

A REVIEW OF CAREER GUIDANCE IN TERMS OF QUALITY ASSURANCE

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Abstract

In quickly changing work markets, career guidance has an imperative role in supporting individuals in exploring advances between instructions and work over life expectancy. In this article, the issue of value and quality confirmation in profession direction is investigated. Even though there is, no unmistakable concurred worldwide comprehension of what quality profession direction looks like, through an audit of current methodologies we recognize six fundamental areas, which might be quality guaranteed and propose another typology of ways to deal with guaranteeing quality. The article closes with a primary thought of the issues that quality confirmation approaches in profession direction produce, featuring the requirement for an alert with the goal that the interest of value does not sabotage the objectives it looks to accomplish.

Key Words career guidance, quality assurance, guidance policies, quality education

Introduction

Quick changes to the state of business markets are a sign of current globalised economies, and such changes are anticipated to increment in both recurrence and greatness in the following twenty years. This has brought about some significant difficulties for youngsters, which have stretched the school-to-work progress and expanded its unpredictability and intensity (Bassot, 2019). Exploring these moving business sectors virtually expects people to have broad information on both themselves and the instructive and work related open doors open to them.

Professional direction assumes an essential function in building these aptitudes and information in nations worldwide (Bedi, 2006). It likewise has contended that career guidance can uphold

three fundamental territories: (i) the successful working of the work market and through this the economy; (ii) the powerful working of the instruction framework; and (iii) expanding social value. Likewise, a developing proof base features how career guidance can add to the two people's profession advancement and these more extensive strategy objectives.

As a strategy space, profession direction is worried about changes inside the training and work framework and empowering people to assemble a rational story that connects their schooling and business(Cheung & Lai, 2013). Similarly, as with any strategy, region, there is a significant hole between the approach vision and the pragmatic execution. In this hole, program directors, specialists and teachers that influence how far settle on a large number of little choices and how the dreams and destinations of policymakers are acknowledged practically speaking. On occasion,these varieties will sabotage the approach, mainly changing career guidance into something different and disappointing or undermining policymakers' destinations (de Haan, 2008). At others, the way toward interpreting strategy without hesitation at the nearby level will upgrade and improve policymakers' thoughts and make the accomplishment of the approach destinations almost certain.

"Quality affirmation" portrays a scope of procedures that can be utilised to guarantee consistency in the manner that exercises are drawn closer, and that can likewise be utilised to guarantee the loyalty of training to strategy(Gunz et al., 2011). However, consistency of training does not guarantee quality. Most associations and the career guidance calling overall have a scope of interior, simple and implied methods of guaranteeing quality. Like this, the making of public quality systems should be taken care of cautiously, so it upgrades such nearby game plans and does not serve to decrease their adaptability and dynamism. Quality affirmation is an endeavour to give a structure against which strategy and practice can be checked(Hooley & Rice, 2019). Such a methodology may draw on proper types of proof; however, they may join more implicit types of information in portraying how things should be done and how it is conceivable to guarantee that, they are done this way.

Recognise that administrations, for example, profession direction, are famously hard to the quality guarantee given their theoreticalness; how they are custom fitted for various customers; how creation, deal and conveyance are regularly synchronous; and the test of bringing important rivalry into many assistance ventures(Hughes & Meijers, 2017). Given this, it tumbles to public

frameworks to characterise quality in an effective manner inside their framework and to devise their ways to deal with overseeing, direct and quality guarantee the conveyance of profession direction. In this article, we investigate these issues through a comprehensive audit of the global writing worried about profession direction and quality and propose a progression of value confirmation and another typology of value affirmation draws near(Hooley & Rice, 2019).

What is quality, and how might it be guaranteed?

