

# **SOCIAL AND PSYCHOLOGICAL POTENTIAL IN THE STRUCTURE OF PROFESSIONAL DEVELOPMENT OF PERSONALITY OF FUTURE SPECIALISTS OF SOCIONOMIC PROFESSIONS**

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**The introductory part.** The professional specialists' formation of future in professions which connect with socio-economic sphere is constantly in the field of scientific research. It is especially relevant in our time, when the war has been going on for more than a year in Ukraine, when the desire of Ukrainians to join the big European family is greater than ever before. And Ukraine will need even more specialists in the near future: a great victory is ahead, a great reconstruction and integration into the European Union. The analysis of personal progress demonstrates the absence of a clear, logically structured understanding of the required system of indicators of human success achievement. The most successful version of this research is to study social and psychological potential in the structure of the professional formation of a future specialist in socio-economic profession.

**The aim of the research** is to study the social and psychological potential in professional structure of becoming of future socio-economic specialists.

The basis for the *theoretical and methodological study* includes the scientific and psychological conception of a man as a subject of mental activity and position of the subject and action paradigm of a personality study (A. Brushlynskyi, V. Romanets, S. Rubinshtein, V. Tatenko and others), conceptual perspectives on the nature of personal success (A. Maslow, M. Papucha, H. Lozhkin, V. Rudniev and others); the formation of personality as a subject of professional activity, in particular of socio-economic type (M. Ginzburg, Yu. Zabrodin, Ye. Klimov, O. Konopkin and others); the specifics of life and professional self-determination of personality (B. Ananiev, Ye. Holovakha, L. Orban-Lembryk, O. Savchuk and others). The problem on life perspectives, programs, aims and predictions is highlighted (B. Ananiev, O. Asmolov, H. Ball, O. Bondarenko, N. Lohinova, H. Lozhkin and others). The study on the analysis of professional activity of

socioeconomic type and improving its productivity was held (O. Bondarenko, N. Volianuk, L. Dolynska, N. Poviakel, I. Popovych, N. Prorok, O. Romanova, O. Sannikova, N. Chepelieva, N. Shevchenko and others).

**The results of research and their discussion.** Success is a concept that includes not a single random phenomenon, but a repeatedly verified life experience, formed by positive thinking and a lifestyle, based on the motivation to achieve a goal through purposeful activity, the desire to develop harmoniously.

According to S.D. Maksymenko, the personality development indicator is the subjectivity level, the ability to active conversion of their life circles and personal attitude towards it (Максименко, 2013; Maksymenko, 2015). The main mechanism of personal activity of the subject is social and psychological potential, which provides the orientation on social changes, development of new life guides, understanding, awareness and understanding of what is happening, its synthesis and prediction of development. An integral indicator of such a mechanism work should be the level of individual social adaptability to changing life conditions. A particular interest concerning the problem of the subject's success is presented in works of the scientific researches guided by S.D. Maksymenko (Максименко, 2013; Maksymenko, 2015). The researcher S. Taylor in his research claimed that the best specialists can become those who have better developed thinking, metacognitive abilities. They stand out significantly among future specialists (Taylor, 1999).

Maksymenko S.D. and Hubenko O.V. describe the psychological potential of the individual as the driving force of society, which can be developed and realized at various levels of activity, therefore it is necessary to consciously treat human resources (Maksymenko and Hubenko, 2018). It is important to consciously analyze and evaluate individual abilities and achievements, which are essential in the formation and development of the psychological potential of an individual.

Based on the obtained results, S.D. Maksymenko came to conclusions about the relationship between motivation and personality traits, linking the characteristics of motivation, which are closely intertwined with individual traits (Maksymenko, 2015). When the personality of the future specialist is aimed at achieving a result,

he directly reaches the goal of his activity, showing high performance results. The position of the scientist Yu. Klimov regarding the success of professional activity is focused on a person as a subject and initiator of entrepreneurial activity. He emphasizes that the basic problem is adaptation to a new type of social organization and the problem of self-realization of the subject through new types of activity, in particular innovative and entrepreneurial.

**Conclusions.** In modern conditions, which are closely related to European integration, the issue of the socio-psychological potential of a professional in the socio-economic field is becoming more and more relevant. It has been proven that the socio-psychological potential of an individual is the driving force of the development of society and is manifested in two behavioral patterns: the presence and stability of a constructive idea in society and a psychological guidance on life needs.

#### **Literature:**

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