Impact of Culture on Career

Pelin Su Altan[*]

Abstract

The flow of information accelerated through the technological advances in today's world, and upon the effect of globalization, information and information sharing expanded to include business life. Through such developments, the borders disappeared, the news at one end of the world started to be heard from the other end in a second, and thus, in the world order that turned into a global village upon globalization, the network of relations began to play an active role, accessibility increased, economic, social, political and cultural relations were reproduced and a fluid process emerged. This situation has enabled individuals to change their orientation regarding career processes. In today's world where cultural values stand out, it is considered that the motivations, abilities and values of the individuals contribute to their professional development as much as the education that they received. In this study, a theoretical evaluation of the relationship between the individuals' career processes and orientations and their culture will be presented.

Key Words: Career, Culture, Career Planning, Career Orientation, Education, Professional Development, Cultural Values

Introduction

Through any developments in the transportation and communication technologies, especially today, the borders have disappeared, the news at one end of the world started to be heard from the other end in a second, and thus a global pool in which people are included, namely in McLuhan's words, the 'global village' (1964) has been formed. According to him, globalization, which grows in parallel with the developing information and communication technologies, enables to shrink the world (Talas & Kaya, 2017) and to transform the world into a global village by making it a single place (Robertson, 1998). Thus, in the world order that has turned into a global village with globalization, the network of relations has begun to play an active role, its accessibility has increased, and a fluid process has emerged by reproducing economic, social, political and cultural relations. However, the developing technologies not only facilitated the circulation of people and information exchange, but also paved the way for the reproduction of career and profession concepts. Analyzing any changing social needs upon the effect of globalization on culture has revealed the importance of career processes in today's world and emphasized the importance of culture in individuals' career planning.

The individual's abilities, perceptions, needs, values and norms affect this/her career process. Given that culture is the most important factor affecting the individuals' abilities, perceptions and value judgments, the importance of culture in the career process is quite clear. While they plan their career processes, the individual also take their own personality properties and value judgments into account. Therefore, the individuals consider their cultural characteristics in planning their career. It should be noted that all of our values are not principal properties in the decision-making process on the career process. According to our priorities and value judgments, some of our values will be at the forefront, while some of our values will remain in the background. However, it will be necessary to state that the value judgments of individuals can be effective along with their personality

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[*] Lecturer, Bartın University Career Center, Bartın/Turkey. ORCID Number: 0000-0003-2118-5078, E-Mail: pelinsualtan@bartin.edu.tr

properties and culture can affect the decision-making processes of the individuals on the career process at the decision-making stage.

Any decisions made on the choice of profession or business life are related closely to the life roles and responsibilities of the individual. The individual will be successful in career choice and career management, if he/she has gained self-awareness and created his/her own plan by taking the necessary support in career planning. However, if the individual performed some orientations by hoping to get a job without gaining self-awareness, it is likely that he/she is involved in a professionally complex and often stressful process. Making a decision about our professional life is a very difficult process and some factors play an active role in the decision-making mechanism. These factor include financial limitations, family expectations, environmental expectations, personal experiences, value judgments, etc. (Niles & Bowlsbey, 2013) In addition to these factors, career values, which are important in the career planning process, are the internal determinants of the individual's abilities, perceptions, desires and needs (Gun, 2018). Given that our career choice covers a large area of our life and shapes our future (Starica, 2012), it can be said that our career values that we highlight in the career planning process bear the cultural characteristics. Our choice of profession, business life and all the decisions made by us are formed by the influence of culture. Based on these views, it will be endeavored to explain the relationship between the concept of career and the culture that guides career planning within all the details of the individual's working life. After the definitions of the concepts of career and culture are given in the sections of the study, the link between career and culture will be interpreted and discussed.

