

SOCIAL DEVELOPMENT

DOI: 10.15838/esc/2017.4.52.9

UDC 331.446.4, LBC 60.524

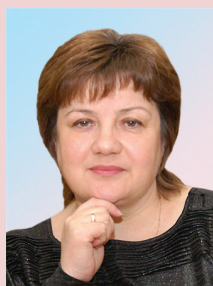
© Shabunova A.A., Leonidova G.V., Chekmareva E.A.

Socio-Cultural Reserves of Economic Growth: Productivity of the Work Chosen According to One's Calling



**Aleksandra Anatol'evna
SHABUNOVA**

Institute of Socio-Economic Development of Territories of Russian Academy
of Science
Vologda, Russian Federation, 56A, Gorky Street, 160014
E-mail: aas@vscc.ac.ru



**Galina Valentinovna
LEONIDOVA**

Institute of Socio-Economic Development of Territories of Russian Academy
of Science
Vologda, Russian Federation, 56A, Gorky Street, 160014
E-mail: galinaleonidova@mail.ru



**Elena Andreevna
CHEKMAREVA**

Institute of Socio-Economic Development of Territories of Russian Academy
of Science
Vologda, Russian Federation, 56A, Gorky Street, 160014
E-mail: miteneva@inbox.ru

* The research was carried out in the framework of Russian Foundation for Humanities project no. 15-22-01013 “Professional calling: human potential of innovative development” (2015–2016).

For citation: Shabunova A.A., Leonidova G.V., Chekmareva E.A. Socio-cultural reserves of economic growth: productivity of the work chosen according to one's calling. *Economic and Social Changes: Facts, Trends, Forecast*, 2017, vol. 10, no. 4, pp. 162-179. DOI: 10.15838/esc/2017.4.52.9

Abstract. The article summarizes theoretical views on the essence of socio-cultural factors in economic growth. We single out their components (mental attitudes, morality, cultural traditions, professional recognition), which, when used effectively, promote the growth of work performance efficiency. We also consider theoretical and methodological approaches to the category of “professional calling”, define its essence and features (such as deep commitment to the chosen field of work, high responsibility and dedication in the profession, selflessness and creative attitude to the work, spiritual connection of man with the profession, positive mental attitude in the work). The aim of the research is to evaluate the impact of professional calling as a social and cultural phenomenon on the economic performance of work (for example, wages, efficiency and quality of work, motivation to work, etc.) that are directly linked to labor productivity as the basis for material reproduction and productivity of the economy. We analyze the sociological research conducted in 2014 and 2016 in the Vologda Oblast. The results allows us to identify groups of employees by work according to their calling and by work within their specialty: the first group includes those working within their specialty and according to their calling (39.7%); the second group – those working within their specialty but outside their calling (4.5%); the third group – those working according to their calling but outside their specialty (10.8%); the fourth group – those working outside their specialty and outside their calling (12.1%). Scientific novelty of the research consists in identifying the groups of workers in the region on the grounds of “working within one’s specialty” and “working according to one’s calling” and in determining the economic effects of each of the selected groups. In the current study, we empirically confirm the hypothesis that the work according to one’s calling gives a more pronounced economic impact than the work within one’s specialty, and is accompanied by the growth of satisfaction with work and life in general. We reveal that if the specialty and calling do not match, then those who chose their work according to their calling realize their labor potential more intensively and have higher wages. We prove that the economic effect of working according to one’s calling is expressed in a greater return on wages, which, on the one hand, broadens the tax base, on the other hand – increases consumer demand on the part of such workers. In addition, an increased level of implementation of the employment potential leads to growth of labor productivity. We conclude that it is necessary to take into account the phenomenon of professional calling in career guidance and in the work of personnel departments of enterprises and organizations.

Key words: professional calling, specialty, employment potential, implementation of labor potential.

Introduction

One of the topical issues of social sciences is to determine the effect of various factors on the socio-economic development of the society. In economic science, there are more and more allegations that, along with economic resources, non-economic ones

are equally important. The latter includes socio-political, geographical, psychological, infrastructural and other factors¹. Non-

¹ Ipatov P.L., Dines V.A., Rusanovskii V.A. Kontsept neekonomicheskikh faktorov v issledovaniyakh protsessov razvitiya natsional'noi ekonomiki [The concept of non-economic factors in studying the processes of national economy development]. *Ekonomika i upravlenie* [Economics and management], 2009, no. 3/6 (44), pp. 5-12.

economic factors highlighted by researchers include: information, “quality and productive labor, quality of life, level of culture, education, professional knowledge and skills, and health as components of human capital, which in fact have proven to be “motivators” of stable long-term economic development”² (Tab. 1). The impact of non-economic factors is indirect and multi-stage in nature and has a longer time lag in comparison with economic factors. Their neglect, as shown by economic practice, leads to untimely inadequate measures taken at different levels of regulation and forecasting of the national economy³.

In this article, we will focus on determining the impact of non-economic factors on territory's economic development selecting social and cultural resources including mental attitudes, life values, population's national and cultural traditions, and professional calling.

Materials and methods

The informational framework of the study includes data from sociological surveys on the

² Gorshkov M.K. Ob aksiomatičeskoj traktovke vliyanija neekonomičeskikh faktorov na ekonomičeskij rost [On the axiomatic interpretation of the economic factors' impact on economic growth]. *Ekonomičeskie i sotsial'nye peremeny: fakty, tendencii, prognoz* [Economic and social changes: facts, trends, forecast]. Volodga: ISERT RAN, 2014, no. 3(33), pp. 45-56.

³ Sedyukova E.A., Bezglasnaya E.A. Neekonomičeskie faktory i ikh vliyanie na uspešnost' modernizatsii ekonomiki [Non-economic factors and their impacts on successful economic modernization]. *Nauchnyi elektronnyi arkhiv* [Scientific e-archive]. Available at: <http://econf.rae.ru/article/6442> (accessed: 28.11.2016).

