

# Characteristics of Professional Values Across Generations

Nilufar Dalimova<sup>1</sup>, Rukhsora Odilova<sup>2</sup>

<sup>1,2</sup>*National University of Uzbekistan named after M. Ulugbek, Tashkent, Uzbekistan*

<sup>1</sup>*Corresponding author: barnoshka4675@gmail.com*

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**Abstract** The exploration of professional values is of significant relevance in today's world. The presence of professional values and traditions plays a vital role in maintaining professional stability, enhancing a person's material prosperity, and cultivating a spiritual and moral environment at work. This article focuses on the examination of professional values across various generations and provides research findings on the matter.

## 1. INTRODUCTION

A person's life values are also evident in his or her professional values. There are certain groups in every society whose occupations bring them to a level of privilege over other members of their community. It is well known that the life, health, spiritual health, legal protection, and scientific potential of many members of society depend on the degree to which such privileged professionals feel their professional responsibility, honesty, and conscience.

Based on ideas mentioned above, we aimed to determine the professional values of different generations living in Uzbekistan.

connected with professional activity [Gutkin M.S. (2000)].

This method's questionnaire yields data on three groups of scales: values tightly bound with professional activity; values actualised through professional activity; values realised irrespective of professional activity.

Table 1 outcomes reveal that the values centred around profession-related activities are considerably higher in Generation X (43.0%) compared to other generations. Both professional and contrasting non-professional values are elevated in Baby Boomers (50.6%), and values independent of professional activity are higher in Generation Y (25.6) and Generation Z (22.5) compared to other generations. The above table summarises the comprehensive results, with a detailed analysis of each question following.

## 2. METHOD AND RESULT

The method "Identifying the type of value orientation", devised by M.S. Gutkin, T.I. Shalavin, and S.N. Chistyakov, is aimed at discerning values

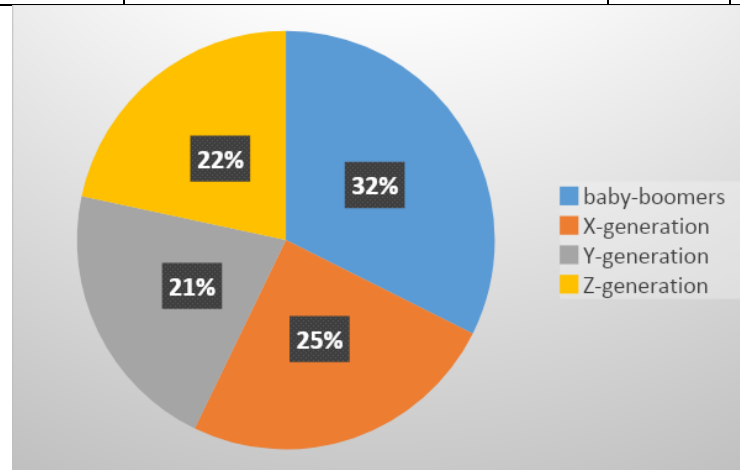
The Baby Boomer generation (35.6) responded most positively to the statement, "A profession that allows me to display my agility, willpower, strength, and physical prowess at a high level is the best profession for me." Responses from the other three generations showed near-identical attitudes towards this notion.

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<sup>1</sup> *barnoshka4675@gmail.com*

**TABLE 1.** Analysis of the results obtained using the method of identifying value orientation types of different generations

Generations		N	%
<b>Baby-boomers (1943-1960)</b>	Professionally oriented values	27	31,0
	Values both related and unrelated to the profession, i.e., conflicting values	44	50,6
	Non-Professional Activity-Oriented Values	16	18,4
	General	87	100,0
<b>X generation (1961–1981)</b>	Professionally Oriented Values	52	43,0
	Values that are both related and unrelated to the profession, i.e., conflicting values	47	38,8
	Non-Professional Activity-Oriented Values	22	18,2
	Generation	121	100,0
<b>Y generation (1982–2004)</b>	Professionally Oriented Values	35	38,9
	Values that are both related and unrelated to the profession, i.e., conflicting values	32	35,6
	Non-Professional Activity-Oriented Values	23	25,6
	General	90	100,0
<b>Z generation (2005 – approx. 2025)</b>	Professionally Oriented Values	29	36,3
	Values that are both related and unrelated to the profession, i.e., conflicting values	33	41,3
	Non-Professional Activity-Oriented Values	18	22,5
	General	80	100,0



**FIGURE 1.** Surveyed individuals' reactions to the statement, "The profession allowing me to display my agility, willpower, strength, and peak physical condition is the most fitting career for me"

