

Career-planning

PhD theses

Vincze László

University of Veszprém

Doctoral School of Economic and Organizational
Sciences

Department of Finances

2004

1. Preliminaries, hypothesis, objectives

I spent two years both at the University of Warwick (United Kingdom) and at the University of Saskatchewan (Canada) as a guest professor of photochemistry, between 1987-1991. The invitations were organized perfectly on my own, the marketing and job-hunting was a hard task at the first time. At the University of Warwick I studied some books on job-hunt, so I was able to arrange my next research in Canada with less pain. In Canada I became interested in that topic, and the more I read about it, the more I wanted to know. I decided that I was going to give lectures on that subject at University of Veszprém, so that my students should not learn everything in the hard way, as I – in the beginning – did.

I recognized very soon, that the job-hunt was only a part of that rich mosaic work of art, which can be named to career-planning, or with an even wider scope to a course of life planning. However, when I researched the whole subject (in Hungary, England, and Canada) I have found that there is no such kind of book, which would be an omnibus about the knowledge of the course of life planning, giving both general and thorough overview.

It does not mean that there are no books dealing with course of life, and business, the case is just the opposite: you can find several hundred, several thousand of them, but each of them explains thoroughly one narrow subject. These subjects are the time control, negotiation methods, marketing, market-control, psychology of shopping, selling methods, job hunting, private enterprise, multi level marketing (MLM), communication, risk-management, self-knowledge, self improvement, investments, insurance, etc. Each of them worth studying, and everybody, who wants to become a professional at one of them, needs the most thorough books about his or her chosen subject. He or she can not read enough, and can not get experiences enough – after all, he or she wants to make up a living.

What the specialized books can not offer is the general overview, which is necessary not instead of them, but to complement them: In a huge, dark hall, if there are only spot illuminations, the hall will not be easy to survey. What is more, the blinding effect of the light-spots makes things worse, if there is no background illumination.

Hypothesis: No comprehensive guide to career-planning has been written so far. My work as a lecturer and researcher, as well as the supplementary document analysis I have done, enables me to write such a guide. Properly collated and structured, this information is of much greater use than it is in its current state, distributed throughout a large number of books and articles; therefore, the creation of this guide is not only viable, but clearly worthwhile.

My objective is the comprehensive and thorough information, so that my readers and students can get to the level of conscious competence studying my thesis only. My first book on the subject (86 pp.), published in 1995 led readers to the border of conscious incompetence and conscious competence. I was not satisfied with it, but that was my best then, and the list of 79 proposed books offered the opportunity of achieving the level of conscious competence and unconscious competence. This thesis on 170 pages contains the synthesis of at least four hundred books and papers, and about three hundred of them are listed as proposed source books. The cited literature is compiled traditionally at the end of the thesis.

In my theses, I concentrated on negotiation methodology as a main motif.

2. Methods of research and investigation

I processed various case studies.

I collected, assessed, interpreted and critically processed the literature available. I added to them when something was missing, and formulating these new additions, I got new results. I formulated my own results in my theses, emphasizing them in my dissertation.

Regarding negotiations, I took into account the fact that most negotiations are strictly zero-sum games, meaning that the total wealth of the parties involved does not change. Thus, the gain of one party is the loss of the other. Nevertheless, I should add that from an economist's point of view, even *a zero-sum game can be better than zero-sum* for the partners, if the goods received in the transaction have a higher degree of usability for the partners than the goods they traded away, in other words, if they gained a consumer surplus.

The domain of my results

Spatially, the domain is present-day Hungary; temporally, the first decade of the 21st century. The question is, how is it possible to successfully look for work, negotiate, and build a career in this territory.

3. Theses of the new results

3.1. I have worked out in detail a possible methodology for career-planning

Through the analysis and adaptation (synthesis) of the books and articles written on the topic of career-planning, I have created a methodology description—or, in other words, a technological set of instructions—which has not heretofore existed (having only existed as scattered components), and can efficiently help its users avoid some—hopefully most—of the mistakes which are avoidable through proper study. Thusly, they can obtain a basic level of skill and proficiency faster, and with fewer unnecessary sacrifices.

3.2. The circles of success and fear

Both success and fear are circle-processes which were characterized already (in the papers of R. Andrews and J. Maxwell, citations 28 and 31 in the bibliography).

