

EMPLOYMENT AND THE IMPEMENTATION OF LABOR POTENTIAL

DOI: 10.15838/sa.2020.5.27.5

UDC 331.104;314.93 | LBC 60.54

© **Leonidova G.V.**

QUALITATIVE CHARACTERISTICS OF LABOR POTENTIAL OF SUCCESSFUL PARENTS: SOCIAL PORTRAIT AND POSITION IN THE LABOR MARKET



GALINA V. LEONIDOVA

Vologda Research Center; Russian Academy of Sciences

Vologda, Russian Federation

e-mail: galinaleonidova@mail.ru

ORCID: [0000-0003-0361-2099](https://orcid.org/0000-0003-0361-2099); ResearcherID: [I-7139-2016](https://orcid.org/I-7139-2016)

Nowadays, as modern life becomes increasingly complex and fast-paced, a person is expected to possess a wider range of qualities to successfully perform basic social functions. The key spheres of human life are work and family. Whether work-family balance is achievable or has to be sacrificed is of interest to researchers from different countries and academic fields. Combining employment and parental functions requires the development of relevant strategies, especially in cases of parents achieving success in the profession, including running their own business or active civic participation in the life of a company, territory, country, etc. The impact of parenthood on success, including professional success, is mixed. In this regard, it is relevant to study the qualitative characteristics of the labor potential of parents who consider themselves successful people, as well as to determine their socio-demographic characteristics, socio-cultural attitudes and position in the labor market. These aspects determined the purpose of the conducted scientific search. The information base of the study is the monitoring of the quality of labor potential of the population, carried out by Vologda Research Center of the Russian Academy of Sciences in the Vologda Oblast since 1997 (we use data for 2022). The object of the study is working residents of the oblast who are parents at the time of the survey and subjectively consider themselves successful people. We consider the general and stable characteristics of the portrayed group, which represent the novelty of the study. These include optimism in relation to their professional prospects, correspondence of the work to abilities and aptitudes, professional vocation and more pronounced correspondence of the work performed to the professional education received, as well as more pronounced adherence to moral and ethical attitudes of the society in comparison with the population of the oblast. We find that in the group of “successful parents” in equal shares are represented men and women mostly middle-

aged (42 years), officially married, with two children, 18% – with three children or more, identifying themselves with people of average income. People with higher and secondary vocational education are equally represented, which reflects the structure of the oblast's employed population by education. The results of the study can be useful in the development of family policy programs in the oblast, as well as in educational projects on family education.

The quality of labor potential, family, parents, success, employment, social portrait.

Introduction

Raising the prestige of parenthood in society and creating real conditions for combining parental responsibilities with professional activities is a top priority of the Concept of State Family Policy in the Russian Federation through to 2025¹. The growing attention to the family in the political agenda of the state is conditioned by the socio-economic challenges of the late 20th and early 21st century. First of all, they include population aging, declining birth rate, transformation of the institution of family and marriage, shortage of labor resources, etc. The main thrust of the policy is the economic motive, demanding an increase in the number of employed women by reducing their domestic workload. Therefore, the state policy is focused on “developing the availability of educational services for children and improving their quality; improving maternity and paternity leaves (conditions of providing, level of payment); as well as the formation of a “family-friendly” workplace (flexible working hours, remote employment, etc.)” (Chernova, 2012). Employment and parenting require strategies for reconciliation, especially in cases of parents' success in the profession, including running their own business or active civic participation in the life of the company, territory, country, etc. In this regard, the article aims to examine qualitative characteristics of the labor potential of workers who have children and subjectively consider themselves successful, their socio-demographic characteristics, socio-cultural attitudes and position in the labor market.

Theoretical aspects of the study

Recently, Russian society, like the rest of the world, has witnessed a significant transformation of life values. The phenomenon of success as a product of socio-cultural context and as a specific manifestation of a value change in a person's attitude toward the world is of interest in this connection (Shuklina, Shabrova, 2019). While previously, in the Soviet society, such an achievable symbol of success as active self-realization in labor or social activity dominated (Karakhanyan, 2008), in modern realities, according to sociologists, a “goal-oriented individualist” type of person has been formed (Voz'mitel', 2021). The examples of a successful person become entrepreneurs, top managers, businesswomen, and symbols – expensive cars, yachts, etc.

At the same time, according to polls conducted by the All-Russian Public Opinion Research Center (VCIOM), the criteria for success are changing in response to transformations in society and the economy. While in the 2006 surveys, terminal values prevailed in Russians' answers about the determinants of success (respondents “attributed the achievement of personal success to their talents and diligence – 46%”)², in 2016, instrumental values prevailed (“material resources are one of the conditions for success in life – 28%”)³. The latter factor prevailed in 2022 as well: those who rated their financial situation as “good or very good” were twice as likely to describe themselves as successful (89 vs 40%). People with a higher level of education also considered them-

¹ The Concept of State Family Policy in Russian Federation through to 2025: RF Government Resolution 1618-r, dated August 25, 2014. Available at: <https://mintrud.gov.ru/ministry/programms/16> (accessed: July 25, 2023).

² Life success in Russia: What leads to it, and what hinders it?: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/zhiznennyj-uspekhn-v-rossii-chto-k-nemu-vedet-a-chto-meshaet> (accessed: July 17, 2023).

³ Keys to success: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/klyuchi-k-uspekhu> (accessed: July 14, 2023).

Table 1. Dynamics of answers to the question “Without what is it impossible to achieve success in our country today?”, % of respondents

Respond option	Year	
	2013*	2023
Without education / knowledge / mind / brains	17	31
Without money / financial opportunities / start-up capital / facilities	23	17
Without good acquaintances / personal connections	20	17
Without aspirations / initiatives / active life position	7	16
Without desire to work / hard work / discipline / insistence	7	7
Without support, help of relatives/friends/people	4	5
Without changes in domestic politics / change of power / normal laws	1	5
Without health	1	3

* In 2013, any number of responses were allowed.
Source: The Russian formula for success: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/russkaja-formula-uspekha> (accessed: July 17, 2023).

selves successful more often than others (77%)⁴. In 2023, such a success factor as self-actualization (“achievement of the set goal – 15%”)⁵ appears in the assessments again.