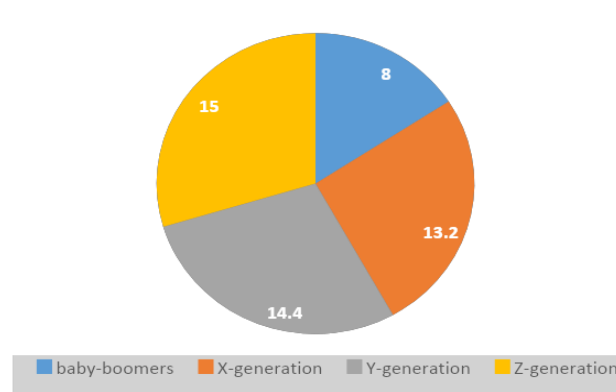
**TABLE 2.** Responses to the statement, "A profession that allows me to demonstrate my agility, determination, strength, and peak physical fitness is the ideal career for me"

Generations		N	%
Baby-boomers (1943-1960)	No	56	64,4
	Yes	31	35,6
	General	87	100,0
X generation (1961–1981)	No	88	72,7
	Yes	33	27,3
	General	121	100,0
Y generation (1982–2004)	No	69	76,7
	Yes	21	23,3
	General	90	100,0
Z generation (2005 – approximately 2025)	No	61	76,3
	Yes	19	23,8
	General	80	100,0

Based on the illustration above, we can deduce that the older generation in our study demonstrated a preference for a profession that showcases their this generation are now physically weaker and desire to regain their once vigorous and active condition. Similar observations can be found in the work of other researchers [Shindryaeva I.V. (2015)].

agility and strength. This may not be unexpected as the individuals from

The chart below (Figure 2) illustrates respondents' reactions to the statement, "A profession that offers me the opportunity to attain a high social status, recognition, fame, and the acknowledgement of others is the best profession for me."



**FIGURE 2.** Respondents' reactions to the statement that the profession which affords them the chance to attain a high societal standing, recognition, fame, and acknowledgement by others is the most appropriate profession for them

Participants from the X, Y, and Z generations who (13.2%, 14.4%, and 15% respectively), whilst the partook in our study exhibited near identical results figures for the baby boomer generation were

considerably lower than those of the aforementioned three generations. This suggests that the younger generation are more driven to attain a higher societal standing, fame and recognition than the older generation. However, it should be acknowledged that, whilst Generation Z has a stronger inclination to achieve a higher position in society compared to other generations, the results indicate that 85% of this generation also feel that a "profession that offers them the opportunity to gain societal recognition, fame and

acknowledgement is the best profession for them". Similar findings can be seen in the research of N.U. Yarychev [Yarchev N.U. (2016)].

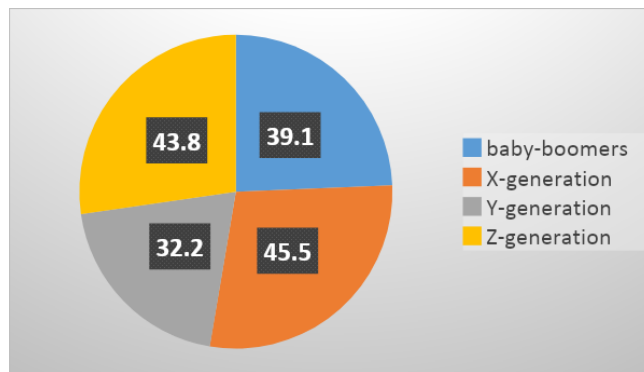
The following table presents the responses of various generations to the statement, "A job that allows for good working conditions, meaning one which does not induce fatigue or negative emotions, is the best profession for me".

**TABLE 3.** A job that permits good working conditions, in other words, work that does not result in exhaustion or generate negative emotions, is the most suitable profession for me

Generations		N	%
<b>Baby-boomers (1943-1960)</b>	No	39	44,8
	Yes	48	55,2
	General	87	100,0
<b>X generation (1961–1981)</b>	No	67	55,4
	Yes	54	44,6
	General	121	100,0
<b>Y generation (1982–2004)</b>	No	48	53,3
	Yes	42	46,7
	General	90	100,0
<b>Z generation (2005 – approximately 2025)</b>	No	42	52,5
	Yes	38	47,5
	General	80	100,0

If we consider the results, almost all of the various generations presented a high preference for the statement: "A job that ensures good working conditions, allowing one not to become exhausted or experience negative emotions, is the ideal profession for me." Thus, it can be inferred that throughout their lives, individuals desire to work in favourable conditions and in roles that don't trigger negative

emotions. Nevertheless, it was the Baby Boomer generation that registered the highest preference (55.2%). Our subsequent examination pertains to the statement: "A profession that guarantees a good salary and high earnings is the ideal job for me." We have opted to illustrate the results of this survey through the diagram below.



