

PERSONAL STRATEGY IN SHAPING THE SERVICE-FOCUSED TYPE OF BEHAVIOR

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ABSTRACT

Students of a transport university should realize that they belong to the socially significant normative reference group. This awareness can be formed with the help of educational professional- personal strategy in the general context of formation of service type of behavior of students. The issues of these strategies are constantly put at the forefront in all documents on work with personnel. The solution of these issues influences not only the vector of business process management, but also the requirements for education in the humanities in a technical higher education institution. Furthermore it leads to the particular choice of the path for humanities students in an educational institution with strong dynastic traditions, where there is a certain corporation focused on a particular mode of transport, a unique brand of the oldest railway university.

ENGLISH SUMMARY

Background. Service type of behavior is an active, socially responsible and passionate group type of behavior that focuses on the development of the environment relative to the object or area. Applied service aspect appears in the formula of social responsibility and service to common goal, society and the state.

The solution of issues of educational professional- personal strategies is closely connected with the strategic vector of business process management. Moreover, requirements to education in the humanities in a technical higher education institution change together with the correction of control actions.

Today, the understanding that students of technical departments must comprehend their profession in accordance with humanitarian thinking is commonly accepted. On the contrary, the idea that the humanities students should develop their technical thinking is just beginning to be realized. Even at the state level the question about the appropriateness of the humanities in a technical higher education institutions has been raised many times (for example, Dmitry Medvedev's speech during his tenure as President of the Russian Federation). [3]

Mr. Vladimir Putin said, during his visit to the MIIT in July 2011: «The transport sector relates directly to the state-forming areas of activity ... the vitality and life of the state ... all sectors of the economy depend on it» [2].

MIIT is regularly visited by leading statesmen, senior managers of JSC «Russian Railways» and its subsidiaries. These facts are one more argument in favor of high-ranking of university educational brand and interest to it from the public, businesses, various humanitarian communities. It is therefore important for humanities-minded person in student years to choose appropriate personal strategy, which is a concept of purposeful planning and implementation of key professional and life senses.

Objectives. The author's goal is to study the appropriateness of the humanities in a technical higher education institutions, especially the customer-oriented and service-based skills that the students should acquire.

Methods. The study is based on interviews and surveys conducted with the students, as well as on the basis of social and cultural analysis.

Results. First, the author focuses on the peculiarities of choice. The author has carried out a certain research.

The number of students in the humanities, in specialties «Public Relations» and «Advertising» has been selected for the study. 60 people, graduates of 2010, have been interviewed, since they are able to evaluate the strengths and weaknesses of educational brand in terms of practice. These graduates have been studied in the format of so called MIIT-brand filled with service content «means of communication», which involves not only technical, but also the humanities dimension, and perceives a student as a consumer of brand in the formation of socially responsible behavior of the service type.

The author has obtained opinions of graduates related to their education. For example, Michail Shulga formulates the following

- Specialist in Public Relations must first understand and realize why and how processes are organized, theoretical knowledge are not enough for a successful career in transport sector.

- Railroader should regard a specialist in the humanities (including PR) as a colleague who is able to go deeply into a problem and knows how to correctly convey it to external audience.

- It is important to involve students in the process of theoretical and empirical study of transport specificity.

- It is necessary to introduce students theoretically and in practice the content of the basic documents and regulations, operating rules and instructions to demonstrate the production process, in a clear framework of existing regulations.

It is an example of how the influence of technical environment on training in public relations is perceived by those students who have realized the purpose of their professional aspirations in the transport sector.

As for graduates, who have not chosen transport sector for building their career and work in other spheres, it makes sense to speak not so much about the impact of the technical environment on their formation as professionals, but about polytechnic approach, which refers to education, which equips students with work skills and abilities in the system of scientific knowledge of any sphere of society.

Responding to the questionnaire of the survey, the graduates summarized the following: it is necessary to plunge into the real social practice as early as possible, use the institute vectors, including attendance at MoscowPRWeek, membership in professional organizations, participation in exhibitions, professional competitions, masterclasses, training, writing materials for press, participation in projects organized at the university, promotion of materials of technical departments etc.