However, it is worth noting that the share of the population that believes it is possible to succeed without education has nearly doubled over the past decade (from 2013 to 2023)⁶ (Tab. 1). The importance of initiative and active life position in achieving success has increased in Russians’ assessments. Conversely, the share of respondents who believe that it is possible to become successful without material support decreased from 23% to 17%.

It is noteworthy that the top three estimates of young Russians (18–34 years old) in 2023 included the opinion that the main criterion for success in life is “having a family” (16%)⁷.

According to the results of the analysis of scientific literature, Russians’ ideas about the criteria of success are quite broad: the vision of success as “harmony between the values of family and work, the realization of life plans and

the feeling of happiness” (Temnitskii, 2019); “a normative model of self-actualization based on the adaptation of socially significant values and prescriptions to individual life goals and possibilities of their achievement in particular social conditions” (Reutov et al., 2020); “individual’s satisfaction with the result, achievement of the goal, well-being, peace of mind, correlating internal satisfaction, external signs of goal achievement with social and moral ideals of society” (Konyukhova, Konyukhova, 2009); “luck in achieving something; social recognition; good results in work, study”⁸; “status identity” (Fetisova, 2021).

The studies also emphasize that the family is considered as a “separate component of success” (Zubenko, Sabitova, 2016), its “key parameter” (Reutov et al., 2020). At the same time, “despite the proclaimed values of family and children in perceptions of success in life, in everyday working life they appear in the background in comparison with the role of work and earnings” (Temnitskii, 2019). Foreign researchers

⁴ Successful people: Who are they?: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/uspehnye-ljudi-kto-oni> (accessed: July 14, 2023).

⁵ The Russian formula for success: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/russkaja-formula-uspekha> (accessed: July 14, 2023).

⁶ The survey involved 1,600 Russians aged 18 and older. Survey method is telephone interview by stratified random sampling extracted from the full list of cell phone numbers used in the territory of the Russian Federation. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/russkaja-formula-uspekha>

⁷ The Russian formula for success: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/russkaja-formula-uspekha> (accessed: July 17, 2023).

⁸ Ozhegov S.I. (2017). Dictionary of the Russian Language. Moscow: AST: Mir i obrazovanie. P. 736.

confirm these conclusions; they found on the materials of a survey in Norway that family size has no effect on “men’s labor market outcomes in either the short or long run” (Cools et al., 2017). For women, however, the impact is notable: “Having additional children causes sizable reductions in labor supply for women, which fade as children mature” (Cools et al., 2017). The authors of the study cite family size as the main reason for the persistent career gap between women and men. The stories of 36 of Canada’s most successful female entrepreneurs also illustrate the importance of family dynamics in the decision to become an entrepreneur (Belcourt, 1990).

Studies by Korean researchers (Kim et al., 2007) indicate that family relationships are important for a happy life. This thesis was confirmed in a cross-country study of success (Shabunova et al., 2019). The influence of family on life satisfaction was assessed positively by the majority of respondents. It is significant that respondents from all countries participating in the research (Russia, Belarus, Poland) answered in this way. At the same time, successful working parents are more optimistic about such influence in contrast to other respondents (in the group of employees with children, more than 94% of respondents think so, in the group of employees without family and children – 87%) (Shabunova, Leonidova, 2023). In the context of the family’s influence on the success of its adult members, work-life balance is actively analyzed not only on the part of the employed population in general (Razumova et al., 2020; Chernova, 2012), but also on the part of successful parents (Shabunova, Leonidova, 2023).

In this regard, the category of working citizens who have a family and children is of interest in the study of success also from the point of view of the qualitative characteristics of their labor potential and the analysis of the social portrait of the group. Essentially, the question of interest is as follows: who are the people who have children and consider themselves successful?

Parents, as a key agent of socialization of the younger generation, have long held a firm place in the subject field of research (Shuklina, Shabrova, 2019). Within the framework of the

economic approach, parenthood is interpreted as “a special type of labor activity on care, upbringing, socialization, education and development of children, performed by parents and close relatives at each of the stages of reproduction of human resources, starting from the birth of a child to the completion of the process of formation of their personality” (Pshenichnikova, 2010, p. 25). Parental labor differs from professional labor by its internal content, “a special, irrational love and care for the child” (Bagirova, 2013). Young people today realize the function of parenthood against the background of “many (conscious and unconscious) contradictions, in particular, between the growing importance of the value of self-actualization and the continuing value of parenthood” (Polivanova, 2015). In today’s rapidly changing world, many parents strive to achieve success and productive self-actualization in the workplace by combining parenting with employment (Shabunova, Leonidova, 2023). Success in career in this case is “one of the components of family well-being” (Al’brekht, Taradanov, 2018).

In the context of success we can also consider the approach of scientists from the Institute of Sociology of FCTAS RAS (Gorshkov, Sedova, 2015), associated with the study of “self-sufficient” Russians who strive “to live and provide for themselves and their families independently, without purposeful appeal to the state” (Sedova, 2019). This skill is considered to be “a key resource that determines the degree to which a person successfully realizes their life goals” (Sedova, 2019). According to the research of IS FCTAS RAS, “people living in families with three or more members are more confident that they can cope with life difficulties on their own and can do without the help of the state (46–50%) than those living as a couple (40%) or alone (35%)” (Gorshkov, Sedova, 2015). It can be assumed that most parents are “self-sufficient people striving for their own success and the success of their family as a reflection of the process of ... social maturity, responsible and independent approach to their own lives, ... aspiration to actively master the surrounding reality, involvement in what is happening” (Sedova, 2019).

