Diop, 2012, p. 53), because people were more attached to their geographical environment, family, etc., the means of communication were insufficient, employees were reluctant to change their workplace, especially if it involved moving to another location, even another country. The challenges of today's digital age require us to have the ability to adapt to multicultural environments, the ability to communicate in a language other than our mother tongue, flexibility in the use of time, understanding of processes, etc. (Gök Demir and Demir 2019, pp. 11-23).

Career management, like any other management method is about setting a target, creating a strategy, building plans, on different time horizons, but above all about acting with courage, with strength, with confidence. We stop periodically and analyses what we have achieved, compare it with what we set out to do and make corrections if necessary. Then we start again with patience.

2. CAREER MANAGEMENT

Career management starts with an analysis of the current situation, identifying personal strengths, weaknesses, threats and opportunities. The current work situation is established, as well as whether it is necessary to hire or change current job. The position we want to get into, our interests, personality traits and whether they are compatible with the target job must be established. Sometimes a single honest discussion with the HR Manager or the Manager of the organization can bring about a move to another job that we want and that makes us happy, fulfilled, useful.

The reason and the way forward to achieve the proposed goal must be established. That is, the reason can be: (Jansen, 2007, pp. 87-180)

- ✚ I can no longer do the same thing;
- ✚ I need to earn more money;
- ✚ I feel hurt at work;
- ✚ I'm bored;
- ✚ I feel like I've plateaued;
- ✚ I think I want to be on my own more and more.

1. A practical model of Career Management (Baruch and Peiperl, 2000, p. 359) is shown in Figure

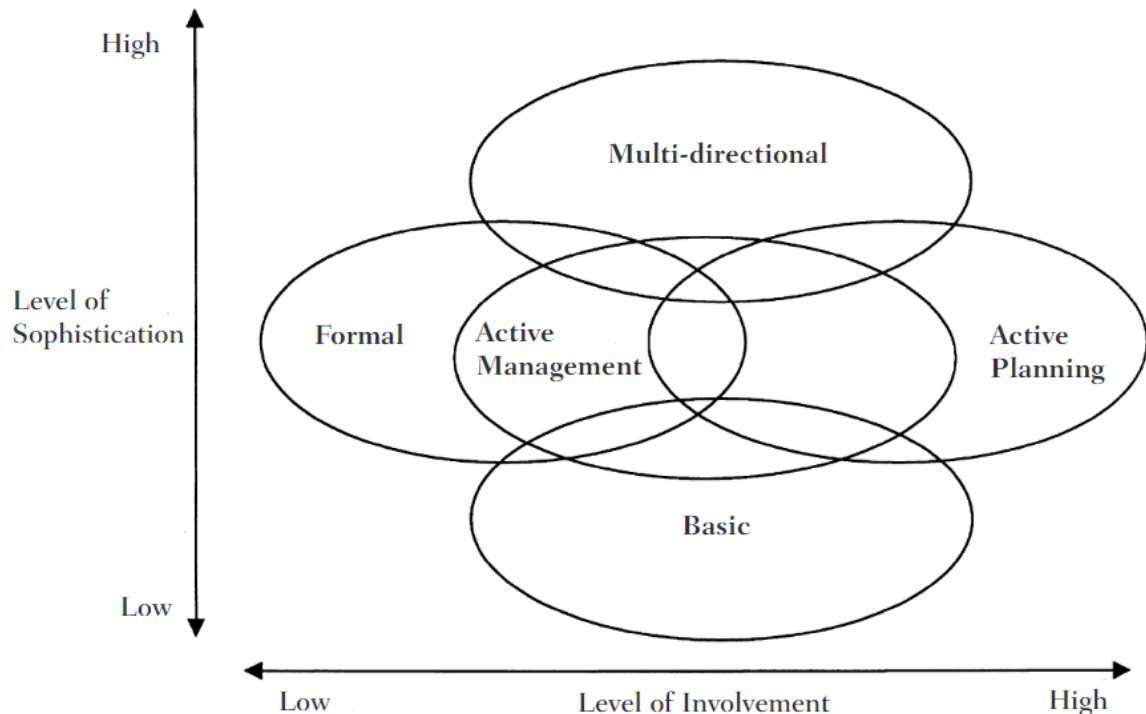


Figure 1 Practical Career Management Model

Source: Baruch, Y. & Peiperl, M (2000) - Career management practices: an empirical survey and implications., p. 359

