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Conditions for the career development of young people with higher education from a regional perspective²

INTRODUCTION

Changes taking place in the contemporary world, such as rapid advances in technologies techniques and, e.g. information and communication technology, have stimulated a faster development of knowledge and encouraged businesses to adjust to them, including the requirements for their employees. Employees and young people have been entering higher education at an unprecedented scale. The net enrolment index for the 2010/2011 academic year was 40.8% (gross enrolment index: 53.8%) (*Szkoły wyższe...*, 2018), compared to 9.8% for the 1990/1991 academic year (gross index – 12.9%) (*Szkoły wyższe...*, 2011). Consequently, these processes have led to an influx of a large population of higher education graduates onto the labour market, who find it increasingly difficult to land a labour market is adequate for their qualifications. The situation is even worse in poorly-developed regions, especially for young adults with this level of education. The complex picture on the job market as well as a scarcity of job offers for university graduates repeatedly lead them to leave the problem area for larger urban centres which offer the possibility of finding employment in accord with the qualifications, better opportunities for career progression and higher earnings.

The aim of this study is to present the regional conditioning of professional careers and the perspectives of their development based on the case of young people with higher education in the Świętokrzyskie voivodeship. The term professional career is presented, its stages, the situation of young people including those with higher education, as well as factors limiting its development in the

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region. The article is of a cognitive character, with the research method being a combination of literature studies and statistical data analysis. In order to achieve full comparability, the study is based on the data available up until the end of 2017 due to some shortages in data for the Świętokrzyskie voivodeship regarding the following years.

THE PROFESSIONAL CAREER AND ITS STAGES

From *A Dictionary of Foreign Words and Foreign Phrases*, the term “career” either derives from a late-Latin word *carraria*, denoting “a road for carts”, or a French word *carriere* which translates as “a road”, “a racing track” or “a run” (Kopaliński, 1994). A professional career is defined here as: “the course of one’s occupational, political and social activities; a rapid social advancement, professional advancement, successes, prosperity, a sought-after position, a satisfactory status”. In turn, *A Dictionary of the Polish Language* defines “career” as “rising higher in status within a given profession or within a given field (also: a success achieved in this profession or this field)” or simply as “the course of one’s professional work throughout one’s entire life” (*Słownik...*, [http](http://)). A professional career, then, can be perceived as a professional path whose essence lies in professional achievements, a change in behavioural patterns connected with on-the-job duties (professionalisation of activities) or the sequence and variety of tasks undertaken during its course.

As Hall noted, a career is a polysemic concept, which results in the existence of many different methods in specifying the semantic scope of this concept. He pinpointed four of the most commonly encountered semantic profiles containing the concept of professional career (Bohdziewicz, 2008, pp. 26–27):

1. Moving forward (a series of functions or positions, where each subsequent position is better than the one preceding it).
2. Executing one’s profession.
3. A sequence of jobs undertaken in a lifetime.
4. A sequence of experiences related to the professional role that one has assumed.

Makin and others have expanded the approach stated in point 4 by adding a sequence of experiences gained while taking on various professional roles, as well as experiences gained outside professional activities and which have an influence on the manner one adopts fulfilling these roles and the achievements that one accumulates (Bohdziewicz, 2008, p. 27).

The polysemy of the term *professional career* makes it possible to define it in both a narrower and broader sense. In the former sense, by a *professional career* one means a subsequent series of undertaken functions or positions, where each next one is better than the previous. Attention should be drawn to a forward movement that an employee experiences during his or her career. In a broader

perspective, one can speak of a sequence of experiences gained while fulfilling various professional roles, as well as experiences gained outside the professional activities and which affect the manner and the effects of assuming these roles (Makin, Cooper, Cox, 2000, pp. 50–51).