Table 1. Non-economic factors in economic growth

Types of non-economic factors	Kinds of non-economic factors
Socio-political	Socio-political stability Interethnic and interfaith consent
Psychological	Entrepreneurial traits (enterprise) Motivation
Geographical and environmental factors	Geographic conditions Climatic conditions Light zone
Infrastructural	Scientific and technical, communication, educational, medical, cultural infrastructure
Socio-cultural	Mental attitudes Morality Cultural traditions <i>Professional calling</i>

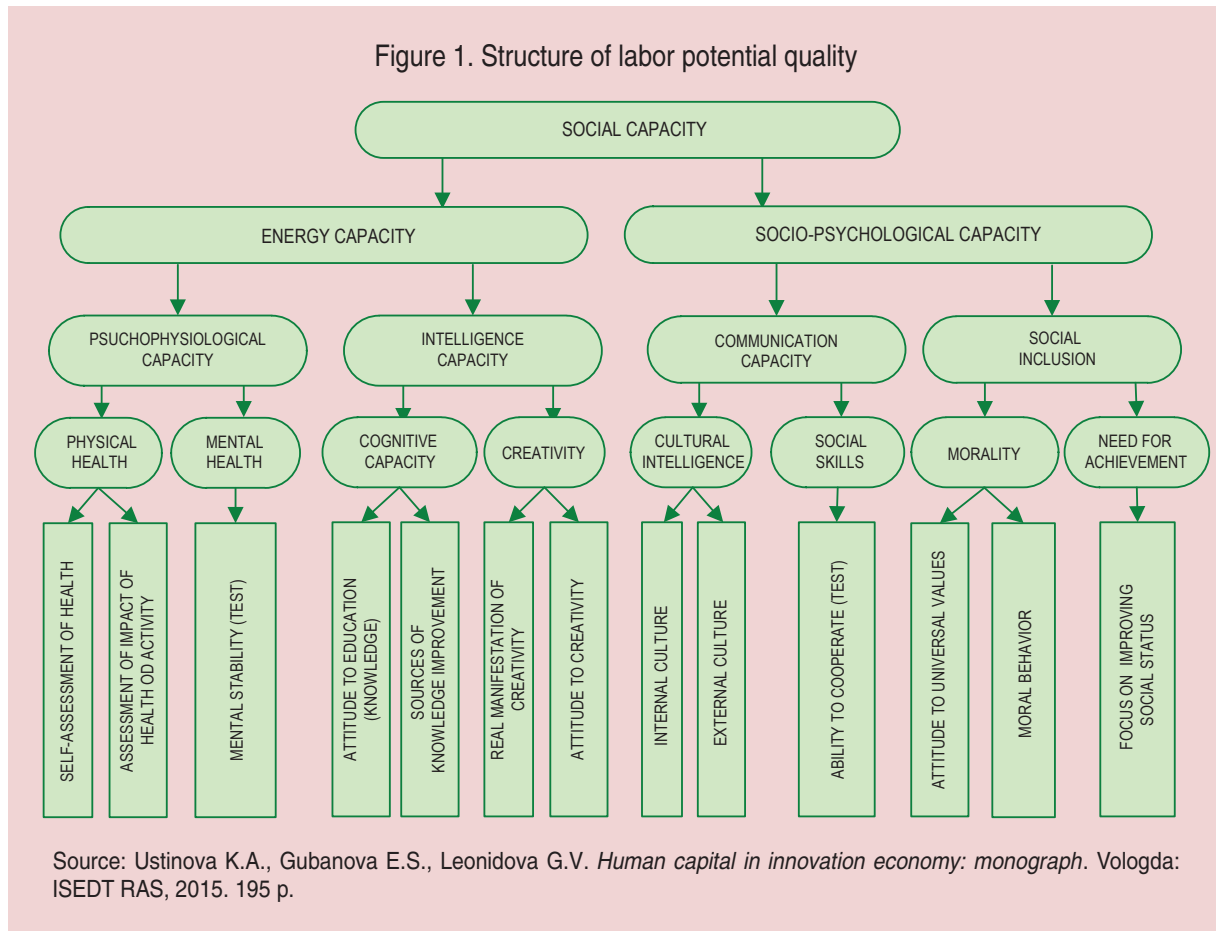
Sources: compiled by the authors from: Ipatov P.L., Dines V.A., Rusanovskii V.A. The concept of non-economic factors in studying the processes of national economy development. *Economics and Management*, 2009, no. 3/6 (44), pp. 5-12; Sedyukova E.A., Bezglasnaya E.A. Non-economic factors and their impacts on successful economic modernization. Scientific e-archive. Available at: <http://econf.rae.ru/article/6442> (accessed: 28.11.2016).

quality of labor potential in the Vologda Oblast conducted by ISED T RAS in the region in 2014 and 2016⁴.

To measure the qualitative characteristics of the working-age population in the context of monitoring, we used a technique⁵ based on

⁴ Survey method – questionnaires at respondents' place of residence. Sampling – 1500 people of working age. Sampling method: zoning with proportionate location of observation units. Sampling type: quotas or gender and age. Random samplim error: 3–4% at confidence interval of 4–5%.

⁵ Rimashevskaya N.M. O metodologii opredeleniya kachestvennogo sostoyaniya naseleniya [On the methodology of defining the population's quality]. *Demografiya i sotsiologiya* [Demography and sociology], no. 6. Moscow, 1993.



the concept of qualitative characteristics of the population (N.M. Rimashevskaya). It helps evaluate eight basic qualities⁶ (physical and mental health, cognitive capacity and creativity, communication skills, cultural and moral levels, need for achievement) and calculate the integrated index of labor potential quality referred to as a social capacity in the presented methodology (Fig. 1).

⁶ Assessment of population’s labor potential quality in the Vologda Oblast is presented since 1997.

It should be noted that since 2015 the study of problems of professional calling had been supported by the Russian Foundation for Humanities together with the scientists from Institute of Sociology of the National Academy of Sciences of Belarus. The block of questions measuring the prevalence of the phenomenon was also used in the studies carried out by ISEDT RAS: “Labor potential quality in the Vologda Oblast” (2014, 2016), “The socio-cultural image of the region” (2015), “Professional calling” (2016). The

paper presents data from the sociological survey of the population in the Mogilyov Oblast in the Republic of Belarus conducted by Institute of Sociology of the National Academy of Sciences of Belarus in 2016.

Theory

The socio-cultural factors of economic development were addressed to by scholars such as P. Sorokin, A. Akhiezer, A. Auzan, N. Lapin, L. Ionin, N. Chernysh, M. Gorshkov, V. Yadov and others.

The main factors of any social change, according to the research by P.A. Sorokin, “lie in the socio-cultural phenomena and those social and cultural conditions in which they occur and function”⁷. The “socio-cultural” phenomena were referred to as everything “people get from other people through continued interaction with culture as a carrier of supra-organic values”. “Spiritual values” in this case are all derivatives of human consciousness (language, science and philosophy, religion, art, law, ethics, manners, morals, technical inventions, etc.). “Social culture” in his understanding is a basic category of supra-organic matter (social world)⁸.

