Career Development and Counselling Services across education settings: Facilitating youth and adults currently living in Cyprus

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Abstract: The implementation of sustainable directions related to career services is very important in order to create efficient educational institutions. All plans and priorities related to offering career services to students and adults must be very well developed in order to satisfy needs and wants, and to be useful in the employment market. Theoretically, career services do not vary when referring to geographic location, but practically must be redesigned so that they can successfully be implemented in the country which is going to be used. The role of each Career Development Facilitator is to behave with respect to the overall needs of each student and adults to advice according to 'cultural differences' and 'ethical behaviours' to achieve the mission. This article presents important theories related to career development and counselling, and explains how the implementation of career services could be affect current and future working environments, in the employment market of the Republic of Cyprus. The analysis of data collected and an interpretation of positive and negative impacts that occur during this investigation are also presented. The implementation of sustainable directions related to career services could be used for development of the higher education sector and to satisfy essential needs of students. For adults, Career Development Facilitating and Counselling should be implemented in real life situations at workplace, and human behaviours and actions should be built thru continuous employee training and development.

Keywords: career development, career counselling, cultural differences, ethical behaviour, human resource development, training and development, sustainability, international development

1. INTRODUCTION
1.1 Background of study

The correct use of Career Development Facilitating and Counselling for the personal development of adults should have, as a result, a positive influence on the survival and growth of the organisation is operating under a very highly competitive global environment. Career Development and Counselling should perform in a multicultural environment in order to create 'change', and develop innovative solutions for the higher education sector so that would achieve targets and mission.

The current global business environment creates the need for more competitive organisations in order to achieve their goals and survive. The implementation of Career Development and Counselling for students and adults should be designed and developed with modern strategic directions in order to create a competitive advantage. The use of digitalized career development facilitating with the support of modern communication methods and practices (e.g online platforms) are very important in order to explore ways to transmit the correct messages to students and adults.

1.2 Aims and Objectives of the study

Objectives of Research: a) to examine methods for career development, b) to examine the concept of lifelong learning and development, c) to examine the role of a career counsellor to assure the quality and the functional values of information, d) to critically present digital communication strategies, e) to evaluate the career development facilitating to bridge different levels of employment.

RESEARCH METHODOLODY

2.1 Introduction

The scope of this research was to find answers on the following questions:

a) "How the transformation of new messages could support the needs of students and adults?",

b) "How Career Development Facilitating could support the future plans of students and adults?",

c) "What are the results of Career Counselling for students and adults?",

d) "What are the skills and knowledge Career Development Facilitators should have to effectively advise students and adults regarding earning new knowledge and develop skills?",

e) "What kind of transmission messages a Career Development Facilitators need to transfer to be effective?",

f) "What are the skills that a Career Counsellor should have to transform guidance messages effectively?",.

g) "What are the new tools in employment market that could be used to satisfy the needs of new and old employees?",

h) Why do people work? What role does it play in our lives? Why should counsellors and psychologists focus on work behaviour?

i) What do they have to offer people who are in the process of preparing to enter the world of work, adjusting to the workplace, experiencing problems or major changes in their work lives, or preparing to leave the work role?

j) How does work relate to other life roles? Should work be seen as an impediment or as a complement to involvement in family and other life domains? Is counselling for work issues any different than counselling for other issues?

2.2 Research design

Qualitative and quantitative methods of study can find answers to the above research questions. A research design leads to analysis the collection of quantitative and qualitative data, usually in the form of quality analytical numbers and techniques. According to Saunders (2019), "there are three layers: research strategies, research options and time horizons. These three layers can be considered to be the focus of the research design process, to transform the research question into a research program" (Robson, 2002).

2.3 Significance of Study

Career development Facilitators of an organization are trying to keep high quality human capital and to seek of well-educated employees in order to maximize profitability and keep a 'healthy' working environment. The implication for positive social change includes the potential to identify benefits to the organization and its employees (Nwankpa, 2015). The purpose of this qualitative case study is to explore the reasons why Career Development Facilitators use modern guidance and counselling methods at their workplace to control multigenerational work forces in the higher sector of Republic of Cyprus.

This study is significant to career services practices because it presents a practical methods of 'How?' and 'Why?' Career Development Facilitators understand generational characteristics of old and new employees to assure understanding and respect one another's differences. A significant predictive model can aid and support Career Development Facilitators to understand differences in a multicultural workplace environment, and transfer the correct messages, thru counselling, depending on the different generational characteristics.

