

## **Moral Self-Determination of Psychologists, Economists and Advertising Creators at the Early Stages of Professional Development**

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The theoretical background of the research problem is presented, the importance of the factor of professional activity in the moral self-determination is proved and the choice of professional groups included in the study is justified. The results of an empirical study carried out on a sample of students of the faculties of psychology, economics, advertising (n = 114, 18-35 years old) using the author's methodology "Personal moral self-determination" (A.E. Vorobieva and A.B. Kupreichenko). It is shown that economists inclined to take care of themselves, advertisers include relatives in the circle of responsibility, psychologists believe that all people are worthy of a good relationship. Applied aspect of the investigation can be implemented in a training programs and seminars on professional ethics for students and professionals of the professions listed above.

**Keywords:** self-determination, moral self-determination, moral strategies, moral orientations, conceptions of morality.