I integrated the two cycles together into one system, which says more about the processes than the two cycles separately. I have found that each intersection of the circle of success is actually a starting point of a bifurcation: If you evaluate your experiences positively, you move along the outer circle, in case of negative thinking you turn to right, into the circle of fear. Even a negative result can be evaluated as Edison did („I learned one more possibility how I can not prepare electric bulb.”), but it can be considered as a proof of our incompetence (dotted fork of arrows in the figure). Thus, we are in a constant balancing act between the four poles (each) of the two cycles. Fear is vortex-like, because its cycle can only be left in one direction: towards action, and going beyond the inactivity dictated by fear.



3.3. The definition of negotiation

It is surprising that the definition of negotiation is not given in the books written about negotiation, at least I have not found yet the definition in the literature studied. The definition is my result, and with my own words:

The negotiation is such a communicative process, where we use information, time, and human energy, so that we can conciliate the interests of two parties (or we suppress the other party, achieving our interests only), and obtain those goods we want (that we require), in co-operation with other persons.

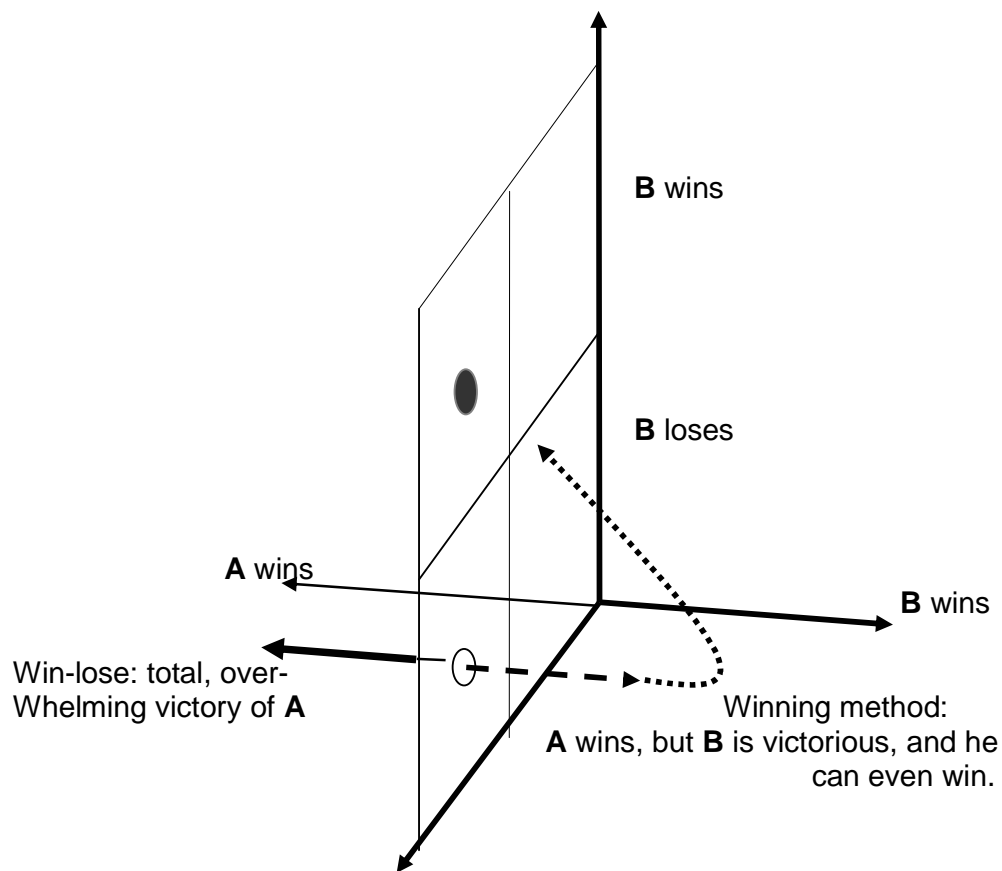
During the negotiation the information is *used*, but the time and our human energy are not only used, but *consumed* as well. The other key expression is the *conciliation of interests*: if we do not need this or we believe so, than we do not have to negotiate at all. In this last case, we are only negotiating in the formal sense, because what we are actually doing is dictating: the other party's choices are limited to whether they are forced into doing or accepting something

- ◆ with
 - ◆ or without
- their formal approval.

3.4. Novel depiction of the principle-following, winning, and win-lose negotiation methods

Rectangular to the win-lose axis I took another axis of victor-vanquished to demonstrate the negotiation methods (19th figure of the thesis). In this three-dimensional coordinate-system both the place and the philosophy of the win-lose, and winning negotiation methods become clear. They are quite similar in their methods, because both of them demand much more in the starting position, than they wish to achieve, both use the vice- and pincers-tactics, but it is their philosophy that is different.

