
UDC: 316.354

DOI: 10.33876/2311-0546/2026-2/28-42

Original article

© *Mikhail Krishtal, and Konstantin Prodantsov*

FACTORS INFLUENCING CAREER CHOICE AND JOB SATISFACTION IN THE CREATIVE INDUSTRIES OF THE KALININGRAD REGION

The article considers the factors that determine career choice and job satisfaction among those working in the creative industries of the Kaliningrad region. The theoretical basis of the study was the concept of the creative class of R. Florida, which highlights the values of individuality, meritocracy, diversity and openness as key characteristics inherent to this social group. The empirical base comprised eight focus group interviews with 63 respondents representing different segments of the region's creative industries. The study identified five groups of factors that influence professional choice: orientation towards individuality and autonomy; the psychological need for creative self-realization; the influence of the social environment: family, friends, and teachers; the desire for publicity and social activity; and material motives. It was shown that, despite economic, infrastructural, and organizational difficulties, the majority of respondents plan to continue working in the creative field, which is associated with satisfaction with the specific conditions of work in the creative industries and the expectation of positive changes in their careers. The results of the study have both theoretical value for understanding the specifics of a creative class operating in a peripheral region and applied value for developing measures to support creative industries.

Keywords: *creative industries, creative community, creative profession, work motivation, job satisfaction, Kaliningrad region*

Authors Info: **Krishtal, Mikhail I.** — Ph.D. in Geography, Research Associate, Immanuel Kant Baltic Federal University (Kaliningrad, Russian Federation). E-mail: MKrishtal@kantiana.ru ORCID ID: <http://orcid.org/0000-0001-6167-1025>

Prodantsov, Konstantin S. — Junior Research Associate, Immanuel Kant Baltic Federal University (Kaliningrad, Russian Federation). E-mail: kprodantsov1@kantiana.ru ORCID ID: <https://orcid.org/0000-0002-5186-0006>

For citation: Krishtal, M. I., and K. S. Prodantsov. 2026. Factors Influencing Career Choice and Job Satisfaction in the Creative Industries of the Kaliningrad Region. *Herald of Anthropology (Vestnik Antropologii)* 2: 28–42.

Funding: «The study was supported by the Russian Science Foundation grant No 25-18-20130, <https://rscf.ru/project/25-18-20130/>».

References

- Alacovska, A. 2018. Informal Creative Labour Practices: A Relational Work Perspective. *Human Relations* 71 (12): 1563–1589. <https://doi.org/10.1177/0018726718754991>
- Alacovska, A., and R. Gill. 2019. De-westernizing Creative Labour Studies: The Informality of Creative Work from an Ex-Centric Perspective. *International Journal of Cultural Studies* 22(2): 195–212. <https://doi.org/10.1177/1367877918821231>