When analyzing success in the context of the social structure of society, the initial methodological premise is the assumption that “not only civilizational and national communities, but also individual social groups in society have special value dominants that determine the generally accepted evaluative attitude toward any phenomena and problems” (Kuz'menko, 2017). Trends and contradictions in the perceptions of different social groups about success are projected into the perspective of the development of society as a whole, which gives grounds to speak about the predictive nature of research into the phenomenon of success in social groups, such as the group of “successful parents”.

Therefore, the studies reveal the issues of success as an independent phenomenon, one of the indicators of social well-being, including in terms of defining success in different spheres of life, such as professional success. Parenthood in the context of socialization of the younger generation, formation of its human potential is also seen as an activity that requires a variety of competencies. However, there are practically no studies that characterize successful people with children in terms of analysis of qualitative characteristics, socio-demographic and socio-cultural parameters of their labor potential. We will try to reveal these gaps within the framework of the article.

Research methodology

The research approach to the analysis of qualitative characteristics of labor potential is based on considering labor potential as a generalizing characteristic of labor resources. In the expanded interpretation of the category labor potential is a component of human capital and is characterized by physical and psychological abilities to work, the level of social maturity, knowledge, skills and abilities, etc. This study is based on the results of monitoring the quality of labor potential of the population, based on an original approach to the composition of in-

dicators (Leonidova et al., 2018). According to this approach, an integral indicator of the quality of labor potential is socio-professional capacity, which has a complex hierarchical structure and includes eight qualitative components of the basic level: physical and mental health, knowledge and attitude to knowledge, creativity, social skills, cultural and moral qualities, and the need for achievement. The index is calculated according to the original methodology based on the data of monitoring the quality of labor potential of the population⁹, conducted by VolRC RAS in the Vologda Oblast, the results of which served as an information base for the study (we used data for 2022).

The subject of the study is able-bodied population of the oblast aged 18 years and older who were parents at the time of the survey and considered themselves successful people. We defined the “successful parents” social group based on the subjective position of respondents, their own identification of themselves to “successful” without specifying in what exactly they are successful. However, in view of the fact that this question was included in the toolkit of the sociological survey aimed at studying the quality of labor potential of the population, we assume that respondents, relating themselves to successful people, first of all considered their professional success. Professional success is understood in the study as “a set of positive results accumulated during the career (labor activity): “individual’s satisfaction with professional self-realization based on the results of personal and professional achievements on the way to professionalism and their recognition in the professionally significant for the subject environment” (Teplinskikh, 2006).

The study of the social portrait of successful parents was carried out within the framework of distinguishing this group by means of questionnaires: 1) “Do you consider yourself a successful person?” with affirmative answers “Yes” and “Rather yes”; 2) “How many children do you have?” with exclusion of answers 0 (no children). As a result, we received a rather large

⁹ The surveys are conducted in the cities of Vologda, Cherepovets and 8 districts of the Vologda Oblast with a periodicity of once every two years. The sample size is 1,500 respondents. Method: zoning with proportional placement of observation units. Type of sampling: quota sampling by gender and age. Magnitude of random sampling error: 3–4% with a confidence interval of 4–5%. Survey method: questionnaire survey at the place of residence of respondents.

group of “successful parents” – 603 people, which is 40% of the number of respondents (1,500 people) and 54% of the number of respondents with children (1,108 people).

In addition, the information base of the study includes data from federal statistics, and also contains references to the results of surveys conducted by the All-Russian Center for Public Opinion (VCIOM) in terms of Russians’ assessments of success criteria.

Research findings

Socio-demographic characteristics of successful parents

The demographic composition of the selected group of successful parents is as follows: men – 45.4%, women – 54.6%; the average age is 42, of which under 35 – 28.4% (171 people), from 36 to 59 – 67.3% (405 people), from 60 years and older – 4.3% (26 people). The majority of group members (76%) are married and live together with a spouse, in 10% of cases – cohabitation without marriage. Parents with two children predominate (49%), 33% parents have one child. It is worth noting the group of parents with many children (18%), whose families have three (the highest representation) or more children. These families are of special research value because they characterize reproduction of the extended type: “in these families the children’s generation not only replaces the parental one, but exceeds it” (Zyryanova, 2021).

Parents with secondary vocational education (39%) and higher or incomplete higher education (40%) occupy almost equal shares in the study group. The highest representation of respondents with higher education is observed in the age groups under 35 (42%) and 36–59 (40%).

The financial situation of successful parents

The majority of the group (69%) identifies itself with people of middle income, one fifth (22%) – with “poor” (the average for the oblast population is 50 and 30% respectively). The difference in assessments is statistically significant for the distinguished group of successful parents. The average level of wages (28 thousand rubles)

of respondents who identify themselves with the category of the poor, according to the survey data, is equal to two living wages in the region (14,059 rubles in 2022¹⁰). The middle earnings of those who identified themselves with the categories of rich and middle-income people are 30% higher (about 40 thousand rubles). This is also confirmed by the comparison of respondents’ answers to the questions about social self-identification and purchasing power of incomes (Tab. 2). Among those who have enough money to afford anything, the majority are rich people (22%) and middle-income people (78%). Among the respondents for whom the purchase of various goods does not cause special difficulties, the respondents who categorized themselves as middle-income prevail (90%).

Among those who have to put off larger purchases for later, there is also a shift toward the category of “middle-income people” (73%). Among people with low purchasing power (“We only have enough money to buy food” and “we do not have enough money even to buy food, we have to go into debt”) there are more “poor and destitute”. At the same time, it was revealed that the level of wages in the category of “destitute”, according to their own answers, is higher (34.6 thousand rubles against 28 thousand rubles for those who classified themselves as “poor”), in fact, more than two living wages.

