

Recognition and Motivation: A Study on the Strategies for Improving the Career Attractiveness of Nursing Workers in Nursing Institutions

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Abstract: Nursing staff in nursing institutions are the guardians of the growing "silver age" of the elderly, and they are the solid arms of the elderly institutions to support the happiness of the elderly in their old age. The project members investigated 6 different types of elderly care institutions in Nanjing, and explored the basic situation and career attractiveness of institutional caregivers through qualitative interviews, and analyzed the dilemma of occupational attractiveness. Adhere to the problem-oriented, combined with the logic and influencing factors of the construction of the professional self-identity of the nursing staff, from the aspects of the social environment, institutional system and personal development of the professional self-identity construction of the nursing staff, and put forward constructive and targeted suggestions, aiming to promote the construction of the professional self-identity of the elderly care workers in China, and promote the improvement of nursing quality and the healthy development of the nursing career.

Keywords: Social Identity Theory; Motivation Theory; Caregivers in Nursing Homes; Career Attractiveness.

1. Introduction

1.1. Research Background

As the population continues to age and the pension model in China shifts towards "social pension", institutional pension has become a crucial supplement to the pension system, garnering increasing attention from society and families. Despite the issuance of National Professional Standards for Elderly Care Workers by the Ministry of Labor and Social Security in 2002, which established normative standards for the work requirements of elderly care workers in China, there remains a lack of comprehensive quality among nursing staff in nursing institutions. Furthermore, there is a severe shortage of nursing staff in Chinese pension institutions, with a gap exceeding 10 million levels, leading to recruitment and retention challenges. In response to this issue, both central and local governments have taken steps: at the national level, The General Office of the State Council issued Opinions on Promoting the Development of Elderly Care Services in 2019 addressing insufficient effective supply in China's elderly care service market and proposing measures such as promoting employment absorption within the industry through skills enhancement for elderly care workers, training cost subsidies implementation, and establishing recognition mechanisms; at local levels since 2018 cities like Beijing, Wuhan, Nanjing have implemented specific plans to accelerate development of elderly care services including entry rewards and subsidy systems for elderly care workers.

Although corresponding policies have been issued by central and local governments aimed at addressing these issues faced by nursing staff in elderly care institutions such as high work intensity poor environment low income level that weaken occupational attractiveness leading to instability within this profession societal bias against this profession has limited social recognition support career development incentives despite existing policies.

1.2. Research Significance

1.2.1. Theoretical Significance

This study explores occupational attraction social identity nursing staff theoretical significance:

Firstly it provides new ideas enhancing occupational attractiveness analyzing reasons behind lack thereof enriches research professional social identity domestic research still non-localized stage most focused on caring relatively single perspective.

Secondly it aims break through existing concept restrictions reshape social cognition identity thirdly enriches research perspective improving occupational attractiveness based motivation recognition incentive theory field survey data positive mining main body improve occupational attractiveness.

1.2.2. Practical Significance

With aging deepening country career development old-age personnel unstable talent gap prominent practical significance:

Clarify role positioning attract high-quality talents enhance social identity conduct survey analyze unbalanced career development explore factors hindering construction committed improving under love care enhance occupational attractiveness.

Understand status improve incentive support relevant government departments obvious shortcomings deficiencies large number needed promote directly affect team construction selects representative institution field research explores ways provide new ideas effectively alleviate pressure services