The win-lose method is harsh to get everything on the other's expense, the winning method demands a lot to have room for concessions, therefore this method gives the feeling of victory to the other person. These two methods can be represented in this coordinate system *not with dots, but with paths*, and these two paths are just the opposite, as the two methods are. The philosophy of the winning system is close to the "I win, you win" method, therefore I believe both to be a part of the win-win strategy.



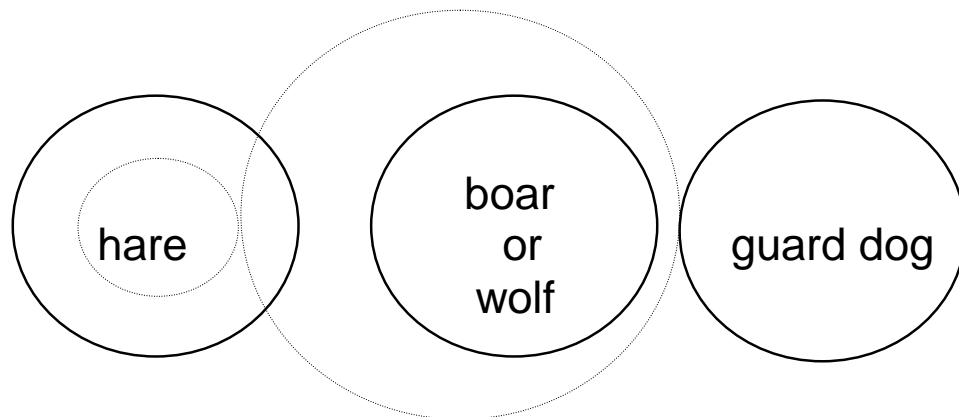
The win-lose and the winning negotiation method: identical starting dot, but opposite path.

3.5. An amendment to behavioral types

Based on how much of one's surrounding space one attempts to occupy (this can mean actual space, for example, on a train, or at work, but can also mean how much one tries to encroach on other people's business, or how much one allows others to do the same), people can be likened to one of three animals: boar, guard dog, and rabbit (diagram).

My own result is demonstrating this with a diagram, and supplementing the diagram with the insight that an encroaching person might be an assertive wolf, not just an aggressive boar. While their purposes and results are almost identical, their styles are different. The wolf is the more dangerous of the two, because often, we only realize his intentions after the fact. R. Ringer gives a good description of such people (source 83 in the bibliography).

Based on the more complete diagram, behavioral- and personality types can be paired off: the submissive personality is a rabbit, the aggressive is a boar, while the assertive personality can choose: he can become a wolf or a guard dog.



The three types of people regarding communication and space encroachment. The circles with solid lines show people's territory by right, while the circles with dashed lines show the territory they occupy or guard. With the guard dog, the two territories are identical.

If we examine the developmental phases of human personality (submissive, aggressive, assertive), and the archetypes associated with these three phases (hare, boar, wolf, guard dog), as well as the methods of transformation and the typical styles of negotiation, then with the help of a diagram (22nd figure of the theses) synthesizing these relationships, we are capable of stating a great deal more.

My baseline resource was the statements in Péter Dezsényi's book (cited work #54 in the thesis); the diagram and its interpretation are my own work. The descriptions are generally valid for European cultures, including Hungary today.

I have also included the paths and notable stages of personal development. Most people generally start out as submissive hare, losing on transactions while others make a profit off him. With time, he learns how to defend himself, remaining as yet incapable of winning, but able to limit the damage done to him. In adolescence and as a young adult, the person becomes the antithesis of the hare: he then develops into the aggressive boar. He starts to win on his transactions, and those with whom he associates, lose.

Up until this point, development is spontaneous. From this point onwards, however, further development requires self-improvement and maturity. Some people never reach the next step, and remain boars for the rest of their lives.

The path of development towards the self-validating personality is forked. My assumption is that at the early parts of the junction, where the distance between the two paths is not yet great, oscillation is possible. Whether a person on the path towards a self-validating personality temporarily becomes aggressive or cooperative depends on many factors: circumstances, the expertise of the partner, the amount at stake in the transaction, possibly even whimsy or random chance.