Positioning themselves as “poor and destitute” but at the same time “successful” is most likely due to the fact that success is a relative concept. First, people have different criteria of success, for example, not material criteria (wage level), but achieving some goal (winning a contest, etc.). Second, respondents who positioned themselves as “destitute” but had higher wages than those who rated themselves as “poor” may have more dependent family members, including more children. Third, to feel successful enough, one needs someone else to be lower in the social hierarchy. Fourth, this situation may be due to a sample shift toward the middle-income population because high-income people are less accessible to researchers.

¹⁰ On Amendment to the Resolution of the Vologda Oblast Government 1207, dated October 18, 2021: Resolution of the Vologda Oblast Government 744, dated June 6, 2022. Available at: <http://publication.pravo.gov.ru/Document/View/3500202206070018> (accessed: September 8, 2023).

Table 2. Self-identification of successful parents depending on the purchasing power of their income, %

Characteristics of money income	Self-identification				
	rich	middle-income	poor	destitute	hesitate to respond
We have enough money to afford anything.	22.2	77.8	0.0	0.0	0.0
Buying most durable goods (refrigerator, TV set) does not cause us difficulties, but we cannot afford a car right now	3.9	89.7	4.5	0.0	1.9
We have enough money to buy the necessary groceries and clothes, but larger purchases have to be put off for later	1.6	73.3	16.4	0.3	8.4
We only have enough money to buy food	0.0	25.2	65.4	4.7	4.7
We do not have enough money even to buy food, we have to go into debt	0.0	0.0	77.8	22.2	0.0

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VoIRC RAS, 2022.

Table 3. Self-identification of successful parents with different characteristics of labor employment in relation to material status, %

Characteristics of employment	What category do you classify yourself in?				
	rich	middle-income	poor	destitute	hesitate to respond
I work only at my main job	1.9	71.9	19.6	0.7	5.9
I have a main job and a side job	4.3	58.6	27.1	2.9	7.1
I combine my main job with occasional side work	8.0	44.0	44.0	0.0	4.0
I do not have a main job, I have odd jobs	0.0	75.0	25.0	0.0	0.0
Not working (including parental leave, etc.)	0.0	66.2	26.0	3.9	3.9

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VoIRC RAS, 2022.

Also, this situation may indicate that success for different population groups is related to different aspects of life. This is not only well-being, but also social status, harmony in the family, good health, creative self-realization, political career and much more (Leonidova, Kalachikova, 2019). Sometimes this circumstance is seen as something that constitutes the true integrity of a successful individual, that is, it is difficult to be successful by missing some of these components.

Employment of successful parents

The majority of successful parents have only a main job – 78% (the oblast average is 59%; *Tab. 3*). The employment relationship of 76% of this group is based on an open-ended employment contract. The study shows that the group of successful parents who work only at their main job or have additional employment position themselves with the categories of “rich”

(2% and 4% respectively) and “middle-income” (72% and 59%).

It is noteworthy that the non-working population, including those on parental leave, and those who do not have a main job and have odd jobs, also tend more to the “middle-income” population (66% and 75% respectively). Successful parents who combine their main job with odd jobs identify themselves equally with both “middle-income” (44%) and “poor” (44%) people. In this case, such a composition of successful parents and their distribution by groups depending on their financial status is explained by the fact that 42% are residents of rural municipal districts of the oblast (29% are residents of Cherepovets and Vologda). While the average earnings of Cherepovets residents, according to their estimation, amount to 48.3 thousand rubles, and those of Vologda residents – 39.9 thousand rubles, the average earnings of

rural residents amount to 26.1 thousand rubles, which significantly affects their self-identification. At the same time, we should take into account that in the groups of successful parents who combine their main job with odd jobs and who have only odd jobs, the majority of respondents are rural residents (56% and 62%).

The identified features of labor remuneration are confirmed by official statistical data of Vologdastat. The differences in the level of wages of employees between the municipal entities of the Vologda Oblast reach almost two times (Fig. 1). Thus, the maximum amount of the average monthly nominal gross salary in 2022 was in Cherepovets (70.2 thousand rubles), and the minimum – in Nikolsky District (37.2 thousand rubles).

Successful parents are optimistic about their professional prospects (Tab. 4). The majority of respondents assess their demand in the profession as “high and rather high” (72%), which is 10 percentage points higher than the share of similar answers in the average population of the region (62%).

Such a gap in assessments between the selected group of successful parents and the oblast’s population as a whole is noted practically for all perspective positions: there are more positive answers among successful parents, while there are two or more times more negative answers among the population as a whole.

The optimists include young parents (under 35) and middle-aged parents (36–59). In