2. Research Status and Development Trends at Home and Abroad

2.1. Domestic Research Status and Development Trends

2.1.1. Research on the Current Situation of Nursing Staff in Elderly Care Institutions

At present, according to the research of Mu Guangzong (2018), there are obvious problems of mismatch between the quality of human resources for elderly care and the mode of combining medical and nursing care in China, and the elderly care team is faced with problems such as shortage of quantity, older age, low quality, lack of professional skills and low educational level. According to the latest data released by the National Bureau of Statistics, as of the end of 2022, the number of elderly people over 60 years old in China has reached 280 million, accounting for 19.8% of the total population. If calculated according to the internationally recognized standard of 3 disabled elderly people with 1 caregiver, plus the number of people who are not disabled but still need care, The number of nursing staff needed in our country is about 10 million. But in fact, there are less than 1 million people in China's current pension institutions, and there are less than 20,000 nursing staff with certificates, that is to say, the gap has reached 10 million levels. Chen Rui et al. (2019) pointed out that the elderly care team has the following problems: (1) the number is short; Unbalanced sex ratio; The overall age is older. (2) Educational background is generally low; Professional skills are lacking. (3) There is a lack of real elderly care workers. (4) The work intensity is large, the work content is single. (5) Low salary level; The welfare package is poor. The training content focuses on life care, mostly "compensatory training".

2.1.2. Research on the Career Dilemma of Nursing Staff in Elderly Care Institutions

With China's population aging, the elderly care service has become a promising industry. However, there are several challenges faced by the nursing staff in this field, including job insecurity, lack of top-level support, low professional identity and satisfaction, limited vocational skills improvement, difficulty in recruitment and retention of staff due to low cultural level and gender imbalance. The high work intensity and long hours also contribute to the inability of the elderly care workers to meet the actual needs of their profession.

Scholars' analysis and discussion show that the old-age care industry has a short development period, and old-age care workers face career development dilemmas, which hinders the development of China's old-age service cause and system. The career dilemma of old-age care workers can be summarized as individual psychological issues (such as low salary, high pressure, and turnover intention) and objective factors affecting career development (such as top design, market environment, and economic support).

2.1.3. Research on Professional Identity and Social Identity of Elderly Care Workers

From the perspective of nurses themselves, Ge Panzhu believes that problems such as high work intensity, low income, inadequate social security, and lack of professional training have always existed in this profession, so it is difficult to improve the professional identity of nurses. He Li (2022) believes that the life of nursing staff in China's pension institutions is difficult, the imbalance of nursing staff is

prominent, and they are faced with multiple contradictory roles. However, nursing staff construct medium-high professional self-identity in the context of poor survival conditions and low social external identity.

From the perspective of elderly and family members, the audience of elderly care services, He Li (2022) believes that the attitude of elderly and family members has an impact on the professional identity of nursing staff. As the beneficiaries or buyers of nursing services, the attitude of elderly and family members toward nursing staff is a direct evaluation of the nursing work of nursing staff, and those nursing staff who are not respected and recognized lack positive feedback. Professional identity is affected.

To sum up, "defensive professional self-identity" of elderly care workers is essentially a false professional self-identity, not a professional self-identity promoted by external social recognition and changes in social and cultural indicators, but a low external recognition and social recognition of elderly care workers, difficult to obtain a sense of self-worth and identity from outside the society. But at the same time, nursing staff have self-worth and belonging needs.

From the perspective of the management of pension institutions, the management mode of pension institutions is not perfect, the incentive mechanism is not perfect, and the staff mobility is large. When Zheng Jiaying (2019) mentioned the professional identity of elderly care workers, he believed that the pre-job training received by elderly care workers had a strong effect on them. Zhang Yansong et al. (2022) pointed out that most pension institutions in China have low salaries (mostly 2-3k), low social insurance coverage, no guaranteed benefits, little development space, certain loopholes in the occupational environment, and lack of strength in talent development methods. Most pension institutions have serious nepotism, and the incentive effect of job promotion is small.

From the perspective of social macro, Ge Panzhu believes that there are three structural bases of professional identity in old-age care institutions: social gender discrimination, urban-rural dual barriers and class relations. He Li (2022) believes that under the influence of the traditional culture of filial piety, the development and construction of the elderly service market lag behind, the nursing staff of elderly care institutions are "stigmatized", and the talent team of nursing staff of elderly care institutions in China is subject to social discrimination, showing an "unbalanced" status quo. He Xiao (2019) pointed out that the low social evaluation directly caused the low professional identity of elderly care workers.