Works by Akhiezer A. interpret the “socio-cultural environment” as external reality

relative to an individual. Moreover, the author describes it firstly by “level of creative potential of people surrounding the subject, their level of self-reflection, for example, the level and scale of private initiative established by the pace of novelty, power, flow and nature of innovations, the content of mainstream values, moral ideal, etc.”⁹

Russian economist A. Auzan defined this factor as a kind of a “cultural code” (i.e. a set of images associated with any set of stereotypes) which can affect the economic development of countries¹⁰. This code, according to the theory of A. Auzan, promotes the understanding and accounting of behavioral responses of a particular people. Socio-cultural factors in this sense are particularly important for economic and political transformations¹¹.

American scientist L. Harrison defines culture as “a system of values, beliefs and attitudes shared by the members of the society and formed mainly by environment, religion, historical events and transmitted from generation to generation”¹², which covers

⁹ Akhiezer A.S. Nekotorye problemy sotsiokul’turnoi dinamiki [Some issues of socio-cultural performance]. *Mir Rossii* [Universe of Russia], 1995, no. 1, pp. 4-8.

¹⁰ Auzan A. *Natsional’nye tsennosti i modernizatsiya* [National values and modernization]. Moscow: OGI; Polit. ru, 2010.

¹¹ Auzan A.A., Arkhangel’skii A.N., Lungin P.S., Naishul’ V.A., Voronchikhina A.O., Zvereva N.V., Zolotov A.V., Nikishina E.N., Stavinskaya A.A. *Kul’turnye faktory modernizatsii: doklad* [Cultural factors in modernization; report], 2011.

¹² Harrison L. *The Central Liberal Truth: How Politics Can Change Culture and Save It from Itself*. Oxford University Press, 2006.

⁷ Sorokin P.A. *Sotsial’naya i kul’turnaya dinamika* [Social and cultural performance]. Moscow: Astrel’, 2006. 1176 p.

⁸ Sorokin P.A. *Chelovek. Tsvivilizatsiya. Obshchestvo* [Human. Civilization. Society]. Moscow: Politizdat, 1992. Pp. 14–16.

many aspects of development of the human society and is close in content to the concept of civilization.

All the foregoing suggests that the use of the concept of “cultural (civilizational) code” in sociological research is associated with these approaches. According to Belarusian scientists, the research of the country’s civilizational code aims to study and provide recommendations on how to turn the country’s socio-cultural potential into economic results. “Maximum use of national and cultural characteristics can significantly improve the quality of life and affect the overall development of the society.”¹³

The essence of the typological approach to culture by V. Abushenko is that “the basis of different kinds of cultural choices of individuals and groups are value priorities. But they exist not on their own, but in conjunction with the activity component in the sense that it is implemented in people’s real practical activities and are fixed in repetitive patterns of behavior”¹⁴. One of the patterns of behavior, work behavior in particular, can be a special socio-cultural

¹³ The National Press Center presented a book “Belarus on the way to future: sociological dimension”. Available at: <http://minsknews.by/blog/2016/01/06/v-natsionalnom-press-tsentre-prezentovali-knigu-belarus-na-puti-v-budushhee-sotsiologicheskoe-izmerenie/> (accessed: 29.11.2016).

¹⁴ Abushenko V.L. Kul’tursotsiologiya: vozmozhnost’ inogo vzglyada na sotsial’nyu teoriyu [Cultural sociology: opportunities of a new view on social theories]. *Voprosy sotsial’noi teorii: nauchnyi al’manakh* [Issues of social theory: scientific almanac], 2008, vol. 2, issue 1(2). Moscow.

phenomenon such as choice of vocation (or professional calling).

The position of V.R. Shukhatovich is to explore the phenomenon of professional calling as a non-economic factor of economic growth, one of the components of economic development, representing a positive trend in the economy. Appeal to the phenomenon of professional vocation is due to the fact that in modern socio-humanistic concepts of non-economic factors which include “professional calling”¹⁵, it is often ignored.

Thus, the purpose for the study is to evaluate the influence of a socio-cultural phenomenon of professional calling on the economic performance of people’s labor activity (for example, wages, work efficiency and quality, motivation, etc.) which is directly linked to issues of productivity as the basis for material reproduction and productivity of the economy.

In scientific literature, professional calling is conceptualized as (*Tab. 2*):

- 1) work as a meaning and purpose of life (value);
- 2) a source of self-realization (motive);
- 3) a method of performing a professional role, which requires full dedication (work

¹⁵ Shukhatovich V.R. Professional’noe prizvanie: k voprosu o neekonomicheskikh faktorakh ekonomicheskogo rosta [Professional vocation: on the subject of non-economic factors in economic growth]. *Ekonomicheskie i sotsial’nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2014, no. 5 (35), pp. 108-192.

Table 2. Some approaches to the interpretation of the term “vocational calling”

Approach	Author	Definition
Axiological	S.Yu. Vishnevskii	Objective social necessity, the core of any profession without which it can exist but cannot develop efficiently. Qualitative characteristics of activities of individuals, communities, generation, society are expressed – rationally or irrationally – in understanding of its necessity (as the unity of social interests and needs, aptitudes), willingness to engage in professional activities and choosing real professional roles, statuses and institutional positions.
	A.N. Kosolapov	Attraction to a particular profession, awareness of one's potential abilities or capabilities in mastering this profession.
	S.A. Shavel'	Human's free choice based on ability to anticipate (the result of activities) and internalize social roles the person agrees to be associated with.
	E.V. Palei	Assessment of a profession through one's personal values.
	A.V. Mikhailov	The integrity of one's professionally significant, unique creative characteristics.
	K.V. Karpinskii	Professional activity which serves as an ultimate self-sufficient value performing the sense-making function in relation to holistic life; individual's understanding, experiencing and implementing one's work as a meaningful value.
Motivational	N.R. Saikhova	Integrated human characteristic manifested in stable positive, emotional, volitional, and selectively-cognitive attitude to a profession, willingness to self-realization in one's profession.
	A.F. Karavaev	A complex act of emergence and awareness of motives of professional choice.
	E.R. Khairullina	Highest expression of individual's professional focus.
	F. Tönnies	A phenomenon capable of forming a community-based type of social relations at different levels of institutional organizations.
Factor	V.R. Shukhatovich	A phenomenon reflecting the spiritual connection with a profession associated with deep devotion it, high responsibility, dedication, selflessness, creative attitude to work.
	L.N. Maksimova	A subjective factor in forming professional culture.