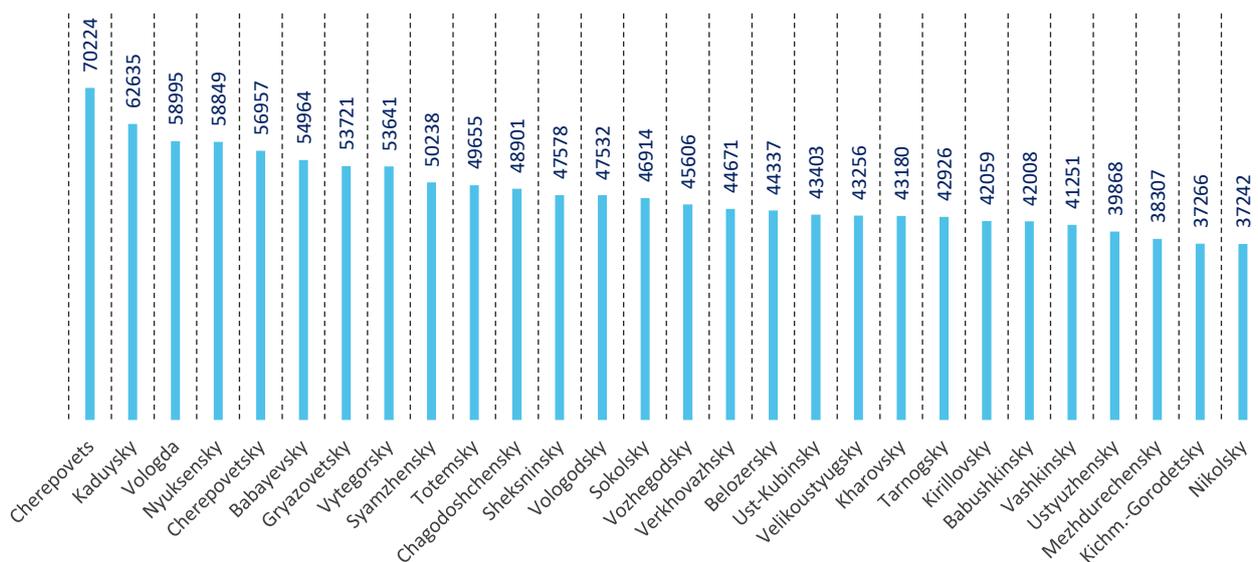


Figure 1. Average monthly nominal gross salary of employees in the municipalities of the Vologda Oblast, 2022, rubles

Source: Vologdastat data. Available at: <https://35.rosstat.gov.ru/storage/mediabank/Муниципалы%202022.htm> (accessed: July 24, 2023).

Table 4. Assessment of professional prospects, %

Respond option	High and rather high		Rather low		Hesitate to respond	
	successful parents	survey average	successful parents	survey average	successful parents	survey average
Demand for the profession	71.8	62.1	7.0	17.4	17.9	20.5
Professional development	61.2	49.0	11.9	27.4	21.6	23.6
Professional self-actualization	59.1	46.8	13.1	29.0	21.4	24.2
Decent wages	58.6	45.8	15.3	30.0	21.1	24.2
Career growth	51.4	40.0	16.6	33.8	24.9	26.1

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VoIRC RAS, 2022.

positive answers about the demand for the profession their shares were 79 and 70% respectively, about the prospects of professional qualification improvement – 67 and 61%, professional self-actualization – 64 and 59%, decent wages – 64 and 56%, career growth – 57 and 41%.

Optimism about professional prospects is most likely due to the fact that the majority of successful parents (77%) work in their specialty (52%), or in a close profession (24.5%; Fig. 2).

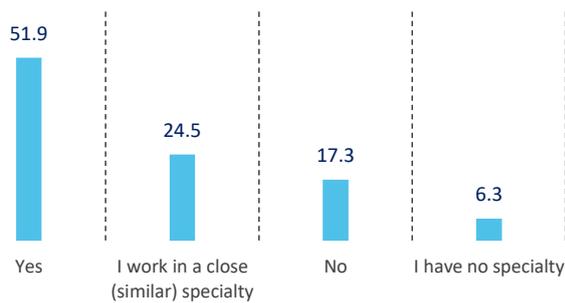


Figure 2. Distribution of successful parents' answers to the question "Do you work in the specialty obtained in a professional organization (higher education, technical and vocational education)?", %

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VolRC RAS, 2022.

This hypothesis is confirmed by correlation analysis of the relationship between professional prospects and work in the specialty (using Pearson correlation). All positions characterizing the level of prospects in labor activity have a significant, but not strong relationship with the variable "work in the specialty" (demand for the profession – $p = 0.259$; professional development – $p = 0.269$; decent wages – $p = 0.200$; career growth – $p = 0.223$; self-realization – $p = 0.261$).

Socio-cultural characteristics of successful parents

Closely related to success are people's attitudes toward the moral side of success. The share of Russians who believe that "in order to succeed in life, you sometimes have to sacrifice moral norms and principles" has fallen from 40% in 2005 to 23% in 2022. In turn, the

share of those who "would rather not succeed in life, but would never sacrifice moral norms and principles" increased from 52% to 71%¹¹. In range of successful parents' assessments the importance of moral and ethical qualities looks more convincing in comparison with the assessments of the population as a whole (Tab. 5).

Table 5. Importance of moral and ethical qualities* (sum of answers: very important and rather important), %

Quality	Successful parents	Whole population
Respect for parents, relatives	91.7	87.5
Justice	91.5	87.6
Honesty, truthfulness	90.5	86.8
Respect for elders	88.5	86.5
Self-esteem	88.1	83.2
Decency	87.1	83.7
Tolerance, respect for other people's views and opinions	85.9	78.7
Observance of laws, law-abidingness	85.1	78.6
Respect for other people's (private, state) property	84.4	76.6
Duty performance	84.2	77.6
Responsiveness, attention to other people	83.9	77.0
Respect for the team	83.6	78.9
Mutual assistance	83.5	77.5
Showing compassion, mercy	81.9	65.3
Equality between people	80.9	74.9
To be useful to society, fulfill the civic responsibilities	79.6	71.7

* Question wording: "People evaluate different life phenomena in different ways. For some people one thing is important, for others – another... Which of the following is important for you and which is not?" Source: data of monitoring the quality of labor potential of the Vologda Oblast, VolRC RAS, 2022.

That is, moral principles and norms are significant not only for the average person, but also for those who strive for success. The top 3 qualities in both categories of respondents include "respect for parents, relatives" (92% and 88% respectively), "justice" (92% and 88%), "honesty, truthfulness" (91% and 87%).

¹¹ Moral turn: Analytical review of VCIOM. Available at: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/moralnyi-povorot> (accessed: July 25, 2023).

Qualitative characteristics of labor potential of successful parents

Measurements show that the integral assessment of the qualitative state of labor potential (socio-professional capacity index) of successful parents (0.694 units) is higher than the average for the regional population (0.673 units; Fig. 3).

Successful parents significantly “overtake” the population in general and in the values of certain indices: need for achievement (0.677 vs 0.646 units), moral (0.804 vs 0.769 units) and cultural (0.716 vs 0.659 units) level, social skills (0.751 vs 0.737 units), cognitive (knowledge) level (0.620 vs 0.603 units).