Concept of Culture

It is not possible to make a clear definition on the concept of culture. When the literature is examined, it is seen that different disciplines and thinkers have various definitions. Although it is quite difficult to describe and define the culture concept basically, it can be defined as 'everything that human beings do despite what nature gives' (Guvenc, 2011). However, Levi-Strauss (1958) and Geertz (2010) define the culture as 'the body of shared meanings (symbols),' and Tylor (1871) defines the culture as 'the whole that includes knowledge, beliefs, morals, traditions and all habits by members of a community.' In addition, Brislin (1988) defines it as "transfer of common values, beliefs and history" and Barthes (1972) as "ideological reflection of the communities," while Douglas (1966) defines to as "the categorical system, which defines the behaviors and values." Hofstede divides culture into four layers, which he categorizes as symbols, traditions, values, and heroes, and mentions that culture is woven around the base of values (Hofstede & Neoujein, 1990). As can be seen from these short definitions, culture is a broad phenomenon with many different definitions and meanings. As can be understood from the definitions, it can be said that it contains many parameters since it is a fluid process. Since each individual reflects the cultural characteristics of the community, where he/she lives in, he/she contains guiding values in his/her career process.

When we look at the origin of the word historically, the word culture, which is a Latin word, is defined as "the processing of the untouched nature with the human mind and constructiveness and making it useful" (İpsiroglu, 1991). According to another point of view, it is seen that the word culture is used instead of civilization and it is defined as a social heritage transferred from one generation to another generation depending on the development of humanity (Demirel, 2019). It is seen that the concepts of culture and civilization are used interchangeably as civilization expresses the material and spiritual development of communities (Gungor, 1995). Guvenc, who the concept of culture that is a complex concept as the product of the educational process, says that culture cannot be explained inherited, and it can be learned and transferred from generation to generation within its daily life practices (2011:130-132). In other words, as culture constitutes the habits, behaviors and reactions individuals acquire in their lives after birth, it appears as a practice of the learning process.

Considering the functional and structural dimensions of the phenomenon of culture, we can say that the individual learns the cultural existence of the community that he/she is a member and with the educational opportunities offered by the community. Thus, the phenomenon of culture can be defined as a whole of the main variables such as community, human, educational process and cultural content and the complex and reciprocal relations between them (Guvenc, 1970). From this point of view, cultural existence, or culture as a whole, is a social content that is learned through the educational process and contains its own values and meanings. The

individual grows through the cultural values of the community, where he/she lives, and therefore his/her culture has a great impact on every decision process taken. Since the cultural values of the communities will have different characteristics from each other, the factors in the decision-making processes of the individuals may also differ. Furthermore, although the educational process is universal as a phenomenon, it is social, namely, cultural in terms of the content of education. As the culture changes, the individual will be affected by this process and the change will be continuous and interdependent. Therefore, they transfer information with their own educational process and cultural content, while the communities raise people through education. For this reason, it would not be wrong to say that the career process, decision-making mechanisms and education are cultural.

Concept of Carrier

The concept of career, like the concept of culture, emerges as a phenomenon that has different definitions and is at the heart of many discussions today. When the literature is evaluated, it is seen that, in the given career definitions, they are confused with the concepts of job and profession or used interchangeably. However, the concept of career is not in the same sense with the concepts of profession and job, but can be expressed as the sustainable path that an individual takes in his/her life in professional sense. When we look at the origin of the word career, we observe that it means "career" in English, "profession", and "carrera" in Latin "way" (Buker & Bal, 2018). Although the career has been used for many years as a concept, it is seen that it gained importance in the academic literature with the transformation in capitalism in the 1970s and the prominence of working areas such as human resources and personnel management. When we look at the definitions related to career, it is seen that the individual will want to have and achieve in business life and job success (Yuksel, 1998).

According to another definition, career is the name of the process formed by the experiences gained during the working process of the individual (Vergiliel Tuz, 2003). According to another definition, career is an individual's attitudes and behaviors related to his/her life experience and activities (Can, 1997). Another definition is the acceptance of employees as a concept that includes development and progress throughout their work life (Aytac, 1997). As can be understood from the definitions, the career process is a whole process that contains many areas such as individual, education, experience, culture, and planning.