Quality is a much utilised, however exceptionally vague term. In like manner, utilisation quality indicates administrations that are conveyed well or items that are delivered to a high requirement. Most employments of the term quality in business or cycle the board also address the points of creating something brilliant compared to other comparative things(ElSaheli-Elhage & Sawilowsky, 2016). In any case, in building up a precise and target definition, it is essential to indicate what is implied by quality further and then create thoughts regarding how this quality may be accomplished. One individual's assessment on what comprises a decent quality sandwich may contrast from another's, and these two individuals may have altogether different thoughts regarding how such a sandwich may be made(Plant, 2004). This issue of abstract decisions possibly sabotages any endeavour to arrange quality.

In light of such concerns, a broad scope of masterminds has created thoughts regarding quality and how it tends to be guaranteed and guaranteed. One bunch of definitions stresses the estimation of emotional reactions. It is the thing that the client gets out and is happy to pay for advantages subjectivity. In this way, if one individual likes Mango, it is quality to them. On the off chance that someone else does not care for it, they may presume that it is low quality and not deserving of their cash(Lam & Hui, 2010).

Notwithstanding, most value meanings do not see it as an emotional judgment made by the clients of help or an item. The quality standard emphasises yields that meet client necessities; however, it characterises how these prerequisites should be met(Zhao et al., 2016). Then again, quality affirmation frameworks, such as Six Sigma centre on the administration of cycles, decrease fluctuation in yield and decrease blunders in such cycles(Plant, 2012). A scope of components likewise exists to quality guarantee the individuals who are engaged with the conveyance of items and administrations. Quality guaranteeing the human or expert part of assistance should be possible in an assortment of ways going from enrollment measures,

capability prerequisites and professionalisation cycles to human asset quality confirmation cycles, for example, Investors in People.

It is likewise essential that various ways to deal with quality exist that see the market as a definitive underwriter of value and look to give devices to educate market choices(Polesel et al., 2014). Strategies might be through buyer counsel benefits that offer master guidance on what comprises quality to customers or through the developing number of online purchaser total administrations, for example, Trip Advisor, which uphold shoppers to impart and total their insights on what establishes quality.

Characterising and guaranteeing quality in instruction

Nonetheless, the meaning of both what comprises quality and how much quality can be overseen and guaranteed have demonstrated to be profoundly antagonistic inside the field of training. It is recognised in those two broad ways to deal with characterising quality in instruction. The first has its establishments in financial aspects, and characterises quality as far as quantifiable yields or results, for example, understudy accomplishment in government-sanctioned tests, achievement levels, or paces of maintenance in tutoring(Putra & Rahman, 2019). The generally cited McKinsey Report "on high-performing educational systems, for instance, characterised framework quality absolutely regarding the accomplishment of understudies in that framework in the PISA tests". Policymakers regularly utilise both worldwide and public testing programs to distinguish "quality" schools or frameworks, and those needing improvement(Sampaio et al., 2010). Framework or school quality might be characterised as high regarding continued total execution against results measures, or as far as a relative improvement over the long run, or as far as high worth added to results, controlling for factors, such as social levels burden.

The subsequent convention is a progressivist or humanist one that fuses into value the cycles utilised in training. UNESCO has would, in general, conceptualise instructive quality inside the second, humanist convention.

Endeavours to characterise and quantify the nature of training are formed by the understood understanding of instruction's motivations concerning those characterising quality(Simon, 2014). There are three critical motivations behind instruction: tutoring as human satisfaction, tutoring as groundwork for the universe of work and tutoring as a fundamental component of social

advancement and social change. Systems for characterising quality in training shift in the level of accentuation verifiably positioned on every one of these reasons. Quality characterised as having the accompanying parts: Effectiveness, Efficiency, Equality and Sustainability.

Mostly, quality in instruction all the more for the most part keeps on being liable to discuss that expand on fundamental contrasts in understanding the motivations behind schooling. How, at that point, is quality characterised and guaranteed inside the particular field of career guidance?(Steier & Miller, 2010) There are various vital difficulties in creating measures that guarantee quality in the conveyance of profession direction administrations. The first of these is that preferably arrangement of profession direction backing ought to stretch out over the life expectancy. Professional choices are not made exclusively at school, and changes to the workforce imply moving to new occupations(Bassot & Reid, 2013).