The superiority in index values of qualitative properties of labor potential in successful parents is also confirmed by the level of realization/utilization (Tab. 6). The results of the study indicate that people who strive for success work harder compared to the average for the population as a whole. The biggest gap is in the realization of accumulated knowledge and qualifications (to the limit) – 54% of successful parents, 46% of Vologda citizens on average.

The same rates are recorded in the use of creativity (44% and 35%). In this sense, the concepts of “self-realization” and “creativity” act as interrelated characteristics of personality. It is in the creative process that a person’s “self” is most fully realized (Burns, 1982).

We should note that such tension in the labor process does not negatively affect the perception of work in general. More than two-thirds of successful parents, who put themselves to the limit in the realization of knowledge (72%) and creativity (78%), are quite satisfied with their work.

As the study shows, the population is almost equally satisfied with both professional activity and life in general (Tab. 7). At the same time, successful parents are characterized by significantly higher (from 6 to 10 percentage points) satisfaction with all aspects.

The interests, aptitudes and abilities of an individual are of great importance for self-realization in the professional plan. Aptitude, considered in psychology as “an individual’s selective orientation to a certain activity, prompting to engage in it”, reflects “an indi-

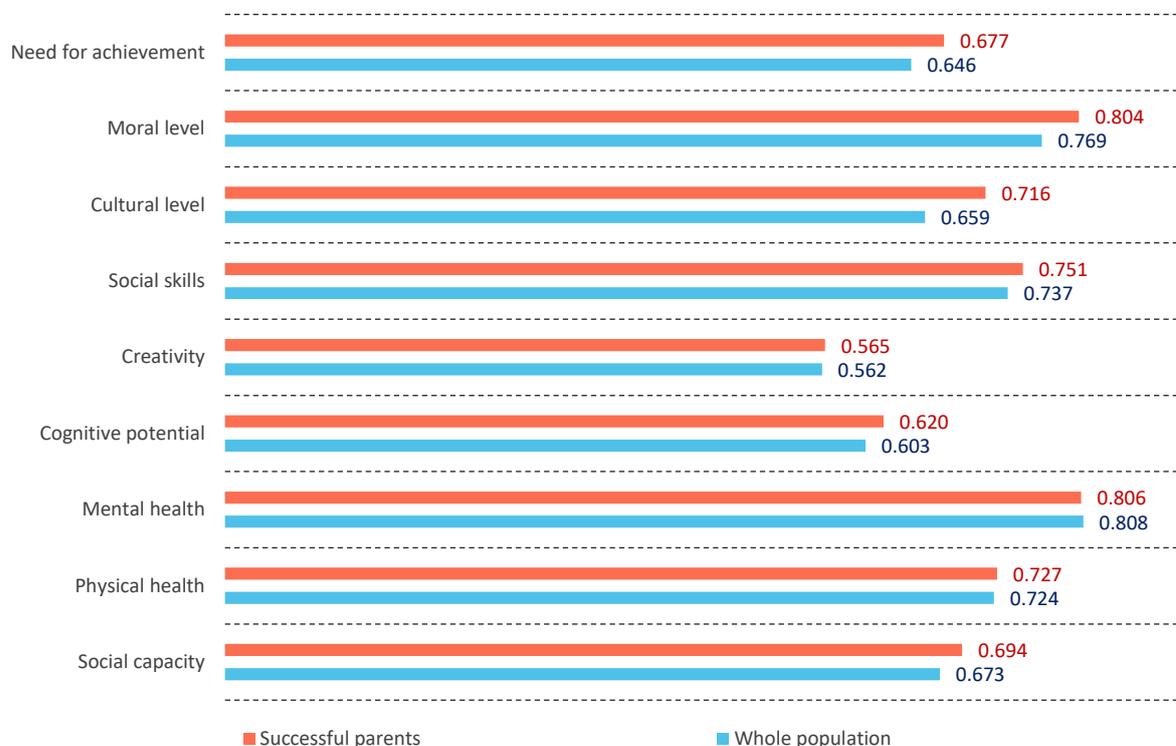


Figure 3. Dynamics of the quality of the population’s labor potential in the Vologda Oblast (index of socio-professional capacity), units.

Table 6. The extent of realization of qualitative characteristics in labor activity, %

Quality	Category of respondents	I realize			
		to the limit	more or less (could do more)	partially	very little (minimally)
Physical abilities and health	Successful parents	57.3	38.7	3.6	0.4
	Whole population	56.2	38.5	3.7	1.7
Resilience	Successful parents	57.6	39.4	2.9	0.2
	Whole population	50.7	43.2	4.8	1.3
Knowledge, qualifications	Successful parents	54.1	37.4	8.3	0.2
	Whole population	46.2	39.4	11.1	3.3
Creativity (ingenuity, problem solving ability, etc.)	Successful parents	44.2	40.8	12.2	2.9
	Whole population	35.3	40.5	17.0	7.0
Social skills, ability to get along with people	Successful parents	57.8	36.1	5.3	0.8
	Whole population	50.5	40.5	7.7	1.4
Culture (politeness, restraint, etc.)	Successful parents	57.0	35.0	7.3	0.8
	Whole population	48.3	40.4	9.3	2.0
Moral qualities (honesty, truthfulness, sense of duty, integrity, etc.)	Successful parents	57.2	37.3	5.3	0.2
	Whole population	49.1	41.3	7.9	1.8
Seeking promotion, initiative and entrepreneurship	Successful parents	45.2	39.4	12.7	2.7
	Whole population	37.2	40.3	15.8	6.8

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VoIRC RAS, 2022.