Along with the technological developments in recent years, the transformation in the working life has brought the discussion of many processes related to the career process. In this context, the career planning, which is one of the important concepts that we come across, can be defined as structuring the desired point and setting realistic goals (Kozak & Dalkiran, 2013). In the career planning process, it is very important for the individual to form the chain of steps necessary to reach the career goal that he/she determines for him/her. Determining the goals related to the career of the individual and performing this process by planning in advance with education is called career planning (Delong & Coombs, 1989). At this stage, it requires a separate skill for the individual to know himself/herself well and to discover his/her positive and negative aspects. In this sense, career planning can be described as the process of using an individual's talents in the future.

One of the main objectives of career planning is the active duty of the individual in the process of forming the future of the knowledge acquired through education (Vergiliel Tuz, 2003). With this structuring, the individual will be able to see the opportunities and threats by activating his/her self-awareness and moreover, he/she will be able to determine how to progress in his/her career plan. The important point is to determine the skills that will be needed in the future professionally by evaluating the abilities of the individual who makes career planning (Sabuncuoglu, 2000).

The individuals define their own potential as the first step in determining their career processes. Then, they determine (decide) the final point that they want to reach, and determine and implement the career planning process for that point (goal). The decision-making process for the determined goal can be expressed as collecting target-oriented information and choosing the most suitable for the individual. In other words, the decision is the set of actions that guide people's interests and values (Yates & Oliveria, 2016). So, decision-making in the career process is a cultural process, in which the individual determines his/her purpose by addressing his/her values. Absolutely, some values will remain in the background as a result of the decisions taken or will be the subject of a choice, but the identities of individuals will be defined in line with their decisions. The concept of career value, which stands

out at this point, can be defined so that the individuals' skills and abilities are composed of basic values, and these values are the professional identities that individuals identify in the process of their work life experiences (Niles & Bowlsbey, 2013). Based on such definitions, our decision-making and career processes are not individual, but social preferences. In other words, the economic, social, cultural and political conditions of the society, where we live in play an important role in our choices.

Relationship Between Culture and Career

The culture is a phenomenon that affects many areas in human life and most of our choices about life are formed by the influence of our culture. The individual processes such as working life, career choice, career planning, etc. are also actually formed by the influence of society, that is, culture. Since the individuals spend most of their lives by working (Okutan & Akbas, 2019), it will be necessary to say that career is a vital phenomenon. In this respect, career can be defined as a way that is formed culturally and that the individuals struggle throughout their lives. We complete our personal development processes individually through the institutions such as family, education, religion, politics, etc. Therefore, given that education is an important professional step, it can be said that the education process has a close relationship with culture. Nonhereditary culture is passed down orally and in writing especially through education and training (Guvenc, 2011). Since the talents, perceptions, needs and values of the individual affect his/her career process, the place and importance of culture in this process is quite clear. Career is the aim of the individual in his/her professional life and the individuals constitute the main source of the career process (Tanyeli, 2008). Individual and career in a mutually dependent relationship; It is reproduced over the cultural values of individuals. The individual and career in a mutual dependency relationship are regenerated over the cultural values of the individuals.

Given the relationship and development of the concept of culture and career within the historical process, it is possible to say that although it is very new as a field of study, it is crucial for business life. Humanity is in constant change and development from the moment it exists. Key factors such as economic reasons, technological developments, growing needs, and culture are among the important factors affecting the changes in lives and individuals. The acceleration of change and transformation through the impact of globalization, the narrowing of distance and the shrinking of the world into a single place (Robertson, 1998) also increases the importance of the career concept. Therefore, with the impact of globalization, increased competition for business life, the professional processes have changed and the concept of career for business life has been among the most discussed concepts in today's world. When the literature search is conducted, it is seen that the studies on career and culture are few in number. However, the relationship between career and culture shapes many areas such as the individual's business decisions, professional preferences, career planning, and management. Looking at the studies done in this area, the studies of Seligman and Csikszentmihaly (2000), who stated that cultural teachings affect the decisions and behaviors that a person makes in business life, stand out. Similarly, Posner, Randolph, and Schmidt (1988) say that decisions are determined by feelings and cultural values, while Schwartz (1994) says that behavioral patterns that stimulate thoughts are determined through our cultures. It is also possible to read research that states that cultures have changed between regions. According to these studies, although cultures vary across regions, it is evident that today there is a global network and that globalization of professions and concepts of cultural values and behavioral patterns come to the fore (Robbins and Judge, 2015). In this case, the concept of value stands out in the context of the relationship between career and culture. While the value is defined by Zijderveld as a whole of the behaviors and thoughts that we show through our culture's teachings (2013); In this study, which focuses on the relationship between career and culture, the importance of the concept of career values that governs the decision and planning process related to the profession and career is revealed. Although there are various studies on factors that have been effective in career and career choice, the limited number of studies conducted in the context of culture and career shows us that there is a need for more interest in this field.