Consequently, profession direction arrangement is regularly spread over a scope of suppliers from schools to network-based associations to managers, every one of which works inside particular resourcing and underlying systems. Checking and guaranteeing quality in this way requests systems and cycles that are helpful for and appropriate to an exceptionally expansive scope of settings and administration clients(Suddaby, 2006). Strategy obligation regarding profession direction is frequently spread over various government divisions going from instruction to youth to government assistance. It can frequently bring about the improvement of divided or numerous frameworks inside nations with the outcome that building up a way to deal with quality that is important and pertinent across offices will probably be perplexing and full of challenges.

The idea of profession direction as a movement on the double inserted in the more extensive instructive arrangement and that works across limits makes it hard to recognise where the centre's suitable degree is for quality affirmation. It is noticed that career guidance is characterised by vagueness and vagary and that this is in strain with the points of value affirmation(Talbot, 2000). Professional direction is an implanted intercession that acts together with different mediations on involved people to shape the manners by which they communicate with an evolving climate. This unpredictability can serve to baffle a few sorts of considering the quality. Notwithstanding these challenges, value has been investigated inside the profession direction field in various manners.

Notwithstanding, the writing that exists regarding this matter inside the field is inadequately bound together. This outcome in the numerous, covering definitions and approaches that exist simultaneously(Watson & McMahon, 2020). How issues of value are conceptualised and tended to in career guidance fluctuate across various nations and settings for strategy and practice.

Areas of value affirmation in profession direction

In this writing, there is an impression of being six key spaces where there have been endeavours to quantify quality all the more comprehensively in business and training. We contend that quality might be pretty much apparent in the conveyance of career guidance(Wright, 2002). While the scope of terms has been utilised, we characterise these areas as strategy, association, measure, individuals, yield or result and utilisation. We will investigate each of these before responding to how quality in these spaces may be guaranteed.

Strategy

In giving the systems and resourcing to support conveyance, the strategy speaks to one space in which quality may be better or more awful. Do strategy structures uphold the conveyance of value profession direction? Quality principles can offer policymakers a method of applying the effect on public frameworks(Siggelkow, 2007). A public announcement contains determinations for direction administrations in training, illustrating the administrations to be given, the direction exercises required, the pointers to be utilised, the foreseen results, the materials accessible and the charges admissible. The utilisation of value norms permits policymakers significant authority overtraining, even in profoundly decentralised or marketised frameworks.

The distinguishing proof and meaning of value inside approach frameworks will probably be bound up with political inquiries. Strategy entertainers will need to be in favour of value; thus, the definition and situating of value as reasoning for strategy activity will probably be antagonistic and loaded with political outcomes(Young et al., 2001). Meanings of value at the strategy level may likewise be affected by political belief systems concerning the market and government parts in an arrangement.

Association

A second area in which quality may guarantee in profession direction is the association. Are supplier associations planned, resourced and oversaw in a way that encourages or frustrates quality conveyance? The conversation of the grid Standard prior features one model whereby associations conveying profession direction are overseen through consistency standards. In any case, more typically, a quality affirmation of associations in profession direction will, in general, appear as rules for an evaluative turn of events (Bassot, 2012).

Notwithstanding, the recognisable proof of value can fill in as a philosophical milestone inside associations. It is contended that hierarchical administration can utilise quality as "a manner of speaking of defence" to "construct authenticity for their activities". By and by, it is similarly conceivable to see quality as an instrument that labourers or customers can use to consider associations and hierarchical administration responsible (Bassot, 2019). Such conversation opens up the inquiry regarding how far quality capacities as an instrument through which force is activated and partners try to propel their inclinations.