Goffmann stresses the dual nature of a career, and distinguishes its objective aspect as shaped by the labour market and work environment, and its subjective one reflected by perceiving professional experiences through the values and inspirations that one holds (Bohdziewicz, 2008, p. 28). Schein makes a clear-cut distinction between an objective type of career, which can be described by the environment in which it takes place, and a subjective career, which is a given individual's internal assessment made as a result of confronting an actual career with one's aspirations in this respect, and in effect generating a particular level of satisfaction (Bohdziewicz, 2008, pp. 30–31). Hence, the objective career is linked to external aspects, therefore observable and easier to identify, such as: the position one currently holds, the roles and functions one currently assumes, the nature of the responsibilities, achievements, degree of authority, income level or social prestige and reputation among experts in a given field. It is far more difficult to incorporate the subjective aspect of 'career' into definitive and researchable structures (Bohdziewicz, 2008, p. 30). Within the subjective aspect one can distinguish: an individual's degree of satisfaction with career advancements so far, which results from a subjective assessment of the achievements in question, made through individual aspirations and expectations, an increase in the individual's competence capital (knowledge, skills and professional experience), which attests to the individual's development, professional merit, as well as professional and organisational identity.

Kowalczyk highlights that in today's turbulent times, the complexity and adaptability of a career are of crucial importance (Kowalczyk, 2014, p. 215). Kowalczyk defines complexity as a variety of the individual's activities including "institutional experience" and "spreading out in time", whereas adaptability is defined as an ability to adapt to changes in operating conditions, which requires time and an acquisition of new competences. With regard to young people, Cybal-Michalska emphasises the significance of proactive behavioural patterns which favour an earlier and better fit with the labour market since a proactive individual "takes causative actions" (Cybal-Michalska, 2014, p. 379). Such a person takes early initiative in seeking a job, formulates and pursues a clear objective, and, therefore, is in possession of a plan designed to pursue a chosen career. Among proactive actions, Bańka lists readiness and involvement in taking the initiative, determining a professional role, which can be indicative of self-efficiency or a self-initiating approach to work, which goes beyond the formal requirements or assigned responsibilities (Cybal-Michalska, 2014, p. 380).

There exist various models and examples of professional careers, but today one can observe a move toward competence-based careers, where employees strive to

develop their existing competences and acquire new ones. A new and better-known concept is that of “a career without limits”. This assumes that an individual is proactive in the process of shaping his or her career, both seeking and initiating opportunities for its fulfilment. An individual is ascribed responsibility for managing his or her own career, which goes beyond the boundaries of a single organisation (Pocztowski, 2018, p. 333). What happens here is the limiting of the role of an organization in the development of an individual’s professional career, and the loss of linearity in the career path. This allows for the fact that certain areas of professional activity and private life are being combined in order to ensure professional success (Pocztowski, 2007, p. 322). An individual’s competences and their development share the aim of adding to the value of one’s own human capital as regards labour market needs and one’s own position on this market. Here, considerable significance is attached to raising and strengthening one’s own professional awareness, understanding of one’s own potential, aptitudes, expectations and limitations. This is used in managing one’s own career under the specific conditions in the labour market.

A professional career is, then, equated with an individual’s development in the course of his or her professional life and includes the possibility of managing this development (conscious shaping of professional life). As Cybal-Michalska remarks “career development begins at the start of one’s life and continues ceaselessly till its end” and it provides “an opportunity to eventualise the conception of oneself” (Cybal-Michalska, 2014, pp. 37–38). Therefore, with regard to observable external features, a professional career can be viewed as a sequence of professional roles (positions) served by an individual during various stages of his or her life cycle. On the basis of numerous concepts of professional career development, a universal four-stage model has been developed (Pocztowski, 2018, pp. 335–336). The specific stages of a career correspond to the relevant stages of the human life cycle. These stages are dominated by particular needs and objectives that each wishes to attain from each respective career stage:

1. Preparation for a career (age 0–25 years) – childhood and adolescence.
2. Early career (age 8–35 years) – early adulthood.
3. Middle career (age 35–55 years) – mid-adulthood.
4. Late career (age 50 years – retirement) – late adulthood.

