

DISILLUSIONMENT WITH STRONG BRANDS: REASONS WHY EMPLOYEES “ESCAPE” FROM LARGE COMPANIES

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The habitual associations that arise at the mention of large brands are no longer consistent with reality. High salaries, opportunities to move up the career ladder and growth to a professional – well-known companies can no longer boast of these characteristics, and stereotypes are gradually being destroyed.

Corporations are no longer desirable and good places to work, as they offer below-market salaries, offer career advancement that is next to impossible, and bureaucratic structure encourages the spread of toxic relationships within the workforce.

Nowadays, both applicants and employers know their pros and cons. Firms that have a good reputation, recognition and a long time on the market are convinced that they will easily attract a new employee to the company, but it is not always possible to keep him for a long time. Specialists, especially beginners, understand that when choosing a first job, it is better to go to a large and well-known company in order to get a highly paid position in a smaller company after two or three years of work [1].

The purpose of this article is to study the reasons for the departure of specialists from large companies and to analyze the decline in the attractiveness of strong brands.

Material and methods. Comparing the results of a study by a team from Stanford, UC Berkeley, and the Social Security Administration, we can see that there is a declining correlation between employee income and firm size. Corporations such as Amazon, Kroger, Home Depot and McDonald's represent a huge service industry at the expense of a low-paid workforce. Of course, the largest companies have not always been able to boast of low wages, but we can see a shift in the economy that has had many consequences. Previously, in industrial centers such as General Motors, U.S. Steel (X), General Electric (GE) and Chrysler, workers received middle-class wages, but in the last 40 years that link has been broken. A huge number of workers are currently moving from production to the low-paid range of services [2].

The study showed that monopsony contributes to a decrease in the income of workers. Large companies have monopoly power in the market and instead of raising prices for their products and services to consumers, they reduce the wages of their employees.

Findings and their discussions. Each employee may have their own reasons for leaving or pushing factors.

The first and main factor in the departure of employees from companies is the reduction in wages. Consider the reasons for the decline. First, there is outsourcing. Large professional employers outsource many of their operational functions, such as security, cafeteria staff, and janitors. Second, shareholders are pushing for a reduction in the share of operating budgets devoted to wages. Thirdly, it may be the fact that when the firm expands to a large size, workers will have less opportunity to switch sides and people will be less likely to negotiate high wages.

The lack of career growth is the second factor in the departure of specialists. Almost every employer promises career growth, but in practice everything is much more complicated. Most companies do not have a formalized development system, and because of this, employees do not have an understanding and idea of how to get a promotion and whether there is career growth in the company. It can also exacerbate the situation if managers are not interested in the growth of their subordinates, since they may have a fear of either losing a valuable team member or growing a competitor for themselves.

The third reason why an employee may leave the company is the impossibility of self-realization. A person is considered not as a specialist, but primarily as a function.

Most often, the relationship with the leader is the decisive factor in the departure of the subordinate. If a person does not feel needed in a team, he does not have good colleagues in this team, normal communication, an adequate leader who can help in difficult moments, support and provide an opportunity for self-realization - such teams and leaders very often leave [3].

Consequently, the main reasons for the departure of a specialist from the company are lower wages, lack of career growth, the impossibility of self-realization and toxic relationships in the team. The presence of these factors reduces the attractiveness of the brand in the eyes of employers and contributes to employee turnover.

Conclusion. Candidates these days need to understand that the size and brand of a company should not be the most important criteria when applying for a job if the place does not match their criteria and interests. There should be a few more important criteria that will help determine the pros and cons of joining a company, such as income, learning opportunities, social package and the like.

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COOPERATION BETWEEN THE PEOPLE'S REPUBLIC OF CHINA AND THE REPUBLIC OF BELARUS IN THE FIELD OF SCIENCE AND TECHNOLOGY (2005–2013)

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In the 21st century the role of science and technology in national development and international relations is becoming increasingly prominent. As a very important area of Chinese–Belarusian cooperation in the humanitarian sphere, scientific and technical cooperation has become one of the priority areas of humanitarian dialogue. The purpose of this article is a comprehensive analysis of the main content and priority areas of Chinese–Belarusian cooperation in the humanitarian sphere in the period of 2005–2013. The time frame from 2005 to 2013 was chosen because during this period official bilateral relations