2.4 Conceptual Framework of Study

The use of participation theory is the conceptual framework for this study in order to understand generational characteristics (students and adults) and to assure that their counselling would support understanding and respect each other's differences. Lent et al. (2013) noted the captivate and the challenge of those who study work behaviour from a psychological perspective or who seek to assist students, workers, and retirees in the process of preparing for, entering, surviving or thriving within, or exiting from the work world. They also include foundational and evolving theories of work and career behaviour, do research on a host of work-related constructs, and efforts to translate theory and research into practical efforts to help people experience optimally satisfying and successful work lives.

In addition, Career Counselling may seek to empower employees with positive enforcement and encourage solutions to problems thru the Emotional Intelligence. This qualitative study examines the use of Career Development Facilitating and Counselling with modern methods of communication in relation to generational

differences on three conceptual framework topics: (a) motivation, (b) continuous training and (c) personal development and change.

2.5 Ethical Considerations

The issues of 'confidence' and 'confidentiality' during an interview and the completion of a questionnaire by participants must be taken very seriously by researchers. Participants must remain anonymous as the main target is to examine given answers and not accuse or reward them. Interviews can show reactions and emotions as well as tone of voice, facial expressions and any hesitations. Questionnaires are also very important since the researcher has the opportunity to receive in writing important and useful information about the field of research. However, by asking in depth questions about the research topic, it might acquire in-depth knowledge and data, which should be carefully protected, and destroyed information given which could hurt the participant. Some examples include a list of completed questionnaires and a recorded interview. Furthermore, the use of any bibliography and references during a survey review should be carefully presented on the final assignments, as authors' work might be taken as interception of other's primary data. All primary data is a copyright of the examiner author, and should be borrow with respect.

3. DATA ANALYSIS AND DISCUSSION OF FINDINGS

Although recent decades have brought greater gender equity for some men and women, much work remains to be done in most countries around the world, including the Cyprus. Improving gender equity in countries, including the Cyprus, does not only improve the condition of individual men's and women's lives but also is critical for the functioning of societies. To close the gender gap in all work-related areas is of benefit not only to the individual but also to the society as a whole. The issues of occupational stereotyping, work–family conflict or enrichment, comparable worth, glass ceiling/sticky floors, and disparities in STEM careers are gender issues. The problems faced in the Republic of Cyprus relevant to equity can be placed within a larger global context. By placing them in this context, they become issues of universal concern whose resolution benefits everyone. The research found that men continue to be victims of gender role stereotyping, and many perceive a highly restricted range of occupational alternatives due to their gender. There is clear evidence that there continues to be discrimination particularly against gay men, men of colour, immigrant men, men living in poverty, and men making non-traditional career choices (Heppner & Heppner, 2001; O'Neil, 2008).

Work can be a source of enrichment, joy, and meaning for people, but it can also be a source of stress and pain. Some of the stress and pain can be attributed to the differential treatment of men and women in societies around the world and how the social construction of gender causes disparities that can greatly impact the quality of

work lives. Clear and consistent evidence indicates that this social and cultural construction of gender and its impact on the work that men and women eventually obtain starts very early in a child's life. For example, studies indicate that occupational stereotypes develop as early as the preschool years (ages 4–5) (Care, Deans, & Brown, 2007; Gottfredson, 2005), with children indicating stereotypic views of appropriate occupations for each gender, which can severely limit children's perceived range of gender-appropriate occupational alternatives.

Research on occupational stereotyping in adolescents and adults typically asks participants about their explicit beliefs about occupations. For example, participants may be given a list of occupations and asked which occupations require masculine or feminine traits. This type of methodology has been criticized as highly subject to socially desirable responding. For example, individuals who hold stereotypic views of occupations may not express them if they believe that responding in such a manner is either socially unacceptable or illegal (e.g., Civil Rights Act of 1964, Title VII).

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This investigation presented important results raised from the employment sector of Cyprus in order to develop strategic directions for career services. The findings that have been presented come to add on theoretical gaps of practical implementations. Organizations, in the same way as human beings, ask for creativity; need motivation; look for new knowledge and development; and of course want respect. As the time passes, new innovative solutions come to add on previous investigations to create a global competitive advantage to satisfy needs and wants. The findings of this research clearly demonstrate that the career services and the employment market of Cyprus continually get improved with digital technologies, methods and new modern strategies. The use of digitalized tools for career services offers powerful solutions to create successful results. This presentation explained current theories and issues related to the investigated topic, and critically explained different point of views. It has also evaluated the role of career development and counselling in an everyday situation, and analysed facilitating for students and adults with respect to race, gender, religion or disability.

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