From the perspective of young people, including students in their final year or university graduates, it can be observed that the early career, and in particular the moment of entering the labour market, is the most essential. The early career encompasses a conventional period between the ages of 18 and 35 years and is characterised by, among other things, making a career choice, training, starting a professional life, gaining professional experience, and forming an orientation towards one’s own professional career (Pocztowski, 2018, p. 336).

Kowalczyk underlines that a career and its progression depend on many factors. These include subjective factors, such as: personality, hierarchy of needs and values, abilities as well as state of health and physical abilities. There are also

situational factors, including the education system, the upbringing pattern, social support, organisational factors or more distant ones, such as the current situation on the labour market, the field of operation and its condition, legislation, or the geopolitical situation (Kowalczyk, 2014, p. 223). Super mentions subjective and situational determinants of a career. The subjective ones incorporate self-awareness, attitudes, interests, needs, values, achievements, general and specific abilities as well as biological inheritance. Situational determinants, on the other hand, include family, society, school, employment procedures, socio-economic conditions, historical changes or social structure (Hornowska, Paluchowski, 2002, p. 275). Pocztowski stresses, however, that a professional career can be fulfilled under given circumstances (nature of occupation, autonomy, working conditions, income, job security, position in a hierarchy, status, authority) in which one experiences successes and failures, which shape one's attitudes and behaviour related to work. This space is determined by a configuration of many factors and is dynamic in character, and is the resultant of the objective and subjective dimensions of a career (Pocztowski, 2007, p. 310). As he states, "the objective dimension of a professional career can be described with such factors as the current situation on the labour market, the number and types of working positions, functions that one performs, opportunities for participating in the work of various bodies, conditions for carrying out particular duties or conditions for performing a given function as well as the reasons, directions and the intensity of one's mobility. On the other hand, the subjective dimension is linked to the value system that one holds to, the aspirations related to professional activity and the way that one perceives and experiences events affecting the development of one's professional career".

Opportunities for career development for young people are determined by their level of education and the socio-economic situation in the region where they live and work. Some essential determinants for the development of a professional career include the economic structure of a given region, salary level, the landscape on the labour market, the latter including unemployment rate and employment pattern. On observing limited career prospects, many young people decide to leave their region while still at university or immediately after finding their first job. The migration of these people leads to the impoverishing of the young human capital in the region, thus deepening its demographic problems and diminishing its growth potential.

THE SITUATION OF YOUNG PEOPLE (INCLUDING THOSE WITH HIGHER EDUCATION) IN THE LABOUR MARKET IN THE ŚWIĘTOKRZYSKIE VOIVODESHIP

The situation of young people in the labour market is poorer in comparison to other age groups, which is mainly caused by the lack of professional experience. This is especially visible in the underdeveloped region of the Świętokrzyskie

voivodeship. In the Świętokrzyskie voivodeship, the labour market activity and the employment rate of young people is lower, while the unemployment rate among the same age group is far higher in relation to the national figures (Szydlik-Leszczyńska, 2019, pp. 149–155). In 2017, for the Świętokrzyskie voivodeship, the unemployment rate among young people aged 15–24 was 21.3% (Poland: 14.8%), and for people aged 25–34 it was 7.5% (Poland: 4.5%) in relation to a global unemployment rate for the whole voivodeship of 7.5% (*Aktywność ekonomiczna ludności Polski...*, 2018; *Aktywność ekonomiczna ludności w województwie świętokrzyskim...*, 2018).

As regards the percentage share in the total number of the unemployed, the largest group among the unemployed was constituted by people aged 25–34. Comparing the figures for Poland and the Świętokrzyskie voivodeship, it is again visible that the percentage share of registered unemployed people aged 25–34 was higher in the Świętokrzyskie voivodeship than in Poland (29.7% compared to 28% for Poland) (*Bezrobocie rejestrowane...*, 2018).