Source: compiled by the authors from: [12; 14; 19; 20; 24; 26; 31; 34; 39].

behavior, non-economic factor in economic development)¹⁶.

In the early twentieth century, the phenomenon of “calling” was first addressed to by the founders of the sociology M. Weber and

E. Durkheim. In his works, M. Weber puts great emphasis on the importance of inner aspiration, sensuality and fulfilling one's professional calling¹⁷.

¹⁶ Karpinskii K.V. Professional'naya deyatelnost' i razvitiye lichnosti kak sub'ekta zhizni [Professional activity and development of an individual as a subject life]. *Lichnost' professionala v sovremennom mire* [Professional identity in modern world]. Moscow: Institut psikhologii RAN, 2013. Pp. 25-59.

¹⁷ Shutova E.A. Fenomen prizvaniya v rabotakh M. Vebera [The phenomenon of calling in works by M. Weber]. *Vestnik Chelyabinskogo gosudarstvennogo universiteta* [Bulletin of Chelyabinsk State University], 2009, no. 18, pp. 116–118; Weber M. *Selected works*. Translated from German. Moscow: Progress, 1990.

M. Weber who invented the concept of “vocational calling” in politics identified three reasons for “domination”:

- 1) the authority of “yesterday’s leader”;
- 2) the authority of “extraordinary personal gift” (charisma);
- 3) domination “due to legality”.

However, professional calling of a politician “in its highest expression” was associated by M. Weber with charismatic leadership which is inseparable from obedience based on faith in them, rather than on law or tradition (as in the first and the third case). According to Weber, politician’s calling is the inner core of charisma manifested at the sensory-emotional and rational (conscious) level¹⁸.

E. Durkheim interpreted vocational calling from the perspective of ethics with an emphasis on professionalism as an important characteristics of calling¹⁹. The ethical aspect of professional calling later became the subject of research for many scientists.

In particular, D. Gustafsson identified the traits of professional calling: high level of motivation and deep vision of goals²⁰. He concluded that work performance without calling does not have any moral and

humanistic roots as it causes the loss of true essence of work.

Vocation is studied in the framework of several scientific disciplines (*Tab. 3*).

In most scientific works and areas the phenomenon of vocation is associated with a specific profession (vocation in teaching, journalism, politics, etc.) or mission (Weber, Bourdieu, Hegel), meaning of life (E. Mounié, S. Frank, B. Vysheslavskii), and person’s inner duty (V.N. Lossky: vocation is *personal connection with God, human perfection*²¹; J. Fichte: *a scientist’s goal is to teacher the human race*²²; L.N. Kogan: *the purpose and meaning of life*²³), creative manifestation of human’s unique nature (N. Berdyaev, G. Simmel, J. Ortega y Gasse).

V. Shukhatovich considers vocation as a social phenomenon as it is “a product of human mind” and is able to form “trust among people”²⁴.

¹⁸ Weber M. *Izbrannye proizvedeniya* [Selected works]. Moscow: Progress, 1990. Pp. 707-735.

¹⁹ Durkheim E. *O razdelenii obshchestvennogo truda. Metod sotsiologii* [The Division of Labor in Society]. Moscow: Nauka, 1991. 575 p.

²⁰ Gustafsson D. *Bleik i pravoslavie* [Blake and Orthodoxy]. *Yazyk. Slovesnost’. Kul’tura* [Language. Literature. Culture], 2013, no. 1.; Gustafson J.M. Professions as «Callings». *The Social Service Review*, 1982, vol. 56, no. 4, p. 509.

²¹ Oчерк misticheskogo bogosloviya Vostochnoi Tserkvi. Dogmaticheskoe bogoslovie [Essay on the mystical theology of the Eastern Church. Dogmatic theology]. *Bogoslovskie trudy: sbornik vos’moi, posvyashchennyi V. Losskomu* [Theological works: the eighth collection dedicated to V. Lossky]. Available at: <http://bogoslovie.todn.ru/lossky/10/204/>

²² Fichte I. Lektsiya IV. O naznachenii uchenogo [Lecture 4. On the mission of the scientist]. *Neskol’ko lektzii o naznachenii uchenogo. Naznachenie cheloveka. Osnovnye cherty sovremennoi epokhi* [Some lectures on the mission of the scientist. The purpose of man. The main features of the modern era]. Available at: <http://vikent.ru/enc/2683/>

²³ Kogan L.N. *Tsel’ i smysl zhizni cheloveka* [The goal and meaning of man’s life]. Moscow, 1984. P. 184.

²⁴ Shukhatovich V.R. *Prizvanie kak sotsial’nyi i kul’turnyi fenomen: k voprosu o teorii i metodologii issledovaniya* [Calling as a social and cultural phenomenon: to the theory and methodology of research]. *Sotsiologiya* [Sociology]. Moscow: 2010.

Table 3. Areas of scientific research of the phenomenon of vocation

Concepts	Representatives	Vocation is...
Transcendental	S.L. Frank E. Mounié B.P. Vysheslavskii	a purpose, goal set by absolute existence
Sociological	M.Weber K.Marx J. Fichte P. Bourdieu S.Yu. Vishnevskii	a social phenomenon defining the human's focus on the society, the necessity of reproduction of social relations. an important feature of vocation is activity (social, professional, etc.)
Individualistic	C.G. Jung J. Ortega y Gasse	an integrated program of human existence encouraging people to choose their own path in life different from the generally accepted.
Ontological	G.F. Hegel J. Fichte N. Berdyaev	a holistic phenomenon whose existence is connected with the search for the meaning of life

Sources: Vishnevskii S.Yu. Vocation as a socio-cultural issue: historical and sociological analysis: Doctor of Sociology dissertation abstract. Yekaterinburg: Ural State University, 2006; Ortega y Gasset J. *V poiskakh Gete* [In search of Goethe from within]. Translated by A.B. Matveev. Available at: <http://www.chat.ru/~scbooks/>

Professional vocation is deep dedication to profession, high responsibility and devotion, selflessness, creative attitude to work, spiritual connection of a human with their profession, as well as positive mental attitude in work (pleasure from work, satisfaction with work and life in general). "Vocation is the contact point of natural abilities and personal preferences"²⁵.

Adding to the ideas of V. Shukhatowich, we tried to answer the question about the impact of vocation on objective economic indicators of work activity (e.g., wages, work efficiency and quality, etc.) and the subjective perception of an individual's life and work. We empirically confirmed the hypothesis that

vocation gives a more pronounced economic impact than a job within one's specialty, and is accompanied by growing satisfaction with work and life in general.