Table 7. Satisfaction with various aspects of life, %

Respond option	I am quite and rather satisfied		I cannot say whether I am satisfied or not		I am rather and utterly dissatisfied	
	successful parents	whole population	successful parents	whole population	successful parents	whole population
Working conditions in general	75.1	69.2	16.7	20.9	8.2	9.9
Work in general	77.9	70.7	15.2	21.3	6.8	8.0
Life in general	81.6	71.9	13.5	20.2	5.0	7.8

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VoIRC RAS, 2022.

vidual's need for a particular activity, the desire to improve skills and abilities related to this activity" (Shukhatovich, 2017). Abilities are a condition for successful performance of a particular productive activity. Matching the work performed to one's abilities and aptitudes affects job satisfaction and helps to more fully realize the personality. In the group of successful parents, 73% of respondents indicated compliance (Fig. 4), of which 71% were middle-aged (36 to 59 years old).

The most valuable manifestation of self-actualization in labor activity is professional vocation, which serves as "a characteristic of the spiritual development of society and a phenomenon of social order" (Shukhatovich, 2017). Researchers have proved that the correspondence of work to vocation carries a lot of economic effects, such as higher satisfaction with labor and work, higher returns manifested in the level of realization of labor potential, significantly larger gap in wages from those who

work not by vocation (Leonidova et al., 2018). According to the results of research conducted in the Vologda Oblast, the phenomenon of vocation acts as an identification characteristic of a significant part of the oblast's population throughout the entire period of research (since 2014). Almost every second employee in the oblast works in accordance with his or her vocation. The majority of successful parents (71%) note that their profession corresponds to their vocation. In this regard, we can argue that professional vocation is practically a norm of the working life of the population.

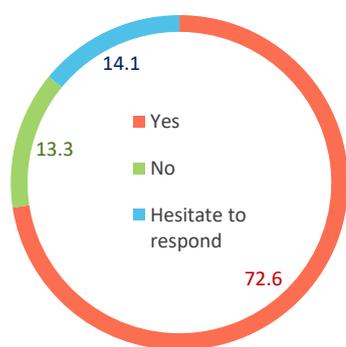


Figure 4. Matching profession (main job) to abilities and aptitudes, % of successful parents

Source: data of monitoring the quality of labor potential of the Vologda Oblast, VolRC RAS, 2022

Conclusion

Thus, the analysis shows that working parents who consider themselves successful people are more positive, more educated, efficient; have

a high level of resilience and high development of the studied components, which indicates their “active life position, the prevalence of activity over passivity” (Kiseleva, Orestova, 2018).

The study reveals common characteristics of the portrait group. They include optimism in relation to their professional prospects, professional vocation and more pronounced in comparison with the population of the oblast as a whole correspondence of the work performed to the professional education received, correspondence of the work to abilities and aptitudes, as well as more pronounced adherence to moral and ethical attitudes of the society. Probably, such parameters of labor potential and employment allow a more effective combination of professional and parental functions.

In the group of successful parents, men and women are equally represented, mostly middle-aged (42 years old), married, having two children, 18% – three children and more, identifying themselves with people of average income. People with higher and secondary vocational education are equally represented, which reflects the structure of the oblast's employed population by education.

The study of the essential characteristics of success in different social groups can provide information about the lifestyle of a modern person, show their values and attitudes, as well as be useful in the development of family policy programs in the oblast and in educational projects on family education.

REFERENCES

- Al'brekht O.A., Taradanov A.A. (2018). Conditions and factors of family well-being in monotowns: Industrial aspects. *Vestnik Kemerovskogo gos. un-ta. Ser.: Politicheskie, sotsiologicheskie i ekonomicheskie nauki=Bulletin of Kemerovo State University. Series: Political, Sociological and Economic Sciences*, 3, 16–27. DOI: 10.21603/2500-3372-2018-3-16-27 (in Russian).
- Bagirova A.P., Abilova M.G. (2013). *Roditel'skii trud i reproduktivnaya aktivnost': sotsial'no-ekonomicheskii analiz: Monografiya* [Parental Labor and Reproductive Activity: Socio-Economic Analysis: Monograph]. Chelyabinsk: SUSU Publishing Centre.
- Belcourt M. (1990). A family portrait of Canada's most successful female entrepreneurs. *Journal of Business Ethics*, 9, 435–438. Available at: <https://doi.org/10.1007/BF00380342>
- Burns R.B. (1982). *Self-Concept Development and Education*. London, New York: Holt, Rinehart and Winston.
- Chernova Zh.V. (2012). The work-family balance: Policy and individual mothers' strategies. *ZhISP=The Journal of Social Policy Studies*, 10(3), 295–308 (in Russian).
- Cools S., Markussen S., Strøm M. (2017). Children and careers: How family size affects parents' labor market outcomes in the long run. *Demography*, 54, 1773–1793. Available at: <https://doi.org/10.1007/s13524-017-0612-0>

