

MAINTENANCE OF PROFESSIONAL CONTINUITY: A REVIEW OF RELATED LITERATURES

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ABSTRACT:

Due to globalization the lives of professionals have become extremely complicated. So maintenance of professional continuity has also been hazardous in this era. To solve this problem, a lot of researches are being pursued on this area. Hence, there was a need to produce a review of literatures available on this topic or related topics. The result was this effort. There is a philosophy involved with the production of this review. This summary is expected to help the researchers and save their time. Then they will be able to concentrate harder on their research. This will help professionals to maintain their professional continuity. Thus, it will bring prosperity and establish peace.

KEY WORDS: Professional, continuity, literatures etc.

INTRODUCTION:

Globalization has changed the entire business world. In the post globalization period there are a number of players in the same field. Thus, competition is at the highest possible level bringing profitability down. This has contributed towards the increase in the stress levels of professionals. Constant collisions are very common in the work place these days. A repercussion of the same can also be seen in the personal lives of the professionals. The interactions between various parts of the globe have increased. So for all businesses there is only one standard that has to be maintained. It is the global standard. Reaching regional standards has no value in today's age. More importantly the global standards have to be reached at within a stipulated time. All these have made the maintenance of continuity of professional careers in this era, very complicated. So, a lot of researches are being pursued on this topic. Hence, there is a need to review literatures regarding this discipline of research, an attempt of which has been made here.

Review of Related Literatures:

Two conceptual theories related to the topic of research have been reviewed. The first theory that has been reviewed here is Abraham Maslow's Needs Hierarchy Theory. It is related to motivation which is a key factor in maintaining continuity of professional careers. The second theory that has been reviewed here is Edward Locke's Goal Setting Theory. It is related to performance and achievements which also contribute in maintenance of professional continuity.

Maslow (1954) framed Needs Hierarchy Theory in his book "Motivation and Productivity". In this theory he talked about five types of needs which according to him were related to job satisfaction and motivation. These needs were Physiological Needs (E.g. water, food and shelter), Safety Needs (E.g. security, stability and freedom from fear), Social Needs (E.g. acceptance, affection and affiliation), Self-esteem Needs (E.g. approval, recognition and respect) and Self-actualization Needs (E.g. personal growth and discovery of oneself). In this theory, Maslow suggested that a man starts from having the physiological needs and slowly but gradually moves up the ladder. When one need gets satisfied, he moves to the next need and this way he reaches the final set of needs i.e. the self-actualization needs. Maslow called the physiological needs and safety needs as "Essential Needs". He referred to the social, self-esteem and the self-actualization needs as "More Complicated Needs". This theory was propounded to study human motivation. However, at a later stage this theory was also used to study job settings and job satisfaction.

Locke (1968) propounded the Goal Setting Theory. He first wrote about it in his article "Toward a Theory of Task Motivation and Incentives". This theory tells us that an individual goal reached by an employee in an organization is actually a result of motivating him by the management for superior performance. It was found by Edward Locke that an employee is always psychologically connected to his goals. If the goals are not achieved then the employees either improve their performance or modify the goals. In case, the performance of the employee improves, it will result in the reaching of the aims and objectives of the performance management system.

Apart from this, articles written by scholars, researchers, thinkers and writers have been reviewed here.

Saba ET al (2005) made an effort to study the relationship between the desires of professionals to change the job along with age. A sample of 270 employees working in retail stores in Canada was interviewed and on the basis of the analysis of their responses conclusions were reached by the researchers. The researchers concluded that those working under 30, preferred to remain committed to their employers on getting a good behavior from the other senior employees in the organization. Career advancement was the most important factor for the young employees to carry on with their job. On the other hand, employees who were aged forty five or more were eager to carry on with their jobs on receiving adequate support from their employers. As a whole, most professionals were ready to continue with their professional careers on receiving respectful behavior in their professional lives. Negligence from employer and colleagues was the key reason for which people failed to maintain the continuity of their careers.

Kenny ET al (2007) linked the concept of continuity management of professional careers with their employability. They coined two terms in this study, "Life Long Learning" and "Life Wide Learning". They concluded that job related threats which can disturb the process of maintaining continuity of professional careers, took birth due to globalization. In order to keep these threats within check it is important for professionals to carry on with lifelong/ life wide learning process through skill development programs, up skilling programs etc.

Sekhar ET al (2013) wrote that motivation is a unique topic because studies of motivation have always attracted researchers as well as corporate bodies. In this study the authors reviewed literatures on motivation to extract all possible dimensions of motivation, having direct and indirect impact on motivation techniques. The authors wrote,

"In order to study the various issues highlighted in this paper related to employee motivation, a large body of literature mainly from different journals have been incorporated. To make the study more current only those studies were included which were published in the last two decades."