Taking into account the accelerated demographic ageing in the Świętokrzyskie voivodeship (in comparison to Poland), the larger percentage share of registered young inhabitants of the region in the total number of unemployed additionally accounts for their inferior position in the labour market. This situation is also difficult for people aged up to 25 and young people aged up to 30 (including those with higher education) who are considered to be people in a special situation in the labour market. The unemployment of young people with higher education affects mainly people aged 25 or over – the percentage share of registered unemployed people for those up to 30 years of age is higher than for those up to 25 years of age (in 2017 respectively 33.8% and 6.5% for the Świętokrzyskie voivodeship, compared to 31.9% and 6.3% for Poland). Within the group of people aged up to 30, the situation of young people with higher education is only better than people with secondary education. The data is even worse for the voivodeship than for Poland. For Poland, the percentage share of the unemployed aged up to 30 with higher education in a special situation in the labour market accounts for 31.9%, as compared to 33.8% for the voivodeship (*Sytuacja na rynku pracy...*, 2018; *Załącznik 1...*, 2018). Higher rates for the voivodeship also apply to unemployed young people up to the twelfth month after graduation (i.e. school graduates). In 2017, the share of this population in the total number of the unemployed for the voivodeship constituted 4.5%, as compared to 3.6% for Poland (*Sytuacja na rynku pracy...*, 2018; www.stat.gov.pl/BDL).

Amongst the graduates who start their first job in the national and the Świętokrzyskie labour market, one can notice the predominance of graduates with higher levels of education (tertiary, post-secondary and vocational secondary). In the region they constitute a bigger share of all the graduates starting their first job than what the statistics show for the whole of Poland (66.6% as compared to 61.5%) (www.stat.gov.pl/BDL). For graduates with tertiary education alone, the

figures are 40.9% and 39.5%. In addition, the mass migration of young people from the Świętokrzyskie voivodeship to the neighbouring regions emphasises an even more difficult situation of young educated people in the voivodeship.

REGIONAL CONDITIONS FOR THE DEVELOPMENT OF THE PROFESSIONAL
CAREER OF YOUNG PEOPLE WITH HIGHER EDUCATION
IN THE ŚWIĘTOKRZYSKIE LABOUR MARKET

The Świętokrzyskie voivodeship is marked by a low level of urbanisation, which has an impact on the low absorptive capacity of the labour market in this area (Szydlik-Leszczynska, 2019, pp. 165–172). The settlement network comprises 31 towns (including only Kielce having the county rights, and placed within a group of cities with 200,000 inhabitants), and 2490 villages. The area of the Świętokrzyskie voivodeship accounts for 3.7% of the whole area of Poland (in 15th place, before the Opolskie voivodeship). In terms of population, the Świętokrzyskie voivodeship is in 13th place nationally, and in 2017 its population constituted 3.3% of the total population of Poland (*Powierzchnia i ludność...*, 2017). The number of inhabitants in the Świętokrzyskie voivodeship has been decreasing for many years, which is caused by a very low birth rate and a negative migration balance (Szydlik-Leszczynska, 2017, pp. 110–112). “The most unfavourable and distressing is the fact that young people aged up to 24 are the preponderant migrating group, and account for 48% of the emigrating population. Out of that 48%, nearly 28% hold a university or college degree, and more than 30% have received undergraduate, post-secondary or secondary education – which they have completed in schools and colleges in Kielce” (Piasta, [http](http://)). The Świętokrzyskie voivodeship adjoins six regions of considerable demographic potential, inhabited by approximately 52% of Poland’s population. From the total number of people who arrived in the Świętokrzyskie voivodeship between 2002 and 2011, 83.4% came from those six voivodeships (most from the Śląskie and the Mazowieckie voivodeships), which indicates that the region attracts mainly inhabitants from the immediate vicinity and is not attractive to the inhabitants of other voivodeships.

The employment pattern in the Świętokrzyskie voivodeship is a lot less favourable than in Poland as a whole. The agricultural sector of the voivodeship employs 31.6% of those in employment (Poland: 16%), the industrial sector employs 22.6% (Poland: 26.5%), and in the services sector, the figures for the voivodeship stand at 45.8% (Poland: 57.5%) (*Analiza i ocena...*, 2018, p. 22). It all suggests a relatively lower number of workplaces for people with higher education, more intense competition, and increasing difficulty in settling into the labour market in the region. Besides, a major barrier to the development of companies (especially production ones, which generate the biggest demand

for jobs and provide young people with an opportunity to settle into the labour market) is formed by a significant number of areas of natural beauty protected by law. Such areas constitute as much as 66% of the voivodeship's total area (the first rank in the country).