2.2. Foreign Research Status and Development Trends

2.2.1. Theoretical Research on the Career Development of Nursing Staff

There are abundant researches on the old-age care industry in foreign countries. The development of the old-age care profession has a history of more than 100 years in foreign countries. As a recognized industry and profession, it has its own independent knowledge system, unique working methods and mature professional standards and certification system. The relevant research and theoretical achievements around it have been relatively mature and have great reference value.

Wahner-Roedler DL, Knuth P, Juchems RH (1999) analyzed the turnover rate of staff in elderly care institutions through surveys and other data, and pointed out that the turnover rate

of elderly care staff is the largest, and some institutions even exceed 100%. Michelle P, Iain C, and David C (2003) found through the investigation and study of in-service nursing workers that elderly care workers are generally older, work long hours, have cumbersome tasks, and lack of basic social security, which to a large extent restricts the development of nursing workers. Bangerter et al. (2016) also showed that the most important thing for nursing staff is to participate in nursing decisions and to be respected and cared for. Once their pressure is too high, it will be directly reflected in their work and affect the quality of nursing. Fearfull A (2010) indicates that the low job satisfaction of nursing staff in pension institutions will lead to the increase of dismissal rate and the decrease of work efficiency. If the job satisfaction of nursing staff in pension institutions is increased, the dismissal rate will be effectively reduced. Hajek A, Konig H (2019) pointed out that with the increase of average life expectancy and the deepening of the aging degree of society, there is a huge demand for elderly care services, medical services and elderly care workers, which promotes the timely training and talent team construction of elderly care workers.

2.2.2. Theoretical Research on the Theoretical Achievements and Future Development of Nursing Professional Research

Currently, countries with a high aging population such as Japan and Germany have taken the lead in implementing practical research to enhance the occupational attractiveness of elderly care workers from an incentive perspective and synergy theory. They have achieved significant theoretical results, and many scholars have proposed future prospects for the career development of nursing workers based on this.

Professional nursing staff are highly regarded in Japan due to their strong professional abilities and professionalism, supported by relevant nursing insurance systems for elderly care workers and a comprehensive nursing system for the elderly. In Australia, carers work 4-8 hours a day with reasonable workload allocation, and can apply to become private nursing workers under certain conditions, effectively improving the attractiveness of nursing work.

The training of elderly care workers is standardized in Germany, where nursing staff undergo at least 18 months of training including 2,100 theoretical hours and 2,500 practical hours. Similarly in Japan, it is required that nursing workers have three years of experience along with completion of a course for practitioners and national certification.

In summary, foreign elderly care worker's career development has reached specialization and standardization. Efforts are being made to optimize course training systems according to different positions' occupational needs while providing corresponding training for individualized eldercare services.

3. Theoretical Basis

3.1. Social Identity Theory

The concept of "identity" was first introduced in Freudian psychology, referring to the individual's hysterical identity and dream identity. Later, American psychologist Miller expanded the theory of "identity" to encompass group dynamics. In the 1960s, psychologists Herry Tajfel and John Turner proposed Social Identity Theory (SIT), which posited that social groups attribute certain qualifications to define themselves. This theory suggests that an individual's self-perception within a social category is influenced by the

attention given to their social behavior by their respective social group. Additionally, SIT introduces three dimensions of social identity: cognition, evaluation, and affective dimension.

Social identity theory is rooted in group behavior. Individuals within a group have a strong sense of belonging and tend to align with other members emotionally and in terms of values. According to current perspectives on social identity theory, one's sense of belonging is primarily derived from the community's collective identity and qualifications. As a result, individuals strive to seek and maintain a positive social identity through comparison between their in-group and corresponding out-group. When individuals fail to achieve a satisfactory sense of identity, they will seek ways to make positive distinctions. Therefore, the fundamental assumptions and core principles of social identity theory include social classification, social comparison, and positive differentiation.

3.2. Incentive Theory

Motivation theory originated from Adam Smith, who believed in using monetary incentives and financial punishments to motivate people to complete tasks.