Research results

Opinion surveys show that vocation job is characteristic of more than a half of the employed population of the Vologda Oblast (56.7% in 2014, 55.2% in 2016, according to the monitoring of the qualitative condition of labor potential²⁶) and a significant share of the population of the Mogilev Oblast in the Republic of Belarus (42%).

In terms of sectoral distribution, the largest share (over 70%) of those who have mental connection with their profession is in

²⁵ K. Robinson et al. *Naiti svoe prizvanie. Kak otkryt' svoi istinnye talanty i napolnit' zhizn' smyslom* [Finding your element: How to discover your talents and passions and transform your life]. Moscow, 2014. 304 p.

²⁶ Chekmareva E.A., Shabunova A.A. Rabota po prizvaniyu: vygodno li eto dlya ekonomiki? [Working according to one's calling: is it beneficial for the economy?]. *Sotsiologicheskii al'manakh* [Sociological almanac], 2016, no. 6, pp. 156-164.

the armed forces, culture and education (economic spheres which are associated with the sense of duty, “service” in public consciousness). Least prevalent (less than 50%) is vocation among agricultural and trade workers.

It should be noted that this study is unique as it is only conducted in Belarus and the Vologda Oblast; therefore, its factual basis is significantly limited. However, conducting several sociological surveys in the region gives an opportunity for generalizations and conclusions about prevalence (manifestation) of the phenomenon among the employees, its economic effects.

A distinctive feature of the research of professional vocation in the context of monitoring labor potential quality in the Vologda Oblast, which forms the scientific novelty, is the evaluation of employees’ self-fulfillment and qualitative characteristics on the labor market. Assessment of population’s use of qualities was carried out based on the method developed in the framework of the aforementioned approach²⁷. It is based on a block of questions such as “How much do you commit yourself at work? To what extent do you use your qualities and skills?” The calculations were made with the use of the following four-point scale: fully use

²⁷ Chekmareva E.A. Povyshenie urovnya realizatsii trudovogo potentsiala: rol’ zarabotnoi platy [Rising in labor potential: the role of wages]. *Ekonomicheskie i sotsial’nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2011, no. 2 (14), pp. 165-172..

(maximum) – 4 points; more or less fully (can use more) – 3; partially (not much) – 2; very little (minimum) – 1. Further, by dividing the actual number of points on the scale into maximum possible number and multiplying by 100% for each respondent on each of eight qualities we obtained a figure conventionally named “level of labor potential quality implementation”. The average level of implementation of labor potential of an individual socio-demographic group was calculated as arithmetic mean of the level of implementation of each of its member.

Based on the question proposed by V. Shukhatovich²⁸: “Do you work according to your degree obtained at professional educational organizations (university, college, vocational school)?” and “Does your occupation (main job) match your vocation?”, all working respondents, with the exception of those who did not receive a degree and those who were undecided (in 2016 – 32.9%), were divided into four groups subject to further detailed analysis:

- the first group – respondents working within their specialty and vocation (39.7%);
- the second group – respondents working within their specialty, but outside vocation (4.5%);

²⁸ Shukhatovich V.R. Professional’noe prizvanie: k voprosu o neekonomicheskih faktorakh ekonomicheskogo rosta [Professional vocation: on the subject of non-economic factors in economic growth]. *Ekonomicheskie i sotsial’nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2014, no. 5 (35), pp. 188-192.

- the third group – respondents working according to their vocation, but outside their specialty (10.8%);
- the fourth group – respondents working outside their specialty and vocation (12.1%).

For each group we estimated the quality of labor potential and its level of implementation, average salary, satisfaction with work and life etc.

The assumption about the emotional ties between human and their profession is confirmed by the responses of the working population of the Vologda Oblast (*Fig. 2*). One in every three respondents (74%) mentions this aspect of social-labor relations.

Highlighting the positive mental approach in the working life as a component of vocation, we believe that it gives, together with other components of the analyzed phenomenon, the economic effect which is reflected in greater economic returns from a higher level of labor potential realization, suggesting greater productivity (*Fig. 3*).

According to various research, vocation determines higher salaries, meaning larger tax base for the region's budget and, correspondingly, higher consumer demand from such workers. In socio-psychological terms, the effect is reflected in higher indices of life satisfaction, employment, working conditions (*Tab. 4*) and, despite the negative index, greater satisfaction with salary.

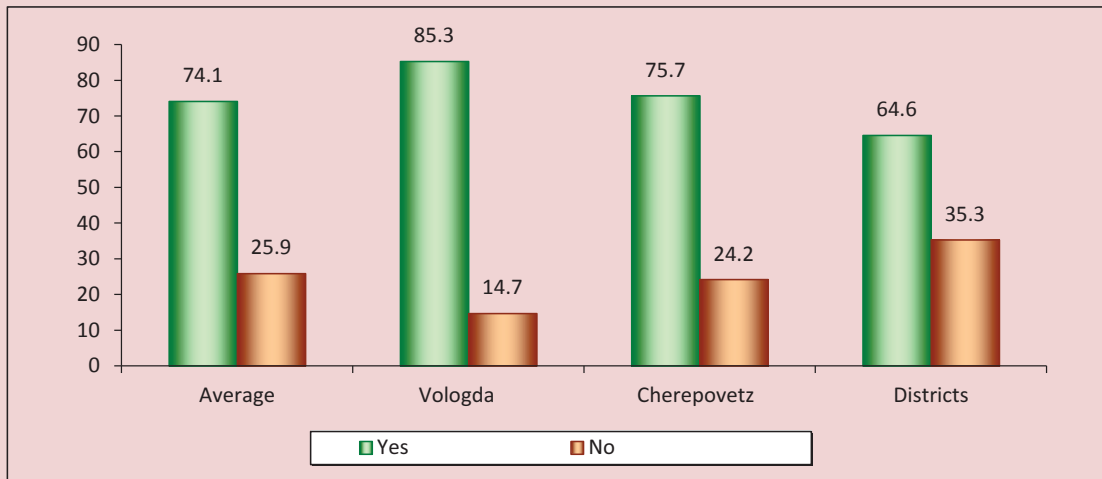
The measurement results showed that the first group is characterized by (*Tab. 5*):

- first, higher labor potential quality (the integrated index in this group is 0.704 against 0.670; 0.698; 0.685 units in the second, third and fourth groups, respectively);
- secondly, higher level of labor potential realization (level of labor potential quality realization – 83.0% against 80.5; and 76.1 to 82.4%, respectively);
- thirdly, higher salaries (the average salary in this group – 23725 rubles, in others – 20932, 21139, and 17170 rubles, respectively).