The Świętokrzyskie voivodeship has a clear economic specialisation in the agri-food sector and industry, especially the mineral industry and metalwork (including the foundry industry). Świętokrzyskie belongs to the smallest and the least developed voivodeships in Poland and to the group of top 20 least developed regions in the European Union. Over the past few years, it has been noticeable that Świętokrzyskie's contribution to the national GDP has decreased – between 2007–2008, Świętokrzyskie's GDP accounted for 2.7% of the national GDP, whereas between 2012–2015 it dropped to as low as 2.4%, which is indicative of a fall in the economic significance of Świętokrzyskie in comparison to other voivodeships in Poland. As for the number of national economic entities per 10,000 inhabitants, Świętokrzyskie ranks significantly below the national average, but it leads in the average figure for the voivodeships of eastern Poland. It all proves that the voivodeships' inhabitants are more entrepreneurial than other inhabitants of the eastern regions, but at a national level they still show a somewhat insufficient inclination to start businesses. At the end of 2017, in the Świętokrzyskie voivodeship, there were 89 economic entities per 1000 inhabitants, whereas in Poland there were 112, proving that the voivodeship can be described as having a low volume of business activity (www.stat.gov.pl/BDL). The regional structure of the economy abounds with, as in Poland, small (including micro) economic entities (95.6%) operating for the needs of a local market with weak connections to foreign markets, and production companies in the region belong to a low-technology sector. Also, there are not many enterprises with foreign capital, which are often proponents of know-how and technology as well as creating demand for highly-qualified personnel (Szydlik-Leszczynska, Leszczyński, 2014, pp. 15–16). An essential barrier to stimulating the market demand is represented by the low income level for households, including work-related income (in 2017, the average gross monthly pay in the corporate sector in the Świętokrzyskie voivodeship was 3,997 PLN, whereas in Poland it was 4,974 PLN). Unfortunately, the structure of income is also unfavourable and is characterised by a high percentage of work-unrelated income, such as pensions, annuities and state benefits (www.stat.gov.pl). Świętokrzyskie maintains one of the highest unemployment rates (7.5% in 2017, directly behind the Lubelskie voivodeship with 7.9%). Year after year the share of university graduates in the unemployment figures continues to rise. In the Świętokrzyskie voivodeship, in 2015, they accounted for 15.3% of all unemployed, and then in 2016, this figure rose to 16.3%. The corresponding figures for Poland also continued to rise, but at a slower rate and at a lower level: 13.3% in 2016 and 13.8% in 2017. The above types of conditions do not offer good career prospects for young people, especially those who have gained university degrees. Consequently, they migrate to the adjoining