Today, with the circulation of people and information in a world that shrinks with the developing technologies, it is seen that the concepts of career and profession are being questioned again. When the effects of globalization on culture are considered, the need to analyze social needs emerges. However, the career processes become important in today's world and it is observed that the individuals' culture is effective in the career planning process. The word career means conceptually lifelong professional process, while it originates from the meanings

of arena and path (Bayram, 2010). Thus, the concept of career also contains the work, development and progress of individuals throughout their working life, while it contains the cultural and social dimensions that affect such processes. The individuals are involved in the career planning process at an early age and turn to a profession in line with their interests and abilities. They aim to specialize by training and gaining experience in this field to develop professionally. Therefore, the cultural aspects such as education systems, knowledge, skills and desires of the individual also play an active role, while the developed levels of the countries, population densities and policies, the political structure of the regions, global education are important in the individual's career way.

From another point of view, the profession is a tool that helps an individual to earn money to survive (Okutan & Akbas, 2019). The career contains spiritual and psychological satisfaction beyond the process of earning money. The structure stated by Maslow in the hierarchy of needs contains the process of meeting the individual's needs such as self-realization, social identity and status after he/she meets his/her physical needs (Maslow, 1943). In this context, the individual will feel the need to define himself/herself and complete him/her self-esteem after he/she meets his/her psychological needs as well as financial gain. As the culture comes into play to meet these psychological needs mentioned by Maslow, another point, where culture and career come together, emerges.

The career process contributes greatly to the individual's identity and social status building (Aytac, 2005). Definitions of professions include a phenomenon that must contain the individual characteristics. In other words, if the individual turns to his/her profession by knowing his/her own personality characteristics, the success rate will increase. But when he/she endeavors to pursue a profession that is contrary to his/her own personality or his/her own beliefs, the failure in the career way will occur spontaneously. In this sense, the career gains a cultural perspective, as it is not only a process of making money, but a phenomenon that is shaped by our personality, knowledge, skills and beliefs. It can also be said that career is related closely to knowing our personality.

Conclusion

The concepts of profession and career, which are generated by the developments in today's world, are directly proportional to the individuals' ability not only to earn money, but also to adapt their personality characteristic to the professions that they will do. The culture will have a great impact on career, as self-knowledge means knowing the culture. The culture, which forms all processes from an individual's preferred profession to education, from behavioral patterns to career planning, ultimately means everything that makes a human being. During formation, determination and development of the career, the physical, sociological and psychological dimensions of the individual have an effect as much as macro levels. At this point, career shaped by many factors such as gender, family structure, education and environment contains the vast majority of human life. For the career, which is an active process in this respect, each individual makes career choices and a planning with his/her own unique perspective and reflection of his/her culture. The fact that the culture is at a context that will affect the individual's self-discovery, from the pre-professional decision-making stage to the post-employment and the whole life in life, will enable him/her to be accepted as an important independent variable, which affects the career process. In this sense, an increase in the studies and researches that measure the effect of culture on education and especially career processes will make it easier for individuals to be aware of both themselves and their cultures in understanding today's 21st century competencies and to reach more realistic results. As a result, it can be said that the career issue represents an important area in today's world. The culture, which is a factor in determining the career goals of the individual, emerges as an important matter that should be addressed in this respect.

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