Cycle

A third space wherein there might be variations in quality is that of a cycle. A vital manner by which cycles are quality guaranteed is through creating codes of morals, which set out the manners by which experts can and cannot act. It is noticed that numerous expert affiliations have firmly adjusted their guidelines on acceptable behaviour morally with more extensive principles or rules that clarify how experts should act (Cheung & Lai, 2013). Such moral rules can outline a practice is fundamentally various manners.

Individuals

A fourth quality area is that of the staff associated with administration conveyance. Career guidance quality frameworks must be worked around proficient norms and rules for individuals. Such a methodology can be outlined regarding consistency, such as execution rules or word related or proficient principles that must be met to legitimise the person's authenticity as a professional (Hooley & Rice, 2019). Then again, ways to deal with guaranteeing staff quality can be outlined as more warning reports setting out territories that professionals ought to take care of in their training. The harmony among guideline and warning norms identifies with a political

fight between partners, with proficient affiliations regularly quick to build guideline to shield their status while governments commonly try to utilise guideline all the more sparingly.

An elective methodology has advantaged the preparation, demonstrable skill and proceeding with professional advancement of the professional. It is looked to reconsider quality affirmation as a progression of natural connections inside a network of training and fought that the cycle of formal, advising style management should be at the core of this(Plant, 2004). In guiding, "oversight" is a formal formative plan to permit specialists to talk about their work with an accomplished advisor. Oversight is intended to help advisors get intelligent and viable, screen the interests of the customer, and keep up moral guidelines. Management has a few similitudes with the cycle of companion perception showing practice as both advantage reflection and expert criticism as underwriters of value(Putra & Rahman, 2019). Oversight is some of the time utilised in career guidance, peer perception less usually; however, neither of these practices are as firmly implanted as inside the advising and educating callings.

Outcome

Yields or results speak to a fifth space where quality might be guaranteed. There have been different endeavours to characterise the abilities that people need to deal with their professions effectively. Such arrangements of profession the executives' abilities can be delivered as assessable learning results. It offers one manner by which the nature of career guidance could be estimated. Nonetheless, the utilisation of summative learning appraisal as a feature of profession direction remains genuinely exceptional.

Furthermore, the utilisation of summative estimations to evaluate quality in career guidance is tricky. People build up their vocations aptitudes and information through a scope of sources, including family, peers, media, and the web and work insight(Steier & Miller, 2010). Thus, separating the effect of a given profession administration on a person's information and aptitude improvement is a troublesome errand and may not give hearty proportions of administration quality.

An elective way to deal with quality affirmation is to zero in on the work-and instruction-related career guidance results. For policymakers, this can frequently be diminished to the course or business results to which career guidance customer's advancement in the wake of getting

profession direction(Talbot, 2000). As noted, numerous outer components past profession direction impact customers' directions, so we should be distrustful of the possibility that work results can be utilised as a marker of the nature of career guidance. In any case, perceive that this sort of direct result estimation is regularly engaging policymakers.

Utilisation

Finally, utilisation, or the administration as experienced by the client, is another area or measurement of value. Consumer loyalty as a proportion of value in career guidance is here and there determined using devices, for example, overviews. Proportions of consumer loyalty give suppliers some sign of the arrangement's apparent nature, albeit once more, such instruments have all the earmarks of being moderately extraordinary(Siggelkow, 2007). Nevertheless, the utilisation of such measures can feature similar issues experienced in different instruction territories while moving market-based components to a non-market climate. First, shoppers of direction administrations have restricted information and may not generally have the option to give precise proportions of the nature of assistance. Second, in contrast to buying an item, teaching and giving direction may now and again include supporting clients to manage harmful data, possibly summoning adverse reactions to the supplier reflected in overviews. Subsequently, while estimating fulfilment with the arrangement is significant, it might be embraced with attention to these constraints(Bassot & Reid, 2013). It is seen that regardless of these reservations, client points of view are fundamental to getting, estimating and characterising quality in profession direction. If clients are to have the option to offer something other than detached reports of fulfilment, significantly, they are engaged with both the co-plan of the mediation and the co-plan of the estimation or quality methodology. A viewpoint can change this quality area from an estimation of utilisation into a more revolutionary and coordinated way to deal with quality affirmation.