Frederick Taylor's scientific management theory in the early 20th century promoted research on work motivation and formed a systematic incentive theory. Based on the "economic man hypothesis", scholars developed various incentive models such as principal-agent theory, dynamic incentive model, ruler competition theory, and security design theory. Psychologists and management scientists worldwide studied how to predict and stimulate motivation, meet needs, and mobilize enthusiasm. The Hawthorne experiment by Elton Mayo rejected the "economic man hypothesis" of human nature, leading behaviorist scholars to form incentive theories based on behaviorism.

These include Maslow's hierarchy of needs theory, Alderfer's ERG theory, Herzberg's motivation-hygiene theory, McClelland's learning needs theory, as well as process motivation theories represented by Froom's expectancy theory, Skinner's reinforcement theory, Adams' equity theory, and Locke's goal-setting theory.

"Some behaviorist scholars argue that the "content-based motivation theory" and "process-based motivation theory" are too narrow in their focus, only studying specific aspects of human behavior motivation. They propose a "comprehensive incentive model" that combines both theories to study the general model of human behavior motivation and develop a universal formula for measuring incentive effects. Porter and Lawler's integration model, which considers variables such as effort, performance, reward, and satisfaction, has been widely accepted. Subsequently, various synthesis methods and models have emerged."

4. Research Content

4.1. Current Situation of Nursing Staff in Elderly Care Institutions in Nanjing

The survey found that the characteristics of nursing staff are prominent, and the nursing staff of the six nursing institutions in Nanjing show strong consistency in gender, age, culture and other categories. Specifically, the gender ratio of elderly care workers is unbalanced, and women account for a very high proportion, more than 70%, and are the main force of elderly care work. The population age is older,

concentrated in 45-60 years old; The educational level is low, most of them are primary and junior high school education, and a small number of them are senior high school dropout; The household registration of nursing staff in Nanjing elderly care institutions is mainly in the rural areas around Nanjing, and the rural household registration accounts for a relatively high proportion.

Combining the situation of nursing staff with the characteristics of their work, we find that the characteristics of nursing staff in nursing institutions are not consistent with the characteristics of their work, resulting in a trend of deviation. At present, women have become the main force of old-age care work, but the labor intensity of nursing workers is large, women's physical strength is limited, and they need to take care of family at the same time, they are under the double pressure of work and family. The "new elderly" of "4050" also indicates that older middle-aged people have to undertake detailed and heavy work, maintaining the work rhythm of 6 o'clock and 9 o'clock every day. In addition, with the development of society, the professional quality requirements of nursing workers are increasing, and relevant qualifications should be held in old-age care work. At present, the overall cultural level of institutional nursing staff is low, most of them are migrant workers or urban laid-off people, and have not received professional training. In the field investigation process, most institutions require nursing staff to be trained before taking up the post, but the training here is organized by the institution in the form of old training with new training, nursing staff to learn from the group leader, regular assessment, master nursing professional knowledge, and finally independently carry out nursing work.

4.2. The Occupational Attractiveness Dilemma of Nursing Staff in Elderly Care Institutions in Nanjing

4.2.1. Low Occupational Salary

According to the survey data, the phenomenon of low salary level and poor welfare treatment of elderly care service personnel is relatively common, and there is even a certain proportion of temporary workers, whose salary level is generally lower than that of domestic workers or hospital nurses. However, the lack of a clear salary standard policy in the elderly care service industry has also contributed to the problem has not been effectively solved. At the same time, the social insurance system is not unified, and a certain proportion of elderly care institutions have not purchased social insurance for elderly care carers, and there are cases of institutions and carers jointly agreeing not to pay or underpay social insurance.