voivodeships, i.e. the Mazowieckie and the Małopolskie voivodeships. These two voivodeships accounted for over 71% of the total negative migration rate in the region between 2002 and 2011. Świętokrzyskie showed a loss of inhabitants and, as a result, there was a hidden flow of human and financial capital taking place for the benefit of these two voivodeships (Rakowski, 2016, p. 26). The period between 2013 and 2017 witnessed a negative migration rate and these migration deficits particularly affected young people (mostly involving people aged 25–29 and 30–34, but also those aged 35–39 and 20–24) (*Sytuacja demograficzna...*, 2018, pp. 69–71). These people migrated along with their savings, which were then invested in large cities. Due to this, it is difficult to amass a suitable volume of savings which could then be invested in the region with a view to developing it and creating new workplaces (Rakowski, 2016, p. 27). Rakowski also underlines that the development of the road and rail infrastructure, on the one hand, facilitates the drain of resources and savings from problem regions, while also making them available for global companies which ‘flood’ local and regional markets with their products and, thus, lead to the bankruptcy of domestic businesses and, consequently, to an increase in the unemployment rate, which discourages young people from remaining in the region (Rakowski, 2016, pp. 27–28). As for internal migrations, these are equally intensive, but are slowing down. One can observe an increasing movement of city dwellers to the countryside and a slower movement of rural dwellers to the cities due to the dwindling employment opportunities in the cities. The motives for migration are mainly commercial in nature. A special feature of the Świętokrzyskie region, distinguishing it from others, is the fact that the rural areas in the region do not lose much to the urban areas with regard to their appeal as attractive places to live and as such are chosen by the incoming population (Rakowski, 2016, pp. 14, 16; *Migracje wewnętrzne*, 2014). People arrive in the region primarily for family reasons (54.9%) while taking up employment has a much more limited significance (12.6%). Between 2002 and 2011 the number of people emigrating from the Świętokrzyskie voivodeship was almost twice as high as the number of people immigrating into it, and the vast majority of these represented an urban population (62.9%) (Rakowski, 2016, pp. 18–19). The available data on the migration rates over the period 1974–2016 show that the migration rate throughout that period was negative. In the Kieleckie voivodeship (the former name of the Świętokrzyskie voivodeship) the highest negative migration rate occurred in 1979 (-6,342), whereas after 1998, the Świętokrzyskie voivodeship witnessed its highest negative migration rate in 2006 (-2,795) and its lowest one in 2016 (-1,971) (*Migracje wewnętrzne*, 2017). People leaving the Świętokrzyskie voivodeship in the period 2002–2011 primarily settled in the Mazowieckie voivodeship (29.6% of all who emigrated), the Małopolskie voivodeship (23.2%) and in total the adjacent voivodeships became new home to 85% of all those who left the Świętokrzyskie voivodeship (Rakowski, 2016, p. 20). Between 2002 and 2011, the Świętokrzyskie voivodeship was ranked number two as regards the intensity of emigration (after the Warmińsko-Mazurskie voivodeship),

which proves that there exist powerful forces pushing the inhabitants out to other regions. It is one of three voivodeships (alongside with the Warmińsko-Mazurskie and the Lubelskie voivodeships) which demonstrated the greatest difference between the influx and outflow rates (13.7 points). On average, for every 100 people arriving in the voivodeship, 185 people emigrated from it. Over the last five years, as a result of migration, the region has lost almost 12,000 people. In 2017, the intervoivodeship net migration rate stood at -2,400, which indicates a larger outflow of population than the year previously (-2,000 in 2016), with increased losses in demographically and economically essential age groups – especially people at a pre-productive age and younger employees (*Barometr zawodów 2019*, 2018, p. 9). Therefore, in the Świętokrzyskie voivodeship, one can observe a more rapid process of society ageing than in other regions of Poland. In the population structure of Świętokrzyskie a predominant share is represented by the inhabitants of rural areas, who in 2017 comprised 55.3% of the total population; by contrast, city dwellers constituted 44.7% (*Barometr zawodów 2019*, 2018, p. 9) (in 2012, the respective figures were 55.1% and 44.9% (*Młodzież na rynku pracy...*, http)). In Poland, the situation is the reverse since the majority of Poland's population are city dwellers – 60.2% (in 2012 it was 60.6%). As mentioned earlier, the region is located at a relatively short distance from the centres of powerful socio-economic development of national significance. Such a location opens it to certain opportunities, but it also poses a threat to the development of the Świętokrzyskie voivodeship that results from the strong influence of metropolitan centres and heightening the phenomenon of draining local resources away, including highly-skilled employees. Graduates of Świętokrzyskie secondary schools take university courses outside the region and do not return after completing them. In turn, those who decide to study at a university in Świętokrzyskie then seek employment away from this voivodeship. A negative effect of this process is visible in the gradual erosion of human capital from the voivodeship, which significantly reduces its competitive strength in comparison to the whole country (Szydlik-Leszczyńska, 2017, pp. 112–114).