Change must first be within us. For career success, to build a solid professional career, ten success drivers have been identified that an individual must possess. Possessors of these components are the most productive and consistently achieve the greatest success, are the most popular employees, entrepreneurs, managers, etc. truly finding their successful place in society. Career success means: (Jansen, 2007, pp. 245-247)

- ✓ desire to learn, to know - curiosity;
- ✓ completion of whatever has been started - determination;
- ✓ having the energy, focus, desire to achieve results - perseverance;
- ✓ care and understanding for others, for the many delicate situations that may arise - empathy;
- ✓ ability to adapt to change, to cope with sometimes unclear situations - flexibility;
- ✓ keeping promises made, going through the stages naturally - continuity;
- ✓ looking at life and oneself with fun - humor;
- ✓ working efficiently, thinking but also working intelligently, focusing on quality - intelligence;
- ✓ focusing on the positive aspects of situations - optimism;
- ✓ let's not forget that the easiest thing is to be kind, polite, considerate to our fellow human beings - respect.

The career management process (Hirschi and Koen, 2021, p. 9) is shown in Figure 2.

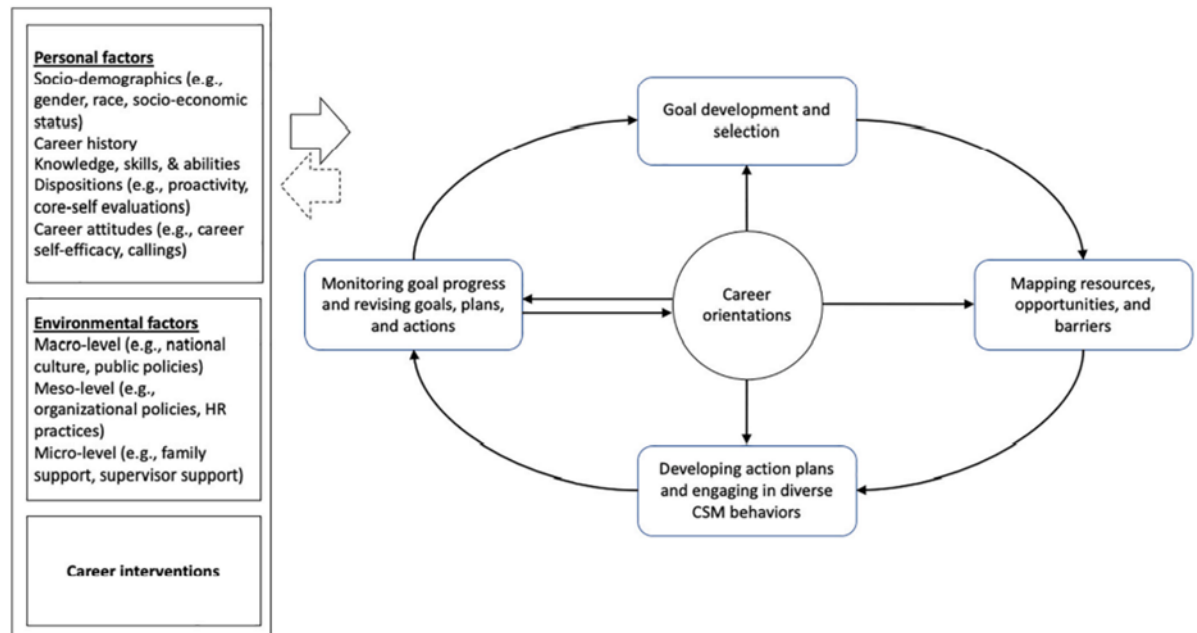


Figure 2. The career management process and its link with career guidance

Source: Hirschi, A.; Koen, J. (2021). Contemporary career orientations and career self-management: A review and integration, *Journal of Vocational Behavior*, 126.

Career management is a proactive management method to prevent possible career failures, to bring a successful career path, to develop professionally, to contribute to the employee's quality of life.

