

WORK/FAMILY CORPORATE CULTURE (РОБОЧА/СІМЕЙНА КОРПОРАТИВНА КУЛЬТУРА)

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Із появою нових інформаційних технологій та прагненням до кар'єрного зростання кожної людини поширюється проблема розмежування сімейного та корпоративного життя службовців компаній. Із цього приводу найбільш відомі менеджери сучасності пропонують запровадження різноманітних соціальних програм, які допоможуть працівникам здійснити це розмежування.

At the same time that technology frees us to have greater flexibility and autonomy, work/family issues are in a time warp. When it comes to work/family balance, corporate cultures are largely inflexible. People don't believe they can take leave or use flex time without jeopardizing their careers.

The work/family field is expanding. Today's work force requires synchronicity between home- and job-life. A changing work force means that organizations must help people manage their multiple responsibilities. Several studies have been conducted by organizations to determine whether their investment in work/family initiatives was worthwhile.

Most often, large companies lead the way in developing work/family policies. Programs should exist for all ages and for people at all income brackets. If companies offer flexible work arrangements and family supports to help employees cope during difficult phases of their lives, people would take advantages of them. Flexibility gives people a sense of control and autonomy. Programs begin to change the culture but they aren't culture change by themselves. Flexible work arrangement means the ability to reallocate hours.

Every segment of society must address the challenges of balancing work and family issues. Some experts say we need to evaluate not only the way people work but the amount of time people work. They agree that the work/family field remains fragmented. Everything – policies, programs, benefits, and communications training – should fit together. So we need:

- to train employees to work in new ways;
- to invest in the technology that allows people to work in different ways;
- to provide more basic support of people throughout their life transitions, regardless of their status of white- or blue-collar workers.