If profession and vocation do not match, those who chose vocation (third group) are characterized by more intense realization of labor potential and higher salary difference between.

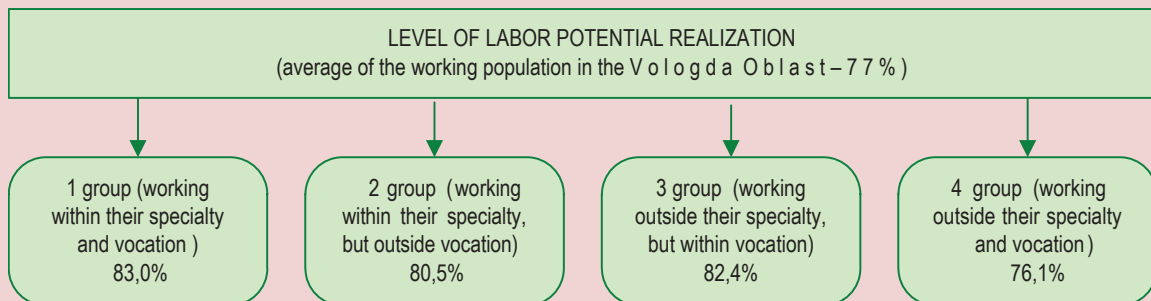
If we consider the subjective perception of life and work, there is an interesting phenomenon: the third group of respondents – those who Work outside their specialty, but within vocation comes at the forefront. These people experience a kind of “euphoria” from the fact that they found their calling and were not afraid to abandon their jobs in favor of a lifetime pursuit. Thus, in the third group of respondents, the average level of job satisfaction on a five-point scale in 2016 was 4.0 points, in the first group – 3.8 points, in the second – 3.2 points, in the fourth – 3.1 points. The level of life satisfaction in general in the third group is also higher:

Figure 2. Distribution of answers to the question: “Do you think there is spiritual and emotional connection with your profession (what is called a vocation)?” (% of respondents)



Source: data from population survey in the Vologda Oblast about their attitude to professional vocation (2016; 1500 people).

Figure 3. Level of labor potential realization among working and non-working population according to their vocation, %



Source: Monitoring a labor potential quality of the population in the Vologda Oblast; ISEDT RAS, 2016.

4.1 points against 4.0, 3.5, and 3.5 points, respectively. All this confirms the hypothesis of the study.

Discussion

Thus, we see that the phenomenon of “professional calling” demonstrates a positive trend. Of course, we must understand that we

cannot separate the selected factor from economic factors. However, it should be taken into account at all levels of management – from enterprise to state. One should contribute not only to the formation of these resources and expansion of their influence, but also to their effective use.

Table 4. Indices* of satisfaction with life and work in groups of working and non-working population according to their vocation

Satisfaction with	Does your profession match your vocation?					
	2014	2016	2014	2016	2014	2016
	Yes		No		Undecided	
Life	0.506	0.692	0.088	0.333	0.264	0.510
Work	0.504	0.615	-0.088	0.031	0.094	0.345
Salary	-0.136	-0.039	-0.680	-0.409	-0.452	-0.259
Working conditions	0.443	0.495	-0.004	0.009	0.067	0.283

* Each index was obtained by subtracting the frequency of negative responses from the positive frequency and dividing the value by 100. The resulting index takes values from 1 to -1, while the minus value means the numerical superiority of negative statements.
Source: Monitoring of labor potential quality of the population in the Vologda Oblast; ISEDT RAS, 2014, 2016.

Table 5. Main characteristics of employee groups, working/not working within their specialty and vocation in the Vologda Oblast in 2016

Indicator	Work within their specialty and vocation		Work within their specialty, but outside vocation		Work outside their specialty, but within vocation		Work outside their specialty and vocation	
	2014	2016	2014	2016	2014	2016	2014	2016
Share of workers, %	32.8	39.7	12.3	10.8	4.3	4.5	9.5	12.1
Labor potential quality index, units	0.702	0.704	0.697	0.698	0.667	0.670	0.654	0.685
Average salary, rubles.	20383	23725	20439	21139	16829	20932	15152	17170
Average level of labor potential realization, %	81.9	83	82.5	82.4	74.5	80.5	70.2	76.1

Source: data from of labor potential quality of the population in the Vologda Oblast in 2014 and 2016.

It is required to ensure substantial strengthening of career guidance with the youth, detect children's inclinations and abilities as early as possible and help them in determining their vocation.

It is necessary to account for this phenomenon in the work of each enterprise and organization, encouraging employees to work according to their vocation given higher levels

of their labor potential realization. Systemic work in this area should be focused more on the mandatory development in institutions of a well-functioning system of lifelong education enabling quick relearning, as well as establishment of labor market institutions ensuring rapid response to requests from its actors and increasing the flexibility of social and labor relations.