Statistics corroborate the relatively low number of workplaces in the region available for people with higher education. At the end of 2017, 17.7% (Poland: 8.5%) of all the employed in the Świętokrzyskie voivodeship were farmers, gardeners, foresters and fishermen; 17.2% (Poland: 15.1%) were industrial workers and craftsmen, 13.1% (Poland: 19.9%) were specialists, and 12.9% (Poland: 13.3%) were workers in the service sector and salespeople (*Aktywność ekonomiczna ludności w województwie świętokrzyskim...*, 2018; *Aktywność ekonomiczna ludności Polski...*, 2018). According to *Barometr zawodów 2019*, in the Świętokrzyskie voivodeship those professions that require tertiary education and which are in oversupply in the labour market include economists, teachers, philosophers, historians, political scientists, cultural experts and public administration specialists (*Barometr zawodów 2019*, 2018, p. 13, pp. 15–16). On the other hand, in high demand are such professions as doctors and nurses. Apart from that, there are

noticeable shortages of people who do simple jobs, skilled workers and craftsmen as well as workers in the service sector (e.g. hairdressers) and salespeople.

In the Świętokrzyskie voivodeship, steps were taken in order to educate and train doctors. Consequently, the Faculty of Medicine was opened, which was a crucial move taking into account the existing shortages in the region's labour market. Doctors and nurses are the only professions in short supply in the Świętokrzyskie voivodeship that require a university or college degree. Given the period of time necessary to complete medical studies, people practising this profession will shortly enter the labour market and gradually ease the shortages in this respect. On the other hand, there is an excessive number of graduates of social studies and humanities, as well as students who took a degree in education and business and administration. In 2017, in the Świętokrzyskie voivodeship, the largest groups of university graduates constituted students who completed studies in: business and administration (15.4%), medicine (13.9%), pedagogy (12.9%), engineering and technology (11.8%), social studies (10.8%) and architecture and construction (10.2%) (www.stat.gov.pl/BDL). They included five professions which were considered to be in surplus in the region (economists, teachers, political scientists, cultural experts and public administration specialists). Currently one can observe pedagogical faculties adapting their courses, which results in a drop in the number of graduates of these faculties. In addition, the remaining courses with surplus graduates saw lower enrolments, which yet has to be registered among graduates. The aforementioned migrations of young people have their negative consequences, namely a shrinkage in regional human capital, but at the same time, from an individual's perspective, it is a rational move. Bańka points out that "mobility is a fundamental factor of modern career capital and one's lifelong development. It is a prerequisite for an individual's responsibility for one's own personal and professional life" (Bańka, 2007, p. 48). Then, according to Super, one can speak of a professional career only when one aims to develop it (Lelińska, 2016, p. 32). The Świętokrzyskie voivodeship can now see a slow, albeit steady, decrease in the number of university graduates against the figures for Poland, which, in the short run, may overcome the difficulties in finding and changing the jobs that university graduates may encounter. In the long run, however, this downward trend might pose a threat to a process of expanding the knowledge-based economy (Szydlik-Leszczynska, 2019, pp. 233–234).

CONCLUSION

Apart from a few leading urban centres with the qualities of a metropolis (metropolitan area), there exist vast areas with low potential for development, such as the Świętokrzyskie voivodeship, where employment growth in knowledge workers is unnoticeable. This results from the dominance of rural areas, low levels

of urbanisation and the fact that a wide area of the Świętokrzyskie voivodeship (as much as two-thirds) is under nature conservation. These conditions have a negative impact on the situation in the labour market and the opportunities for the professional development of young people with higher education, which results in an outflow of human capital, particularly young people, from the region. Among some of the most important objective determinants of an employee's career development, along with the level of education or the acquired profession, are regional conditions, such as the economic fabric of the region, salary/wage levels, labour market situation, unemployment rate and employment structure. In this regard, a crucial role is played by the authorities of the voivodeship, who need to increase their efforts in order to attract investment mainly based on modern technologies which create the demand for employees with higher education, as well as being connected with the development of entrepreneurship in the region, including the promotion of local economic operators and their products among the inhabitants of the voivodeship. In turn, an important task facing the institutions of higher education appears to be the development of the students' abilities in terms of creative thinking and innovative and entrepreneurial attitudes which foster the creation and development of economic operators whose work is based on the utilisation of knowledge resources and who are capable of creating them, not limiting themselves only to knowledge transfer in this scope. For this reason, there should be an increase in the use of individualisation in the educational processes, aimed at problem solving and teamwork. It is also essential to shape attitudes promoting adaptability and professional mobility, including proactive attitudes connected with planning one's own professional career. It also appears necessary to increase the cooperation of institutions of higher education with the regional authorities and entities responsible for stimulating the policy of regional development in order to create more employment opportunities and more favourable conditions to facilitate career development for young people with higher education.