Most nursing staff do not have a strong professional identity, there is a big gap between the labor they put in and the return they get, and many hold a day-by-day mentality, working like "temporary workers". Most care workers said they chose the profession because they "couldn't do anything else." This alludes to the fact that they would not choose to become care workers if they could do other jobs. This phenomenon reflects the lack of attractiveness of the elderly care worker profession. According to the information, the facilities and living environment of some elderly care institutions do not meet the expected standards, especially the dormitory facilities, and some institutions even fail to provide permanent accommodation for nursing staff. The low salaries of care workers in general are making the profession less attractive to job seekers. Generally speaking, the cultural level

of the group is not high and the necessary professional and technical knowledge is lacking.

4.2.2. Generally, The Knowledge Level is not High, and it is Challenging to Absorb New Knowledge and Master New Skills

This situation limits their further education and skill improvement in their careers, making them encounter obstacles in the process of participating in the training of elderly care services and obtaining relevant vocational qualifications, and it is difficult to fully meet the growing care needs of the elderly. Aged care is a job that requires a high degree of expertise and skill. The work of the caregivers involved in this work is not only to meet the daily needs of the elderly, but also to maintain their health conditions, give psychological support, provide scientific dietary arrangements, implement traditional Chinese medicine care, and provide massage and massage services. These complex responsibilities have significantly raised the professional quality threshold for elderly care workers. Elderly care workers in most nursing institutions usually lack systematic care training, and their professional technical skills and experience in elderly care are often insufficient.

4.2.3. The Career Development Path of Individuals is Vague and the Evaluation Mechanism is not Perfect

At present, no matter the state, social organizations or pension institutions have fully understood the relevance and importance of the development of the pension service industry, and there is a lack of scientific research and research on the development of the pension service industry, so that the career path of pension workers is not very clear, and the social security and wage system has not been established to correspond with the trajectory. Most aged carers believe their future is uncertain and have a negative attitude towards career progression.

At present, elderly care institutions have not established or improved the assessment system for elderly care workers, mostly simple and in-depth performance assessment, there is no comprehensive and systematic assessment system. The specific evaluation indicators are mostly the research on the "quantity" of the elderly service work, which is relatively specific, and the evaluation on the "quality" of the scientific work of the elderly service is insufficient, and there is no corresponding evaluation index. In addition, some nursing institutions have a history of simply summarizing scores, and due to the lack of thorough investigation and review of the evaluation system, the evaluation results cannot reflect the actual performance of nurses, and the evaluation information is distorted, and the efforts of social workers are often not rewarded with real value.

There are many reasons such as high work pressure, high risk, low pay, and abuse, which not only hinder elderly caregivers from realizing their value in the workplace, but also make them more prone to burnout due to failure in their career.

5. Countermeasure Research

As an important group that provides daily life and medical care services for the elderly, nursing staff is a key link in the society. However, there are many problems such as lack of professional quality, lack of practical theory and professional knowledge, and non-standard nursing operation. At the same time, the society generally lacks recognition and attention to

the work of elderly care workers, and the career development and promotion opportunities of nursing workers are limited, and their own salary is relatively low. As a result, the professional appeal of caregivers is not enough, and caregivers are often ignored and marginalized. Therefore, it is urgent to improve the professional identity of nursing staff.

This study adheres to the problem-oriented approach, combines the logic and influencing factors of the construction of professional self-identity of nursing workers, and makes concrete progress from the aspects of social environment, institutional system and personal development of the construction of professional self-identity of nursing workers, and puts forward constructive and targeted suggestions, aiming at promoting the construction of professional self-identity of nursing workers in China. Promote the improvement of nursing quality and the healthy development of nursing cause.

5.1. Social Identity: Environmental Layout of Professional Identity Construction

5.1.1. Get Rid of Thinking Difficulties and Build a Harmonious Environment

It is a long-term, systematic and arduous task to improve the professional self-identity of nursing staff in nursing institutions. This needs to be based on the community's general recognition of their professional values, to provide a harmonious working environment for the professional development and self-identity of carers. On the one hand, it is necessary to break the prejudice against the profession of elderly care workers and discard the occupational discrimination against elderly care workers in society.