A structure of approaches for guaranteeing quality

Every one of these spaces speaks to a territory where quality in profession direction may be estimated, checked and improved. Probably the most aggressive quality structures, for example, the German BuQu Quality Standard, look to quality guarantee some of these spaces all the while(Gunz et al., 2011). It is discovered that consistency models are generally executed in nations with no or feeble customs of value affirmation as a method for setting up essential

degrees of value and consistency of arrangement. Consistence approaches centre around setting up norms that are observed inside and remotely joined with cycles and authorised for resistance. Assessment models will, in general, be actualised in fairly more created frameworks and spotlight on inner self-survey against a progression of rules.

It guarantees that inward and casual systems are imperative and feature instances of both traditional practices, for example, the arrangement of preparing and expert practices and a pledge to intelligent practice that can uphold quality improvement(Plant, 2004). Notwithstanding, they stress the significance of more proper instruments and portray how these formal and casual quality frameworks connect, for instance by showing how proficient affiliations uphold automatic expert practices, or quality imprints drive ceaseless improvement measures inside associations.

Notwithstanding the consistence or principles and evaluative or rules approaches, policymakers have progressively gone to advertise and different sorts of serious instruments to guarantee or raise quality(Sampaio et al., 2010). Such market components regularly outline choices by announcing specific measurements that customers consider pertinent to quality. This sort of way to deal with quality affirmation accepts that the market will drive quality improvement both by permitting people to pick a more significant school and through the conviction that this market weight will apply an upward tension on the nature of all entertainers inside the framework.

Basic viewpoints on quality

Up to this point, we have tried to depict the various ways to deal with guaranteeing quality inside profession direction. Notwithstanding, as we have also discussed, the idea of value is petulant and profits by some basic assessment. In this last segment, we recognise four primary worries concerning quality affirmation of career guidance arrangement(Sun & Hui, 2007). These identities with the legislative issues of value measures, to the limit of estimation to improve quality, to the capability of value cycles to misshape existing frameworks through the arrangement of bogus motivating forces, and to the degree to which it is essential and helpful to attempt and quality guarantee a perplexing and implanted movement like career guidance(Siggelkow, 2007).

The legislative issues of value

The primary concern identifies with the motivations behind career guidance and its naturally political nature. Looking to quality guarantee profession direction brings up critical issues about the motivations behind career guidance. If quality is characterised at any rate to a limited extent as readiness for a reason, at that point, it must be asked, "Whose reason or purposes?"

Professional direction results are significant for a scope of partners, from governments and organisations to people and families, and interests and needs are not uniform over these gatherings(Bedi, 2006). Along these lines, for instance, from a business point of view, profession direction might be seen essentially as an apparatus to guarantee that markets have a sufficient flexibility of work at the most reduced conceivable cost. Furthermore, to be sure, boss gatherings now contend that schools, colleges, and projects are not furnishing them with the "right" blend of work, with the "right" abilities and perspectives. Notwithstanding, addressing the market's necessities in this regard might be in clash with the eventual benefits of people inside that market(Cheung & Lai, 2013). A few sociologists have contended that career guidance may even attempt to fortify existing disparities and force structures, going about as an apparatus to accommodate those with least capacity to their jobs and destinies.

The fact of the matter is that quality frameworks are not unbiased but instead a device that loans capacity to specific Gatherings and advantages such as practice and specific sorts of results above others. How quality frameworks are planned executed, and policed adds to this dynamic(de Haan, 2008). Besides, the more that quality frameworks are connected to financing components or licenses to rehearse, the more plainly the guidelines go about as an instrument through which force is used.

Does quality confirmation convey administration improvement?