Organizations which, through their human resources department, through their human resources development policies, with an organizational culture based on performance, respect, trust, professional and personal development, develop sustainably, demonstrate social responsibility and thus build a good reputation, which is a competitive advantage.

3. PROFESSIONAL DEVELOPMENT OPPORTUNITIES POST COVID-19

Opportunity is an opportunity that comes along and should not be missed (sometimes you can prepare all of your life for a once-in-a-lifetime opportunity that may come along when you least expect it). Opportunity is the chance to prove that you can get the job you want. It proves that it's good to hope, dream and invest in your dreams. Implementing Career Management in our lives can make a dream come true.

The period of the COVID-19 pandemic has made society evolve, developing in several directions, becoming more digitized, with citizens and businesses increasingly turning to the internet to stay connected. We have learned more than ever to socialize, work, learn, using digital infrastructures.

Some important skills have been identified that we need to have to be successful in our careers. These are: (European Commission, 2020)

- proactive attitude, flexibility, spirit to lead ourselves and others to career success;
- the ability to understand and know our own emotions and those of others - emotional intelligence;



- knowledge of advanced technologies: robotics, artificial intelligence, to help businesses use these technologies, which will become indispensable - technology skills;
- isolation from the pandemic has changed our lives, the way we work, so we have had to be able to adapt, to acquire new skills to remain competitive;
- finding new solutions to the various problems that arose during the pandemic made us even more creative and innovative;
- access to knowledge, the ability to process data and extract information, to propose solutions, has also given us skills in working with data;
- because fake news, misinformation has always been present online, in order to make correct decisions based on real situations and information we had to develop our critical thinking.

Career management teaches us to look for a job in this post COVID-19 period, so that we can fulfil ourselves professionally. Thus: (Jansen, 2007, pp. 265-280)

- the relationships, the connections we have made can help us find our first job or change the job we have;
- it is necessary to know very well: what we like to do, what makes us happy, useful, what makes us interested;
- we need a flexible plan towards a clear, realistic and achievable goal;
- we need to always make the best decisions but also to act on time;
- we need to build a CV, which we can distribute both online and physically;
- we need to be in touch with the different environments in which we are looking for a job;
- advertisements on the internet and in different newspapers need to be studied;
- we can use recruitment agencies as well as temporary employment agencies;
- participating in interviews.

The employer-employee relationship is now more flexible, and there is also the option of working remotely in the future (EY. Building a better working world, 2021). There is an increasing need to maintain a balance between career and personal life.

Jobs and employment opportunities in today's society are: (Hippo, 2022)

- Purchasing - Logistics - Supply;
- Administration - Political Science;
- Agriculture;
- Other;
- Architecture - Design;
- Insurance - Financial intermediation;
- Banking;
- Chemicals - Petrochemicals;
- Construction;
- Accounting Finance;
- Quality control;
- Customer support - Customer service;
- Education - Training;
- Pharmacy - Medicine;
- Foundations - Volunteering - NGO;
- Real Estate;
- Import-Export;
- Engineering;



- Internet – eCommerce;
- Internship;
- IT Hardware;
- IT Software;
- Legal;
- Management - Consulting;
- Management;
- Marketing;
- Media - Journalism;
- Production;
- Advertising - Advertising Agencies;
- Radio-Television;
- Public Relations;
- Human Resources - Psychology;
- Secretariat - Administrative;
- Telecommunications;
- Transport;
- Tourism;
- Sales.

These are generally the fields offering employment opportunities, during today's post COVID-19 period. This is a first step. The rest, until building a successful career, is personal contribution, depending on the degree of commitment, the desire to succeed, the capacity of dedication of each of us.

CONCLUSION

We are certainly what we choose to be, each of us. Implementing career management helps us to design our lives, our careers, to give quality to our lives in general and to our professional lives in particular. The responsibility for who we are, but especially for who we want to become, is ours, it belongs to us. Building a career is an arduous journey, it is not easy, but it is achievable and the results will last a lifetime. Let's not forget that our profession is, together with family, friends, etc., an important part of the life we live.

Choosing a profession, building a career by implementing Career Management is a decision that, once made, must be given a lifetime of attention!

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