All levels of society should improve the professional reputation and social status of elderly care service personnel, and gradually reverse the public's negative impression of engaging in elderly care service; On the other hand, efforts should be made to keep pace with The Times, effectively change the public's cognition, judgment and attitude towards the participation of social organizations in elderly care services, and further enhance the degree of attention and support for the profession of elderly care. The society should give some tolerance and support to the elderly care institutions, guide the concept from criticism to affirmation, from supervision to guidance, enhance the professional identity of elderly care workers at the social level, and create a harmonious working environment.

5.1.2. Guide Media Publicity to Build the Image of Nursing Workers

Publicity work is crucial to enhance the attractiveness of the career of elderly care workers. In today's prevalence of short video and related media platforms, relevant institutions should enhance social sensitivity, enhance the flexibility of publicity, pay attention to the criticality and feasibility of social media and video platforms to publicize elderly care, and gradually eliminate the inherent idea that the public simply regards elderly care workers as "caring for the elderly" with the help of video science popularization. In addition, the relevant departments should fully recognize the key role of the professional shaping of elderly care workers in the construction of the national pension system and the construction of social livelihood. In fact, however, the profession of nursing care has not received a status commensurate with its importance in society. Many people still see this profession as "serving the elderly" work, ignoring the professionalism and technology behind it. Relevant

departments can build a media platform, formulate a moderate and reasonable publicity program, gather the strength of all parties in society, publicize and report the deeds of excellent nurses, introduce the professional work of nurses, and appeal and emphasize the importance of the nursing profession. Finally, the publicity department should keep up with The Times, make use of Internet platforms, television, radio and other media, fully grasp the characteristics of information dissemination, adopt diversified publicity methods, improve publicity efficiency, reduce social prejudice and discrimination against elderly care workers, and create a real image of care workers.

5.1.3. Inspire Relatives' Concern: Build a Bond of Understanding and Support

The improvement of professional recognition of elderly care workers not only needs the support and guidance of the macro environment, but also needs to start from the perspective of the employees' families, so that people around them understand and respect this profession. The caregiver's family members are in the closest relationship with the caregiver, and they have a more comprehensive and in-depth understanding of the caregiver's working and living conditions. By enlightening the society to pay attention to and communicate with the relatives of nursing staff, it can gradually break the misunderstanding and prejudice of relatives towards the nursing profession, and make their relatives better understand the work content, work pressure and the significance of nursing staff to the life of the elderly. To further enhance the public's respect and recognition of carers. This not only helps to enhance the career appeal of caregivers, but also helps to build a more respectful and understanding social atmosphere, so that the elderly care profession is respected and paid attention to. First, the relevant departments can carry out family education lectures or symposiums, invite professionals to explain and exchange on the importance, challenges and future development of elderly care, and guide families to correctly understand and evaluate the work of caregivers. Secondly, the caregiver's institution can organize family day activities, invite the caregiver's family members to their posts, visit and understand the working environment and work content of the caregiver, and have face-to-face communication with the caregiver. In addition, channels such as social media platforms or family groups can also be used to convey relevant information and stories, so as to arouse the thinking and attention of family members on the elderly care profession, and to build a bond of understanding and support.

5.2. Incentive Perspective: Construction of Multi-Party System for Career Attraction and Promotion

5.2.1. Institutions Shall Grasp Relevant Policies and Construct Reasonable Incentive Measures

Starting from reality, low welfare benefits have become an important factor hindering the healthy development of the elderly care industry. At present, China's old-age care industry faces many problems, such as high talent turnover rate and poor stability. In order to improve the occupational attractiveness of elderly care workers, elderly care institutions should effectively implement relevant policy support, reasonably adjust the salary treatment of nursing workers, and ensure that their income level matches their work load and professional skills. It can be considered to formulate a

performance reward system and give corresponding rewards and incentives according to their work performance to stimulate their enthusiasm and energy. On the other hand, we care about the living welfare and social security of caregivers, and provide them with perfect welfare benefits, including health insurance, pension insurance, housing subsidies, etc. At the same time, establish a sound welfare system for employees to meet their basic living needs and improve their quality of life and happiness.