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Summary

Changes taking place in the contemporary world have stimulated a faster development of knowledge and have led to the need for businesses to adjust to them, including in their expectations towards their employees. Employees and young people have entered a higher level on a larger scale, which has consequently resulted in an influx of a large number of people with higher education into the labour market.

The aim of this study is to present the regional conditioning of professional careers and the perspectives for their development based on the case of young people with higher education in the Świętokrzyskie voivodeship. The term professional career has been presented, as well as its stages, the situation of young people, including those with higher education, and factors limiting its development in the region. A professional career is a crucial element in the lives of contemporary humans. It determines their status and, thanks to it, they can develop and fulfil their ambitions. However, the development of a career is hindered in smaller and less developed communities, where there is a shortage of workplaces for people with higher education. It forces young people to migrate to large cities of a metropolitan character, where there are better possibilities of development and higher earnings. This results in a deficit of valuable human capital and in the deepening of the hard demographic and economic situation in the problem region. The article is of a cognitive character, with its research methods being literature studies and statistical data analysis. In order to achieve full comparability, the following study is based on the data available until the end of 2017 because there is some shortage of data for the Świętokrzyskie voivodeship in the following years.

Keywords: professional career, perspectives of development, problem region.

Uwarunkowania rozwoju kariery zawodowej osób młodych z wyższym wykształceniem w perspektywie regionalnej

Streszczenie

Zmiany zachodzące we współczesnym świecie spowodowały szybszy rozwój wiedzy i wymusiły dostosowania przedsiębiorstw do tych zmian, w tym związane z wymaganiami wobec pracowników. Pracownicy i młodzi ludzie na dużą skalę zaczęli kształcić się na poziomie wyższym, co w konsekwencji doprowadziło do napływu dużej liczby osób z wyższym wykształceniem na rynek pracy.

Celem opracowania jest zaprezentowanie uwarunkowań regionalnych kariery zawodowej i perspektyw jej rozwoju na przykładzie osób młodych z wyższym wykształceniem w województwie świętokrzyskim. Przedstawiono pojęcie kariery zawodowej, jej etapy, sytuację osób młodych, w tym z wyższym wykształceniem oraz czynniki ograniczające jej rozwój w regionie. Kariera zawodowa jest istotnym elementem życia współczesnego człowieka. Stanowi o jego statusie, dzięki niej może się rozwijać i realizować własne ambicje. Rozwój kariery jest jednak utrudniony w mniejszych i słabiej rozwiniętych ośrodkach, gdzie istnieje niedobór miejsc pracy dla osób z wyższym

wykształceniem. Powoduje to, że osoby młode migrują do dużych ośrodków o charakterze metropolitalnym, gdzie są większe możliwości rozwoju i zarobkowania. Skutkuje to ubytkiem wartościowego kapitału ludzkiego i pogłębianiem trudnej sytuacji demograficznej i gospodarczej w regionie problemowym. Artykuł ma charakter poznawczy, jako metody zastosowano studia literaturowe i analizy danych statystycznych. W celu uzyskania pełnej porównywalności opracowanie opiera się na danych dostępnych na koniec 2017 roku, ponieważ występują pewne braki danych dla województwa świętokrzyskiego za lata kolejne.

Słowa kluczowe: kariera zawodowa, perspektywy rozwoju, region problemowy.

JEL: H75, I25, J18, J24.