**FIGURE 3.** Responses of participants to the statement that a profession which ensures a good salary and sound financial conditions is the most suitable job for them

From the preceding results, it is clear that the X generation respondents (45.5%) agreed most with the statement, "a profession that ensures a high income and provides good financial conditions is the best profession for me". Given this, we can infer that the representatives of this generation, who were approximately 39-59 years old at the time of our research, were likely dealing with financial responsibilities such as supporting their growing children, managing their children's marriages, providing housing and financing education. These

substantial financial obligations could explain why this generation, more so than others, would prefer a profession that yields a higher salary.

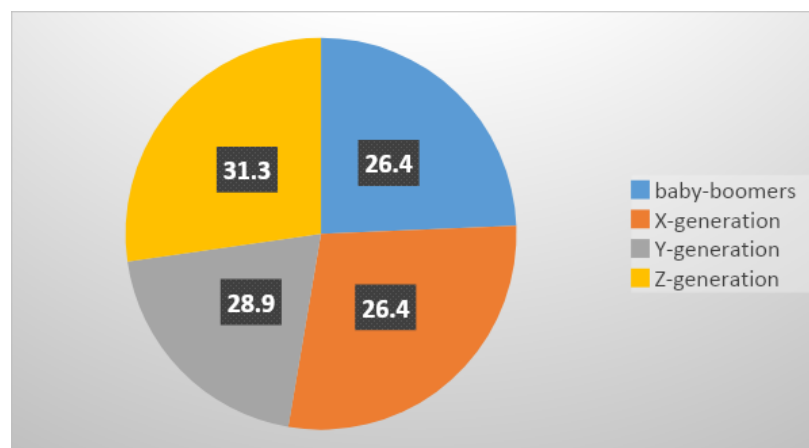
The subsequent response we analysed was to the statement: "the profession that allows me to exercise creative freedom and fully utilise my intellectual capabilities is the most suitable for me". The responses to this statement can be found in the subsequent table.

**TABLE 4.** The profession that allows for creative freedom and the full expression of my intellectual abilities is the most suitable for me

Generations		N	%
Baby-boomers (1943-1960)	No	67	77,0
	Yes	20	23,0
	General	87	100,0
X generation (1961–1981)	No	94	77,7
	Yes	27	22,3
	General	121	100,0
Y generation (1982–2004)	No	59	65,6
	Yes	31	34,4
	General	90	100,0
Z generation (2005 – approximately 2025)	No	60	75,0
	Yes	20	25,0
	General	80	100,0

A total of 34.4% of the Generation Y respondents who participated in our study concurred with this viewpoint. In essence, intellectual capabilities comprise an individual's keenness, power, and comprehensive perception of a subject, a vast array of knowledge about it, flexibility and speed of thought (rapid, diverse, specific), logical and articulate reasoning, and systematic action. This includes analysis, synthesis, the capacity to think creatively, to summarise and generalise, to form opinions, and to accomplish tasks. Therefore, creativity doesn't merely help an individual to adapt to life, but rather to transform it. Thus, we can deduce that

representatives of Generation Y are typified by their creative activities, developed intellect, creative potential, intellectual development, and a strong desire for improvement. Given that the representatives of this age group currently constitute the 20-38-year-old generation, it's natural that these results are higher among the representatives of Generation Y. Our next examination pertains to, "The profession that leaves ample time and energy for communication with friends and relatives, for leisure, and for pursuing various interests is the most suitable profession for me." We decided to present the results of this review in the form of an image below.



**FIGURE 4.** Respondents' views on the notion that a profession which conserves time and energy for interacting with friends and relatives, and allows for leisure time and diverse pursuits, is the most suitable profession for them

Drawing from the results depicted in Figure 4, it can be inferred that 31.3% of Generation Z representatives believe that a profession which conserves time and energy for interaction with friends and relatives, and allows for free time and the pursuit of varied interests, is the most suitable for them. Given that these respondents are the youngest of those surveyed, with many still in their formative years and relatively untouched by life's worries compared to other generations, it's unsurprising that they express a desire for leisure, increased social interaction, and enjoyment during their free time.

The older generation, it seems, prioritises professions that demonstrate their agility and strength, without causing fatigue or negative emotions. The X generation, on the other hand, favours occupations offering high salaries and good financial conditions. The Y generation places importance on professions that allow for the display of creative freedom and full expression of their intellectual capabilities. The youngest participants, belonging to Generation Z, showed a stronger inclination towards occupations that preserve time and energy for socialising with friends and relatives, organising free time, and pursuing diverse interests, compared to the other generations.

### 3. CONCLUSION

The examination of professional values across different generations suggests varying preferences.

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