References

1. Abushenko V.L. Kul'tursotsiologiya: vozmozhnost' inogo vzglyada na sotsi-al'nyuyu teoriyu ["Kultursoziologie": the opportunity of different vision on social theory]. *Voprosy sotsial'noi teorii: nauchnyi al'manakh* [Issues of social theory: scientific almanac], 2008, vol. 2, no. 1 (2). (In Russian).
2. Auzan A.A. *Natsional'nye tsennosti i modernizatsiya* [National values and modernization]. Moscow: OGI; Polit.ru, 2010. (In Russian).
3. Akhiezer A.S. Nekotorye problemy sotsiokul'turnoi dinamiki [Some problems of social and cultural dynamics]. *Mir Rossii* [World of Russia], 1995, no. 1, pp. 4-58. (In Russian).
4. *V Natsional'nom press-tsentre prezentovali knigu "Belarus' na puti v budushchee: sotsiologicheskoe izmerenie"* [The book "Belarus on the way to the future: a sociological dimension" was presented at the national press center]. Available at: <http://minsknews.by/blog/2016/01/06/v-natsionalnom-press-tsentre-prezentovali-knigu-belarus-na-puti-v-budushhee-sotsiologicheskoe-izmerenie/> (accessed 29.11.2016). (In Russian).
5. Weber M. *Izbrannye proizvedeniya* [Selected works]. Translated from German. Moscow: Progress, 1990. (In Russian).
6. Vishnevskii S.Yu. *Prizvanie kak sotsiokul'turnaya problema: istoriko-sotsiologicheskii analiz: avtoreferat dissertatsii na soiskanie uchenoi stepeni doktora sotsiologicheskikh nauk* [Calling as a socio-cultural problem: a historical-sociological analysis: Doctor of Sociology dissertation abstract]. Yekaterinburg: Ural'skii gosudarstvennyi universitet im. A.M. Gor'kogo, 2006. (In Russian).
7. Gorshkov M.K. Ob aksiomacheskoi traktovke vliyaniya neekonomicheskikh faktorov na ekonomicheskii rost [On the axiomatic interpretation of the economic factors' impact on economic growth]. *Ekonomicheskie i sotsial'nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2014, no. 3 (33), pp. 45-56. (In Russian).
8. Gustafsson D. Bleik i pravoslavie [Blake and Orthodoxy]. *Yazyk. Slovesnost'. Kul'tura* [Language. Literature. Culture], 2013, no. 1. (In Russian).
9. Durkheim E. *O razdelenii obshchestvennogo truda. Metod sotsiologii* [The Division of Labor in Society]. Moscow: Nauka, 1991. 575 p. (In Russian).
10. Ionin L.G. Sotsiologicheskaya kontseptsiya Ferdinanda Tennisa [Sociological concept of Ferdinand Tönnies]. In: Kon I.S. (Ed.). *Istoriya burzhuaznoi sotsiologii XIX – nachala XX veka* [The history of bourgeois sociology of the 19th – early 20th century]. Moscow: Nauka, 1979. Pp. 164-179. (In Russian).
11. Ipatov P.L., Dines V.A., Rusanovskii V.A. Kontsept neekonomicheskikh faktorov v issledovaniyakh protsessov razvitiya natsional'noi ekonomiki [The concept of non-economic factors in studying the development of national economy]. *Ekonomika i upravlenie* [Economics and management], 2009, no. 3/6 (44), pp. 5-12. (In Russian).

12. Karavaev A.F. Sushchnost' i struktura professional'nogo prizvaniya [The nature and structure of professional calling]. *Vysshee obrazovanie segodnya* [Higher education today], 2005, no. 4, pp. 52-54. (In Russian).
13. Karpinskii K.V. Professional'naya deyatelnost' i razvitie lichnosti kak sub'ekta zhizni [Professional activities and the development of personality as a subject of life]. *Lichnost' professionala v sovremennom mire* [Personality of a professional in the modern world]. Moscow: Institut psikhologii RAN, 2013. Pp. 25-59. (In Russian).
14. Karpinskii K.V. Smysl zhizni i zhiznennyi smysl professii [The meaning of life and life meaning of profession]. *Vestnik TGU* [Tambov University Reports], 2010, no. 6. Available at: <http://cyberleninka.ru/article/n/smysl-zhizni-i-zhiznennyi-smysl-professii> (accessed 01.12.2016). (In Russian).
15. Kogan L.N. *Tsel' i smysl zhizni cheloveka* [The goal and meaning of man's life]. Moscow, 1984. P. 184. (In Russian).
16. Kosolapov A.N. Motivatsiya dostizheniya kak osnova professional'no-tsennostnoi ustanovki [Achievement motivation as a basis of a professionally-valued purpose]. *Istoricheskaya i sotsial'no-obrazovatel'naya mysl'* [Historical and socio-educational idea], 2014, no. 5 (27), pp. 102-104. (In Russian).
17. Auzan A.A., Arkhangel'skii A.N., Lungin P.S., Naishul' V.A., Voronchikhina A.O., Zvereva N.V., Zolotov A.V., Nikishina E.N., Stavinskaya A.A. *Kul'turnye faktory modernizatsii: doklad* [The report on cultural drivers of modernization]. 2011. (In Russian).
18. Leonidova G.V., Ustinova K.A. Professional'nye namereniya, motivy deyatelnosti v zavisimosti ot trudoustroistva po spetsial'nosti, sootvetstviya professii prizvaniyu i sposobnostyam [Professional intentions, motives, and activities, depending on employment within one's specialty, and the match between the job, one's professional calling, and abilities]. *Nauka i obrazovanie: khozyaistvo i ekonomika; predprinimatel'stvo; pravo i upravlenie* [Science and education: economics; entrepreneurship; law and management], 2016, no. 6 (73), pp. 28-36. (In Russian).
19. Maksimova L.N. Sotsiologicheskie interpretatsii professional'noi kul'tury [Sociological interpretations of professional culture]. *Voprosy kul'turologii* [issues of culture studies], 2008, no. 5, pp. 47-49. (In Russian).
20. Mikhailov A.V. Formirovanie prizvaniya k professii perevodchika [Developing the calling to the profession of interpreter]. *Srednee professional'noe obrazovanie* [Secondary vocational education], 2009, no. 2, pp. 20-22. (In Russian).
21. K. Robinson et al. *Naiti svoe prizvanie. Kak otkryt' svoi istinnye talanty i napolnit' zhizn' smyslom* [Finding your element: How to discover your talents and passions and transform your life]. Moscow, 2014. 304 p. (In Russian).
22. Ortega y Gasset J. *V poiskakh Gete* [In search of Goethe from within]. Translated by A.B. Matveev. Available at: <http://www.chat.ru/~scbooks/> (In Russian).