The author notes that educational strategies of a student are closely connected with his professional- personal strategy, and since technological context of education is developing, university brand should find its unique technology for management of professional socialization of students in order to be the best transport higher education institution in the ranking.

Basic principles of development of students' educational technological strategy are independence, creativity and efficiency.

Technology algorithm of entry into practical, in particular, industry-specific industry, environment for students is following:



- Development of technologies for personal and professional growth;
- Choice of «theme of life» and the research topic as early as possible;
- Preparation and performance of a workshop on the selected topic;
- Training on writing articles in the trade press;
- Promotion of projects of technical departments;
- Workshops of specialists;
- Opportunity to attend lectures on technical disciplines;
- Participation in exhibitions;
- Participation in event management: organization of press conferences, celebrations;
- Participation in contests to promote technical projects;
- Participation in a special week, organized by professional organization RASSO (Russian Association of Public Relations) PR-week;
- Thesis work as the implementation of personal professional project.

The next aspect of the article is technological components of educational professional-personal strategies.

The student can become competent only after acquiring adequate information, knowledge, experience, that is why it is necessary to apply an effective professional and personal technology for training humanities students in a technical higher education institution.

This can be represented in the format of the individual cards, diary of personal growth, which should be known to all lecturers of the department to monitor the development of students. Erich Fromm in his work «Soul of a Man» clarifies that «activity is not «doing something», but internal activity, productive use of forces» [4, p. 192]. But it is not enough to include practice-oriented model in the format of project management in the current curriculum.

Social order is also required. It may stem from a university. If the university involves humanities students in its technosphere, it will be able to create a unique selling proposition, and then declare its project as «a unique educational service». In this case educational brand of MIIT will have a unique added value, which should meet the needs of the student. The result is a stable loyalty to the educational brand.

Such an order can be extended to work experience internship, and topics of thesis works involving university grants; patent drafting projects for technical departments, the promotion of these projects by means of public relations and advertising in various professional competitions and popular science magazines. The author thinks that it's a proper vector of development, and there is a need for development

of procedures and techniques that enhance the implementation of the project within the educational professional and personal strategies of students.

Simultaneously will be solved problems of corporate identity, and social adaptation and socialization of students in the context of innovative educational processes with the formation of professional competence.

If MIIT does not take certain measures in this respect, it will inevitably fall in rankings, and certain functions of education in the humanities will move to corporate universities. That is now happening. Corporate University of JSC «Russian Railways», for example, has created its educational program «Young Leader», «Development of communication competence» special vip-humanitarian development programs, included the most popular areas – individual coaching.

Currently, graduates in the humanities of MIIT have few target areas; railways are in no hurry to hire, for example, a specialist in public relations and advertising, despite the fact that in JSC «Russian Railways» exist corporate communications department and its own press center.

Often there is no awareness of the fact that students could work as business coaches, and in event management, corporate press, in other areas, which do not belong to engineering-technical field. As a rule, the employer has rudimentary knowledge of areas that belong to humanities sector, and this complicates the learning objectives in the education and then employment of graduates and their additional training.

Without an order of JSC «Russian Railways» or the Ministry of Education, any initiatives on the professional socialization of humanities students in the interests of the railway sphere remain only a gush of enthusiasm on a voluntary basis. The fate of educational brand MIIT directly depends on transport policy, which applies to the industry personnel training.

It is time to develop a mechanism on the state level of the unified field of action of the employer (JSC «Russian Railways») and the university, to prioritize sectoral principle of federal university, to allow the largest employers of transport industry becoming the co-founders of transport universities. Education, making transport university a full-fledged brand, should become a determining factor of the state transport policy.

Conclusions. The study shows that persons saving function of a brand is increasingly taking on the traits of personal social responsibility for each graduate. Their reports demonstrate more noticeable awareness of belonging to the educational brand and personal responsibility for the reputation of their university. Service to common goal, to the career form high-demanded type of service behaviors.

Keywords: rail transport, educational professional-personal strategies, business process management, university ranking, educational brand, service type of behavior, person-saving function of a brand.

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