There is restricted proof about the viability or effects of the execution of various quality confirmation frameworks. Quality confirmation frameworks request that associations and experts act unexpectedly. As a result, we may anticipate that the usage of value affirmation frameworks, and without a doubt of various kinds of value frameworks may prompt recognisable results(Hooley & Rice, 2019). Nonetheless, proof as for this is as of now restricted. There is an away from to put contemplations of value on a superior confirmed balance.

Does quality affirmation mutilate movement?

Quality confirmation frameworks, especially whenever connected to impetuses, for example, financing, or disincentives, such as naming and disgracing of helpless entertainers, can mutilate the conduct of those inside the framework unintended and regularly bothersome manners. Massive scope testing systems in schooling give an illustrative model(Hughes & Meijers, 2017). The writing on understudy testing in schools illustrates that while with the expectation of checking and improving quality, there is a broad scope of a negative stream on impacts. These can incorporate a narrowing of educational plan expansiveness to zero in on evaluated material and an abatement in time designated to non-tried territories, educators showing lower-as opposed to higher-request abilities, or even at one outrageous, instructor cheating.

Creating and actualising quality affirmation frameworks for profession direction would have to take this analysis into a record and endeavour to maintain a strategic distance from these kinds of a negative stream on impacts(Polesel et al., 2014). Different measures, for example, the post-arrangement position of customers into work, may incidentally urge suppliers to target "simple" understudies or customers and maintain a strategic distance from those perplexing and troublesome customers who are most needing support. Severe and administrative models of value affirmation are presumably destined to convey with them these sorts of unintended results as they force experts and suppliers to act in specific manners that might be in clash with their expert judgment and what they see to be the requirements of their clients. For example, to practices, cream-skimming, short-termism and limited focus emerge in light of responsibility frameworks where a lot is on the line, most especially when results are connected to future resourcing.

Is quality important for career guidance?

Finally, there is the topic of the degree to which it is both conceivable and sensible to apply models from different fields of training to career guidance. As has been noted, cross-proficient examinations fuse various dangers. The use of market models to training features a portion of these dangers(Simon, 2014). Schools and instructors in numerous first world nations have just experienced adverse outcomes getting from a full power utilisation of unrestricted economy models to tutoring, at times managed with no inside and out-thought by policymakers of the contrasts between creating produced things and the advancement of the limits of individuals.

Essentially, there might be cutoff points to how much we can apply models of value confirmation attracted from different fields to profession direction arrangement. The real trouble in deciding the nature of results was to establish one focal concern(Suddaby, 2006). Different concerns incorporate the degree to which quality affirmation frameworks are fit for analysing a multifaceted movement, for example, career guidance that incorporates everything from the arrangement of bits of verifiable data to long-shape experiential learning programs. Career guidance is innately limit crossing in nature, including different contributions from various sources. If quality affirmation measures are barely outlined, they risk obliging practice. A vital obstruction to building viable quality affirmation frameworks in career guidance was the trouble of choosing what direction was and remembering it when it was implanted in the act of different foundations(Watson & McMahon, 2020). Characterising profession direction and its shapes over the life expectancy are vital to guaranteeing its quality.

Conclusion

In this article, we have investigated value and quality confirmation in the conveyance of profession direction. Our chief finding is that there is a broad scope of various ways to deal with quality inside the profession direction field, yet these various methodologies are inadequately estimated and proven(Cheung & Lai, 2013). We have proposed a reasonable model that might help look at quality methodologies inside the field. Nonetheless, we have likewise raised some primary worries with the quality plan. There are valid justifications why a head-first drive towards more "quality" may bring about unexpected and negative results. At the core of these worries is acknowledging that quality is anything but an impartial idea yet rather a political one(Putra & Rahman, 2019). In the light of this conversation, it is significant that policymakers, professionals and specialists look to extend comprehension of value and to hold guarantees that specific intercessions can propel quality up to more prominent examination.

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