Summary

**The topic of the research:** Research of psychological factors of development of motivation of achievement of success at students.

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**The topicality of the research** is conditioned by the presence of existing contradictions and demands in higher education, which testify to insufficient provision of humanistic environment in the university. It is this that allows us to expand the spiritual space that has a fruitful influence on the development of an integral and unique personality that is able to build its own life prospects independently. Among the most important components of the motivational activity of an individual are: motivation of educational activity, motivation of professional activity, motivation for success and avoidance of failures, attractiveness of the chosen profession for students.

**The aim of work** – to study the psychological factors of the development of motivation for achieving success among students.

**The goals of the research:**

1. To give a theoretical analysis of research on the problem of forming the motivation for achieving success among university students.

2. Identify the psychological characteristics that contribute to the development of motivation to achieve success among students at the stage of vocational training.

3. Experimentally explore the psychological factors motivating success in students.
4. To create and implement a program of psychological support for the development of motivation to achieve success in a student in the process of professional development.

5. Determine the effectiveness of the proposed program of psychological support for the development of motivation to achieve success in the student in the process of professional development.

**Theoretical and practical validity of the research** lies in:

- generalized psychological features of motivation to achieve students' success,
- analyzed and systematized criteria for assessing the features of the development of motivation to achieve student success;
- Specificity of psychological support for the development of motivation to achieve students' success is defined;
- The proposed program of psychological support for the development of motivation for success in the student's process of professional development and can be implemented in the activities of psychological services of universities.

**Results.** It was proved that the motivation of achievements can be represented as a systemic education combining two motivational tendencies: the pursuit of success and the desire to avoid failure. The motivation for successes influences the internalization of a positive attitude towards the performance of activities, as a result of which positive self-relationship develops. Motivation to achieve success is a determining factor in motivating learning activities and in motivating the professional development of students, performing a linking function in moving from one type of motivation to another. The development of motivation for achieving success among students can be presented as time-shifting psychological and developmental situations aimed at developing its psychological components, which occurs through the student's interaction with the psychologist and the group. The carried out experimental research has shown that the following psychological factors underlie the process of development of the motivation for achieving success: positive self-relationship, constructive self-development,
orientation to self-actualization.

**Recommendations.** Empirical research results and developed program of psychological support for the development of motivation for success in students in the process of professional development can be in the activities of psychological services of universities, as well as in the process of training psychologists for work in the university. Research materials can be included in the content of the curriculum of the disciplines "Pedagogical Psychology", "Developmental Psychology", "Organization of the Psychological Service".