Akhtar ET al (2013) attempted to study the impact of the various components of HRM practices on 160 employees from seven cement companies listed in Dhaka Stock Exchange. The data were analyzed by a regression analysis. The results showed that training and career development keep employees motivated to maintain continuity of their professional careers. Performance appraisal, compensation and benefits, good leadership practices have a positive impact on careers of employees. Efficient HRM practices like helping in proper work life balance can contribute towards maintenance of continuity of professional careers. This research was done only on the employees of the cement industry. Secondly, this research aimed at studying the factors that existed within the office which helped in maintaining continuity of professional careers.

Jacobowitz (2013) explored the ways of creation of a professional identity of lawyers thereby maintaining continuity of legal careers. The students of Miami School of Law were interviewed and on analysis of their response conclusions were reached. Jacobowitz in this article reached the conclusion that a traditional legal curriculum prepares lawyers with analytical skills necessary to become a lawyer and continue in that profession. But such a curriculum does not help in the process of developing a professional identity that can contribute more towards the maintenance of careers in this profession. This article dealt with the maintenance of continuity of professional careers of lawyers in the context of United States.

Abiddin (2014) linked continuity of professional careers to mentoring and coaching. He pointed out in the writing that mentoring and coaching contribute towards career development and professional growth of professionals and that allows them to carry on with their careers. Abiddin, after years of observation, as he wrote, reached the conclusion that professionals should be encouraged through mentoring and coaching. He pointed out that it is through mentoring and coaching that skills and knowledge may be transferred to the professionals. Mentoring and coaching also helps to produce loyal professionals. A mentor or the coach must have qualities like (1) have certain goals and plans; (2) be a good communicator; (3) have the knowledge and relevant skills about the candidate's area of interest; (4) be able to establish a good and professional relationship; and (5) be flexible in supervision strategies depending on the individual requirements. In this article the writer has mainly studied the available literatures on the topic proposed.

Graefe (2014) studied the continuity of legal careers in U.S.A. and tried to make forecasts about the professions and means of maintaining continuity in the next twenty years. For this purpose, the researcher examined some hard data available about the legal profession in U.S.A. In conclusion, it has been pointed out in this paper that the recent and future law school graduates of the next twenty years stand at a very crucial period as this phase provides them with a robust law market. This article estimates over 840,000 new employment opportunities for lawyers between 2010 and 2030 alone. Hence, it can be said that, the legal profession market is moving into the direction of close-to-guaranteed legal employment for all law school graduates till 2030. Thus, it also says that maintenance of continuity of professional careers in the legal profession in the next twenty years will be easy.

Rajan (2015) conducted a survey on 60 pharmacists working in private multi-specialty hospitals with the qualification of diploma in pharmacy or bachelor in pharmacy. Primary data was collected from the respondents' through a structured questionnaire. The questionnaire consisted of two sections. Section 'A' comprised of profile of the respondents while section 'B' discussed about the relationship between motivators and job satisfaction. Percentage analysis, weighted average methods, mean, standard deviation and coefficient of variation had been administered to analyze the data. The result of the study proved that majority of the respondents were highly dissatisfied with almost all factors examined under the dimensions of organization structure and policy related factors as well as pharmacists' specific factors.

Kuranchie-Mensah ET al (2016) compared employee motivation and its impact on performance among mining companies of Ghana. For measuring employee performance the job satisfaction model was used. This study was exploratory by nature. Data required for the research was gathered through a structured questionnaire from the four large scale mining companies in Ghana. The names of these companies are Goldfields Ghana Ltd. ((Tarkwa Mines), AngloGold Ashanti Ltd. (Obuasi Mines), Chirano Gold Mines Ltd. and Newmont Ghana Ltd. (Ahafo Mines). The findings of the study included that management has to ensure that employees are well motivated to curb the rate at which employees embark on industrial unrest that affects their performance.

Ward (2017) started by saying that if one wants to get ahead in his/ her professional front then he/ she will have to make efforts to create a life outside it. She said that life coaches and management experts around the world

believe that a hobby helps to lead a life free from stress. That sort of a life helps to concentrate harder and persevere harder. Thus, a life with hobbies is more prone towards becoming successful towards maintenance of professional continuity in whichever field it is.

PHILOSOPHY ATTACHED TO THIS REVIEWING:

Due to the growing complexities in the business world, lives of professionals have become very difficult. So a lot of researches are being pursued regarding maintenance of professional continuity. A review of available literatures on the topic or related topics is bound to save time for the future researchers. This will enable them to concentrate harder on their research. That will ensure progress of the human civilization and establish peace.

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