23. Oчерk misticheskogo bogosloviya Vostochnoi Tserkvi. Dogmaticheskoe bogoslovie [Essay on the mystical theology of the Eastern Church. Dogmatic theology]. *Bogoslovskie trudy: sbornik vos'moi, posvyashchennyi V. Losskomu* [Theological works: the eighth collection dedicated to V. Lossky]. Available at: <http://bogoslovie.todn.ru/lossky/10/204/> (In Russian).
24. Palei E.V. Tsennosti kak osushchestvlenie chelovecheskoi prirody [Values as a realization of human nature]. *Vestnik gumanitarnogo fakul'teta Ivanovskogo gosudarstvennogo khimiko-tekhnologicheskogo universiteta* [Bulletin of the Humanities Department of Ivanovo State University of Chemistry and Technology], 2006, no. 1, pp. 91-94. (In Russian).
25. Rimashevskaya N.M. O metodologii opredeleniya kachestvennogo sostoyaniya naseleniya [On the methodology for determining the qualitative status of population]. *Demografiya i sotsiologiya* [Demography and sociology], 1993, no. 6. (In Russian).
26. Salikhova N.R. Professional'nyi vybor i realizuemost' lichnostnykh tsennostei v yunosti [Choosing a profession and the feasibility of personal values in adolescence]. *Kazanskii pedagogicheskii zhurnal* [Kazan pedagogical journal], 2008, no. 4, pp. 3-12. (In Russian).
27. Sedyukova E.A., Bezglasnaya E.A. Neekonomicheskie faktory i ikh vliyanie na uspehnost' modernizatsii ekonomiki [Non-economic factors and their influence on the success of economic modernization]. *Nauchnyi elektronnyi arkhiv* [Online scientific archive]. Available at: <http://econfr.ae.ru/article/6442> (accessed 28.11.2016). (In Russian).
28. Solov'eva T.S., Popov A.V. Trudovye resursy Rossii i Belarusi: k probleme obespechennosti [Labor resources in Russia and Belarus: on the problem of security]. *Ekonomika i upravlenie* [Economics and management], 2015, no. 3, pp. 50-54. (In Russian).
29. Sorokin P.A. *Sotsial'naya i kul'turnaya dinamika* [Social and cultural dynamics]. Moscow: Astrel', 2006. 1176 p. (In Russian).
30. Sorokin P.A. *Chelovek. Tsvivilizatsiya. Obshchestvo* [Man. Civilization. Society]. Moscow: Politizdat, 1992. Pp. 14-16. (In Russian).
31. Shavel' S.A. et al. Sotsial'nye ozhidaniya – uslovie stabil'nosti i ustoichivosti razvitiya obshchestva [Social expectations – a prerequisite for the stability and sustainability of society]. In: Shavel' S.A. (Ed.). *Sotsial'nyi poryadok i zhiznesposobnost' obshchestva* [Social order and the vitality of society]. Minsk: Belarus. navuka, 2007. Pp. 178-179. (In Russian).
32. Tönnies F. *Obshchnost' i obshchestvo. Osnovnye ponyatiya chistoi sotsiologii* [Community and society. Fundamental concepts of pure sociology]. Translated from German by D.V. Sklyadnev. Saint Petersburg: Dal' V., 2002. 452 p. (In Russian).
33. Ilyin V.A., Gulin K.A., Leonidova G.V., Davydova V.V. *Trudovoi potentsial regiona: sostoyanie i razvitie* [Labor potential of a region: condition and development]. Vologda: VNKTs TsEMI RAN, 2004. 107 p. (In Russian).
34. Fichte I. Lektsiya IV. O naznachenii uchenogo [Lecture 4. On the mission of the scientist]. *Neskol'ko lekttsii o naznachenii uchenogo. Naznachenie cheloveka. Osnovnye cherty sovremennoi epokhi* [Some

- lectures on the mission of the scientist. The purpose of man. The main features of the modern era]. Available at: <http://vikent.ru/enc/2683/> (In Russian).
35. Khairullina E.R. *Soderzhanie i struktura professional'nogo prizvaniya* [Content and structure of professional calling]. Kazan: Kaz. gos. tekhnol. un-t, 2005. 223 p. (In Russian).
 36. Chekmareva E.A. Povyshenie urovnya realizatsii trudovogo potentsiala: rol' zarabotnoi platy [Rising in labor potential: the role of wages]. *Ekonomicheskie i sotsial'nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2011, no. 2 (14), pp. 165-172. (In Russian).
 37. Chekmareva E.A. Trudovaya deyatel'nost' kak forma realizatsii trudovogo potentsiala [Labor activity as a form of realization of labor potential]. *Trudovoi potentsial kak faktor ustoychivogo razvitiya territorii: materialy Ros. nauch.-prakt. seminara, g. Vologda, 16–17 dekabrya 2010 g.* [Labor potential as a factor in sustainable development of territories: proceedings of the Russian research-to-practice seminar, Vologda, December 16–17, 2010]. Vologda: ISERT RAN, 2011. Pp. 147-157. (In Russian).
 38. Chekmareva E.A., Shabunova A.A. Rabota po prizvaniyu: vygodno li eto dlya ekonomiki? [Working according to one's calling: is it beneficial for the economy?]. *Sotsiologicheskii al'manakh* [Sociological almanac], 2016, no. 6, pp. 156-164. (In Russian).
 39. Leonidova G.V., Ustinova K.A., Popov A.V., Panov A.M., Golovchin M.A., Solov'eva T.S., Chekmareva E.A. *Chelovecheskii kapital territorii: problemy formirovaniya i ispol'zovaniya: monografiya* [Human capital of territories: problems of formation and use: monograph]. Ed. by A.A. Shabunova. Vologda: ISERT RAN, 2013. 184 p. P. 26. (In Russian).
 40. Shutova E.A. Fenomen prizvaniya v rabotakh M. Vebera [The phenomenon of vocation in M. Weber's works]. *Vestnik Chelyabinskogo gosudarstvennogo universiteta* [Bulletin of Chelyabinsk State University], 2009, no. 18, pp. 116-118. (In Russian).
 41. Shukhatovich V.R. Prizvanie kak sotsial'nyi i kul'turnyi fenomen: k voprosu o teorii i metodologii issledovaniya [Calling as a social and cultural phenomenon: to the theory and methodology of research]. *Sotsiologiya* [Sociology]. Moscow: 2010. (In Russian).
 42. Shukhatovich V.R. Professional'noe prizvanie: k voprosu o neekonomicheski-kh faktorakh ekonomicheskogo rosta [Professional vocation: on the subject of non-economic factors in economic growth]. *Ekonomicheskie i sotsial'nye peremeny: fakty, tendentsii, prognoz* [Economic and social changes: facts, trends, forecast], 2014, no. 5 (35), pp. 188-192. (In Russian).
 43. Durkheim E. Le conflit de la morale et de la sociologie by Simon Deploige. *L'Année sociologique*, vol. 12, pp. 326-328.
 44. Gustafson J.M. Professions as "Callings". *The Social Service Review*, 1982, vol. 56, no. 4.
 45. Harrison, L. *The Central Liberal Truth: How Politics Can Change Culture and Save It from Itself*. Oxford University Press, 2006.
 46. Weber M. *Essays in Sociology*. New York: Oxford University Press, 1946. Pp. 77-128.

Information about the Authors

Aleksandra Anatol'evna Shabunova – Doctor of Economics, Associate Professor, Interim Director, Institute of Socio-Economic Development of Territories of Russian Academy of Science (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: aas@vscc.ac.ru)

Galina Valentinovna Leonidova – Ph.D. in Economics, Associate Professor, Laboratory Head, Institute of Socio-Economic Development of Territories of Russian Academy of Science (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: galinaleonidova@mail.ru)

Elena Andreevna Chekmareva – Ph.D. in Economics, Research Associate, Institute of Socio-Economic Development of Territories of Russian Academy of Science (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: miteneva@inbox.ru)

Received February 01, 2017