- Balabanova, E. S., D. A. Baranova, and V. E. Deminskaia. 2017. Nadrolevoe povedenie rabotnika: proiavlennia, predposylki i posledstviia [Employee Extra-Role Behavior: Manifestations, Antecedents and Consequences]. *Vestnik SPbGU. Seriia 12. Sotsiologiia* 2: 185–200.
- Benedek, M., R. Bruckdorfer, and E. Jauk. 2020. Motives for Creativity: Exploring the What and Why of Everyday Creativity. *The Journal of Creative Behavior* 54 (3): 610–625. <https://doi.org/10.1002/jocb.396>
- Bennett, D., and R. Bridgstock. 2015. The Urgent Need for Career Preview: Student Expectations and Graduate Realities in Music and Dance. *International Journal of Music Education* 33 (3): 263–277. <https://doi.org/10.1177/0255761414558653>
- Bennett, D., and S. Hennekam. 2018. Self-authorship and Creative Industries Workers' Career Decision-making. *Human Relations* 71 (11): 1454–1477. <https://doi.org/10.1177/0018726717747369>
- Bhansing, P. V., E. Hitters, and Y. Wijngaarden. 2018. Passion Inspires: Motivations of Creative Entrepreneurs in Creative Business Centres in the Netherlands. *The Journal of Entrepreneurship* 27 (1): 1–24. <https://doi.org/10.1177/0971355717738589>
- Bosma B., E. Loots, P. Stroet, and A. van Witteloostuijn. 2025. Passionately or Reluctantly Independent? Artistic and Non-Artistic Self-employment Compared. *Journal of Cultural Economics* 49: 515–545. <https://doi.org/10.1007/s10824-024-09525-x>
- Coffey, J. S. 2012. *Youth Career Choices: A Comparison of Industry and Ballet*. Ph.D. diss., Curtin University. 235 p.
- Eflava, M. Yu., Yu. V. Vinogradova, and A. V. Vitushkin. 2023. Sovremenniaia molodezh' kak aktor kreativnogo klassa [Modern Youth as Actors of the Creative Class]. *Kazanskii sotsial'no-gumanitarnyi vestnik* 1 (58): 31–35. <https://doi.org/10.26907/2079-5912.2023.1.31-35>
- Florida, R. 2007. *Kreativnyi klass: liudi, kotorye meniaiut budushchee* [The Rise of the Creative Class]. Moscow: Klassika-XXI. 421 p.
- Freidson, E. 1990. Labors of Love in Theory and Practice: A Prospectus. In *The Nature of Work: Sociological Perspectives*, ed. by K. Erikson and S. P. Vallas. Yale: Yale University Press. 149–161 p.
- Hesmondhalgh, D. 2002 *The Cultural Industries*. Los Angeles; London: SAGE Publications. 290 p.
- Hesmondhalgh, D., and S. Baker. 2010. «A Very Complicated Version of Freedom»: Conditions and Experiences of Creative Labour in Three Cultural Industries. *Poetics* 38 (1): 4–20. <https://doi.org/10.1016/j.poetic.2009.10.001>
- Inglehart, R., and K. Welzel. 2011. *Modernizatsiia, kul'turnye izmeneniia i demokratiia: Posledovatel'nost' chelovecheskogo razvitiia* [Modernization, Cultural Change, and Democracy: The Human Development Sequence]. Moscow: Novoe izdatel'stvo. 464 p.
- Koppman, S. 2016. Different Like Me: Why Cultural Omnivores Get Creative Jobs. *Administrative Science Quarterly* 61 (2): 291–331. <https://doi.org/10.1177/0001839215616840>
- Kuleva, M. I. 2017. Transformatsiia tvorcheskoi zaniatosti v sovremennoi Rossii: na primere sotrudnikov negosudarstvennykh art-tsentrov Moskvy [Transformation of Creative Employment: A Case Study of Moscow Non-governmental Art Centers]. *Monitoring obshchestvennogo mneniia: Ekonomicheskie i sotsial'nye peremeny* 2 (138): 50–62.
- Menger, P.-M. 1999. Artistic Labor Markets and Careers. *Annual Review of Sociology* 25: 541–574. <https://doi.org/10.1146/annurev.soc.25.1.541>
- Morgan, G., and P. Nelligan. 2015. Labile Labour-Gender, Flexibility and Creative Work. *The Sociological Review* 63 (1): 66–83. <https://doi.org/10.1111/1467-954x.12241>
- Poliakova, E. Iu., and M. A. 2021. Manokin Spetsialisty v oblasti kul'tury na rossiiskom rynke truda [Cultural Professions in Modern-day Russia: Statistical Portrait of the Workers]. *Ekonomicheskaia sotsiologiia* (22) 1: 35–60.
- Popkova, K. V., and E. S. Balabanova. 2021. Motivatsiia truda tvorcheskikh rabotnikov: normativnye predstavleniia i real'nost' trudovoi zhizni [Labor Motivation of Creative Professionals: Normative Vision and the Reality of Working Life]. *Monitoring obshchestvennogo mneniia: ekonomicheskie i sotsial'nye peremeny* 3 (163): 290–315.
- Steyerl, H. 2010. Politics of Art: Contemporary Art and the Transition to Postdemocracy. *E-Flux* 21 (12): 39–42.
- Taylor, S., and K. Littleton. 2012. *Contemporary Identities of Creativity and Creative Work*. London: Routledge. 166 p. <https://doi.org/10.4324/9781315573847>