5.2.2. Implement the Entry Threshold for Talents and Strengthen the Skills of Nursing Staff

The problem of low entry threshold and uneven quality of personnel in elderly care profession cannot be underestimated, which has also become the reason for restricting its career development and contributing to its low occupational attractiveness. For elderly care institutions, first of all, the key is to optimize the implementation environment of the system participating in elderly care services within the organization, accelerate the construction of the talent selection system, build a dynamic three-dimensional and hierarchical policy talent training mechanism, and improve the efficiency of talent cultivation and the smoothness of departmental cooperation. Secondly, recruit nursing staff from the perspective of overall training, give priority to individuals with relevant qualifications, and control the professional level of nursing staff from the source of access. In addition, the optimization of education and training of linkage employment, smooth employment channels for college talents, comprehensive consideration of professional and individual employment planning, age development and other factors, to promote the healthy and sustainable development of elderly care talents, for elderly care personnel to select high-quality talents.

5.2.3. Strengthen the Sustainable Promotion Management of Talents and Open up the Development Channel of Nursing Talents

At present, China's old-age care institutions face multi-dimensional problems such as high work intensity and short working time, and the channel for sustainable development of talents is very important. First of all, due to the individual age difference of employees, old-age care institutions should carry out research on the age, education, gender and service objects of employees, analyze the differences in psychological needs and psychological characteristics of individual employees, and consider setting multiple combination incentive measures to develop management with clear guidance. Secondly, pension institutions can also increase long-term incentive measures according to the characteristics of employees. Institutions can consider establishing a long-term scientific and fair performance appraisal system, and give corresponding rewards and promotion opportunities according to employees' work performance and achievements, so as to encourage them to continuously improve their work performance, promote long-term self-affirmation of old-age care practitioners, and reduce the rate of talent turnover.

5.3. Professional Identity Structure of Self-Growth Path

5.3.1. Individuals Actively Participate in Vocational Training to Improve Professional Quality

Vocational training is an important way to improve the professional quality of individuals, and is crucial to the career

development of individuals and the overall quality improvement of the elderly care industry. First, vocational training provides a platform for carers to continuously learn and update their knowledge. As medical technology and nursing concepts continue to evolve, caregivers need to be equipped with the latest nursing skills and knowledge to cope with the increasingly complex health needs of older adults. Through active participation in training, nursing staff can keep abreast of the latest nursing theories and technologies, constantly improve their professional level, and maintain a competitive advantage in the industry. Secondly, vocational training helps to improve the professional cognition and quality of nursing staff. In the training, nursing staff can not only learn professional knowledge and skills, but also learn about professional ethics, communication skills, teamwork and other aspects of the training content. The improvement of these qualities can not only improve the work efficiency and professional quality of nursing staff, but also enhance the communication and trust between employees and the elderly and their families, thus enhancing the job satisfaction of employees and the career attraction of nursing staff.

5.3.2. Actively Seek Support and Feedback to Improve Self-Identity

Nursing staff can take the initiative to seek support and guidance from the team and leaders, accept work feedback in time, constantly improve and enhance their work performance, and enhance career attractiveness. On the one hand, actively seeking support and feedback helps carers to identify their own shortcomings and problems in a timely manner. In daily work, elderly care workers may encounter a variety of challenges and difficulties, take the initiative to seek help and advice from colleagues, leaders or professional mentors, can correct mistakes in time, improve the way of work, improve work efficiency and quality. Second, by proactively seeking support and feedback, carers are able to establish a good environment for learning and growth. Sharing their work experience and learning experience with others can not only promote the communication and cooperation between the team, but also continuously improve their professional skills from the experience of others, expand their professional vision, enrich their professional skills and knowledge reserves, and improve their sense of self-worth and professional self-esteem, so as to further enhance their sense of identity in the industry.

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