- Fetisova O.V. (2021). The category of success in the socio-cultural context of a person's status identity. *Mir nauki. Sotsiologiya, filologiya, kul'turologiya=World of Science. Series: Sociology, Philology, Cultural Studies*, 12(4). DOI: 10.15862/55SCSK421 (in Russian).
- Gorshkov M.K., Sedova N.N. (2015). "Self-sufficient" Russians and their life priorities. *Sotsiologicheskie issledovaniya=Sociological Studies*, 12, 4–16 (in Russian).
- Karakhanyan E.V. (2008). The concept of success in Russian culture. *Vestnik Bashkirskogo universiteta=Bulletin of Bashkir University*, 13(2), 362–365 (in Russian).
- Kim M.S., Kim H.W., Cha K.H., Lim J. (2007). What makes Koreans happy?: Exploration on the structure of happy life among Korean adults. *Social Indicators Research*, 82, 265–286. DOI: 10.1007/s11205-006-9033-y
- Kiseleva E.A., Orestova V.R. (2018). Socio-psychological portrait of parents of modern preschoolers. *Vestnik RGGU. Ser.: Psikhologiya. Pedagogika. Obrazovanie=RSUH Bulletin. Series "Psychology. Pedagogics. Education"*, 1(11), 77–88. DOI: 10.28995/2073-6398-2018-1-77-88 (in Russian).
- Konyukhova T.V., Konyukhova E.T. (2009). Studying the problem of personal success and successfulness in the context of an interdisciplinary approach. *Izvestiya Tomskogo politekhn. un-ta=Bulletin of the Tomsk Polytechnic University*, 314(6), 112–116 (in Russian).
- Kuz'menko T.V. et al. (2017). Ways to achieve success in life as an element of the cultural code of Belarusians. In: Kotlyarov I.V. et al. (Eds.). *Belorusskoe obshchestvo v kontekste tsivilizatsionno-kul'turnogo koda: Sotsiologicheskoe izmerenie [Belarusian Society in the Context of the Civilizational and Cultural Code: A Sociological Dimension]*. Minsk: Belaruskaya navuka (in Russian).
- Leonidova G.V., Kalachikova O.N. (2019). Work satisfaction and success: Concept interrelation. *Vestnik GSGU=Bulletin of the State University of Humanities and Social Studies*, 2(34), 55–61 (in Russian).
- Leonidova G.V., Rossoshanskaya E.A., Popov A.V. (2018). *Monitoring kachestva trudovogo potentsiala: 20 let regional'nykh issledovaniy [Monitoring of the Quality of Labor Potential: 20 Years of Regional Research]*. Vologda: VolRC RAS.
- Ovcharova R.V. (2006). *Roditel'stvo kak psikhologicheskii fenomen [Parenthood as a Psychological Phenomenon]*. Moscow: Mosk. psikhol.-sotsial. in-t.
- Polivanova K.N. (2015). Parenting and parenthood as research domains. *Psikhologicheskaya nauka i obrazovanie psyedu.ru=Psychological Science and Education psyedu.ru*, 7(2), 1–11. DOI: 10.17759/psyedu.2015070301 (in Russian).
- Pshenichnikova M.M. (2010). Parental labor as an object of economic analysis. *Ekonomicheskii analiz: Teoriya i praktika=Economic Analysis: Theory and Practice*, 39, 23–29 (in Russian).
- Razumova T.O., Aleshina A.B., Serpukhova M.A. (2020). Work-life balance under conditions of changes in the quality of working life. *Uroven' zhizni naseleniya regionov Rossii=Living Standards of the Population in the Regions of Russia*, 16(3), 24–37. DOI: 10.19181/lspr.2020.16.3.2 (in Russian).
- Reutov E.V., Reutova M.N., Shavyrina I.V. (2020). Life success and chances for its achievement in the representations of the inhabitants of the Russian province. *Sotsiologicheskie issledovaniya=Sociological Studies*, 6, 61–71. DOI: 10.31857/S013216250009480-1 (in Russian).
- Sedova N.N. (2019). Self-sufficiency and activism in the worldview of Russians. *Sotsiologicheskaya nauka i sotsial'naya praktika=Sociological Science and Social Practice*, 4, 9–25. DOI: 10.19181/snsp.2019.7.4.6796 (in Russian).
- Shabunova A.A., Leonidova G.V. (2023). Work-family balance: Assessments of successful working parents. *Narodonaselenie=Population*, 26(1), 123–134. DOI: 10.19181/population.2023.26.1.10 (in Russian).
- Shabunova A.A., Leonidova G.V., Dobrokhleb V.G. et al. (2019). The successfulness of a modern individual: Theoretical and methodological aspects of the study. *Ekonomicheskie i sotsial'nye peremeny: Fakty, tendentsii, prognoz=Economic and Social Changes: Facts, Trends, Forecast*, 6, 27–50. DOI: 10.15838/esc.2019.6.66.2 (in Russian).
- Shukhatovich V.R. (2017). Self-actualization: Searching for better health resources and human development. *Sotsiologicheskii al'manakh=Sociological Almanac*, 8, 460–472 (in Russian).
- Shuklina E.A., Shabrova N.V. (2020). Educational policy from the perspective of parents of "successful" and "unsuccessful" schoolchildren. *Vestnik PNIPU. Sotsial'no-ekonomicheskie nauki=PNRPU Sociology and Economics Bulletin*, 3, 22–43. DOI: 10.15593/2224-9354/2020.3.2 (in Russian).
- Temnitskii A.L. (2019). Role of work-life balance in achieving life success for the hired workers in Russia. *Monitoring obshchestvennogo mneniya. Ekonomicheskie i sotsial'nye peremeny=Monitoring of Public Opinion: Economic and Social Changes*, 3, 306–323. DOI: 10.14515/monitoring.2019.3.17 (in Russian).

- Teplinskikh M.V. (2006). Successful professional activity of a social specialist. *Polzunovskiy Vestnik*, 3, 252–257 (in Russian).
- Voz'mitel' A.A. (2021). Objective and subjective characteristics of the success of post-Soviet youth. *Vestnik Instituta sotsiologii=Bulletin of the Institute of Sociology*, 12(4), 67–86. DOI: 10.19181/vis.2021.12.4.751 (in Russian).
- Zubenko N.Yu., Sabitova G.V. (2016). Family and social success in the values system of Russian citizens. *Psikhologiya. Istoriko-kriticheskie obzory i sovremennye issledovaniya=Psychology. Historical-critical Reviews and Current Researches*, 5(5A), 5–12 (in Russian).
- Zyryanova M.A. (2021). Socio-economic portrait of parents with many children (on the example of the Komi Republic). *Izvestiya Komi nauchnogo tsentra UrO RAN. Ser.: Ekonomicheskie nauki=Proceedings of the Komi Science Center of the Ural Branch of the Russian Academy of Sciences. Series "Economic Sciences"*, 2(48), 52–60. DOI: 10.19110/1994-5655-2021-2-52-60 (in Russian).

INFORMATION ABOUT THE AUTHOR

Galina V. Leonidova – Candidate of Sciences (Economics), associate professor, leading researcher, head of the Center for Socio-Demographic Research, Department for the Studies of Lifestyles and Standards of Living, Vologda Research Center, Russian Academy of Sciences (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: galinaleonidova@mail.ru)