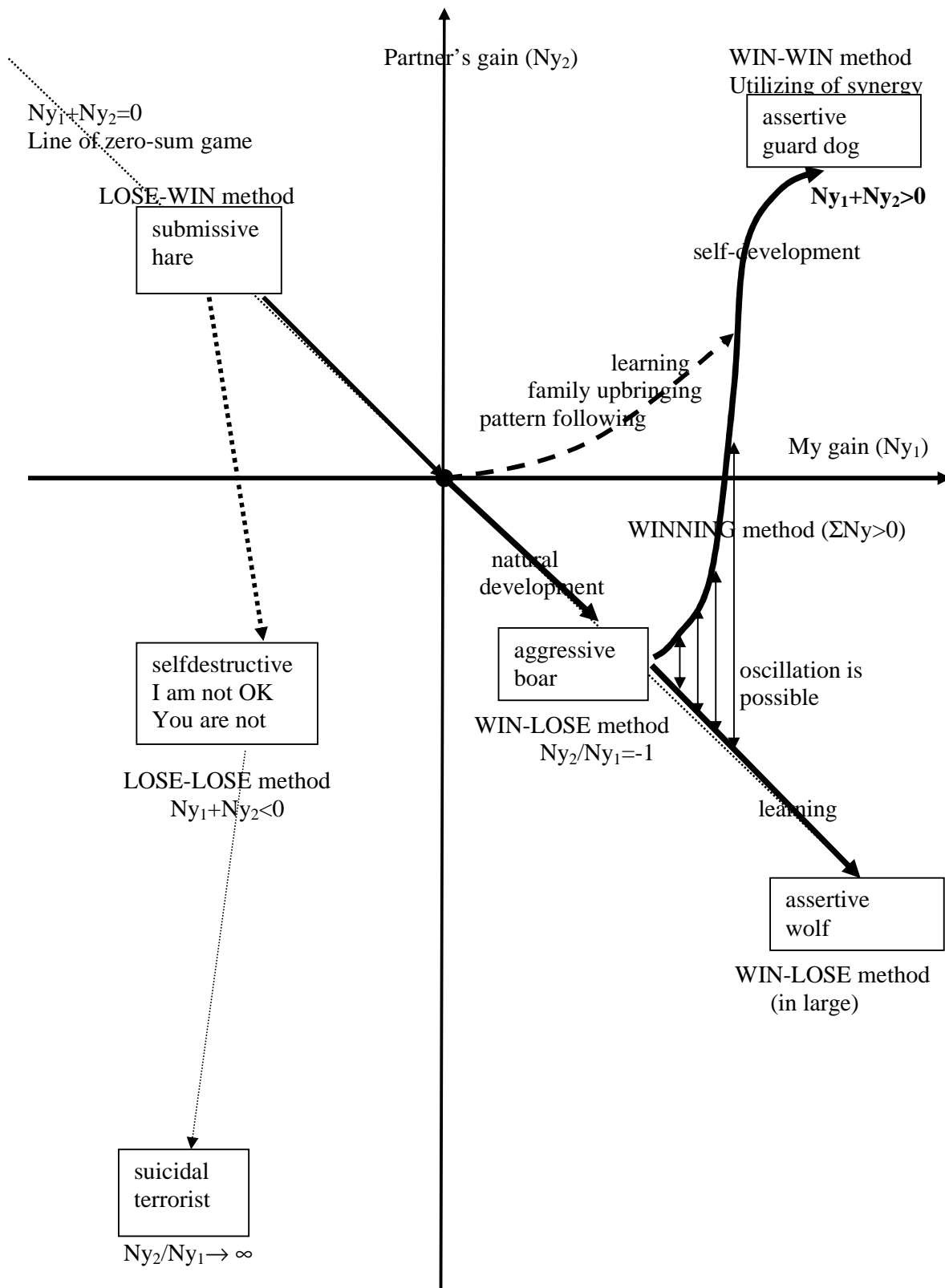
The bottom arrow follows the zero-sum game path, and demonstrates how a boar personality becomes a professional negotiator through learning, growing capable of hiding his feelings, intentions and thoughts, and utilizing the „I win, you lose” negotiating strategy masterfully. He is then able to win a great deal, and take it from his negotiating partner.

The first part of the top arrow includes the area corresponding to the winning method of negotiation. The winning negotiator effectively improves the negotiating position of both sides: the position of his partner improves, while his own also does not suffer. This tactic is based on intelligent self-interest: repeated transactions are more likely to occur if the partner has a positive result to his transaction.

If the guard-dog personality develops further, it will then become capable of properly utilizing the synergic effect of the two negotiating partners' cooperation, which leads to both partners winning. Naturally, the creation of this synergic effect is subject to the specific properties of the transaction. This is known as the ethical win-win method of negotiation.

It is worthwhile to note the arrow proceeding from the origin and bending slightly in an ascendant manner, designated with a broken line. This represents a hypothetical developmental path. Through appropriate parental upbringing and following the example set, people can unconsciously acquire the basics of winning transaction methods. This is not a spontaneous process, and is unlikely to develop without outside assistance, but it is not impossible. As we know, even minimal-chance processes can occur, given the proper circumstances and a sufficient source of energy and information.

I have included the self-destructive potentialities on the diagram, but I do not wish to discuss those in detail.



The paths and stages of personality development, and their relationships to commonly used negotiation and transaction-handling methods

4. Publications relating to the thesis

1. Vincze L.: "A szó (f)elszál"
- Magyarországi Cash Flow*, 9(1), 66 (1998).
2. Vincze L.: "MLM poharam (Csináljam-e a Multilevel Marketinget, vagy ne?)"
- Magyarországi Cash Flow*, 9(3), 82 (1998).
3. Vincze L.: „A többszintű hálózati piac-szervezési üzlet leírása”
- Alkalmazkodó Marketing Tanulmánykötet*, 262 (Miskolci Egyetem Marketing Intézet, 2002 június).
4. Vincze L.: „A válságkezelés elhanyagolt vonatkozásai: a megelőzés és a felkészülés”
- Marketing Oktatók Klubja* 8. konferenciája, 53 (2002 augusztus 29-31, Szeged).
5. Vincze L.: “A szakmai önéletrajz írásának újabb fortélyai”
- Humánpolitikai Szemle*, 2001, 7-8 (július-augusztus), 5 (2001).
6. Vincze L.: „A tárgyalási módszerek bővített szemléltetése”
- Humánpolitikai Szemle*, 2002, (10), 32 (2002).
7. Vincze L.: Az elkövető és a nyerő tárgyalási módszerek összehasonlítása erős oldalaik alapján *CEO*, 4(2), 7 (2003).
8. Vincze L.: „A vírus-koncepció használata és fejlesztése a többszintű hálózati piac-szervezési (MLM) üzletben – és hogyan haladják meg ezt a módszert”
- Totális Marketing Tanulmánykötet*, 306 (Miskolci Egyetem Marketing Intézet, 2003 június).
9. Vincze L.: „Application and improvement of the virus method in the global Multi Level Marketing business – and how the concept is being exceeded.” Proceedings of GBATA Conference, Budapest 2003. July 8-12.
10. Vincze L.: „A hálózati marketing (MLM) helye az életpálya-tervezésben”
- Az Üzleti Kapcsolat Marketingje Tanulmánykötet*, elfogadva (Miskolci Egyetem Marketing Intézet, megjelenés alatt).
11. Vincze L.: Karrier-tervezés jegyzet, Veszprémi Egyetemi Kiadó, 1995, 86 pp.
12. Vincze L.: „Életpálya-tervezés”, Bagolyvár Kiadó, Budapest, kiadás alatt, 340 pp.

5. Other publications

5A Educational publications on the subject of the thesis

13. Vincze L.: "Hogyan indulj el a sikered felé?" Rizsa 1(1), 8 (1999).
14. Vincze L.: "Hogyan indulj el a sikered felé 2?" Rizsa 1(2), 12 (1999).
15. Vincze L.: "A siker receptjében a hozzávalók" Rizsa 1(3), 7 (1999).
16. Vincze L.: "Az időgazdálkodás" Rizsa 1(4), 14 (2000).
17. Vincze L.: "Az időgazdálkodás négy-negyedes módszere és tanulságai" Rizsa 1(5-6), 16 (2000).
18. Vincze L.: "A kommunikáció (bevezetés)" Rizsa 1(7-8), 12 (2000).
19. Vincze L.: "A kommunikáció 2" Rizsa 2(1), 4 (2000).
20. Vincze L.: "A kommunikáció 3" Rizsa 2(2), 7 (2000).
21. Vincze L. – Bartucz G.: „Legendák márpedig vannak (A multi level marketing értékesítés Magyarországon)" Veszprém Megyei Napló, 2002. január 17.

5B My most important publications in chemistry

Inorganic Chemistry	2,
Journal of Photochemistry and Photobiology	9,
Inorganica Chimica Acta	3,
Talanta	1,
J. C. S. Faraday	1,
Acta Chimica Hungarica	5,
Magyar Kémiai Folyóirat	5.