

- the growth of the share of regular customers by 5% increases profits by 50 % and more[2].

No company can give everything to everyone. Thus, to develop a successful business, you should develop quality programs to strengthen and preserve customer loyalty. Loyalty is bilateral: if a company wants customers to be faithful to it, it must be true to them.

References

1. Спиридонова Е. Программы формирования лояльности клиентов: с кем и как реализовывать / Е. Спиридонова // Бизнес и продажи. – 2009. – № 6.

2. Что значит лояльность клиента и зачем она необходима? [Электронный ресурс] // Центр управления финансами. – Режим доступа: <http://center-yf.ru/data/Marketo-logu/Chto-znachit-loyalnost-klienta-i-zachem-ona-neobhodima.php>. – Дата доступа 27.10.18.

<http://edoc.bseu.by>

M. Zhurba

М. Журба

БГЭУ (Минск)

Научный руководитель Д. Г. Кузарь

WORK-LIFE BALANCE AS A TOOL TO MAKE A COUNTRY HAPPIER

БАЛАНС РАБОТЫ И ЖИЗНИ КАК СПОСОБ СДЕЛАТЬ СТРАНУ СЧАСТЛИВЕЕ

It's common knowledge that overall happiness of a country's citizens plays a role in their work efficiency and thus prosperity of a country in general. At the same time, while the level of the country's economy definitely matters, it doesn't directly correlate with the happiness of people there. The United States, for instance, is considered the country with the largest economy [1]; however, it ranks the 18th place in the World Happiness Index [2], whereas the Nordic countries rank the first in spite of being the 20th according to the indices of economic development [3]. The aim of our research is to find out what mostly influences citizens' happiness and what differentiates the happiest countries from the others.

The analysis of different world indices revealed the criterion which, we believe, explains the difference; it is so called work-life balance. This criterion is taken into account while calculating the World Happiness Index, as well as, being

analyzed as a separate indicator. The results of both studies match: Denmark, Finland, Sweden and Norway appear to be the first in maintaining healthy work-life balance, and they are considered the happiest countries in the world.

Healthy work-life balance is a well-established tradition in the Nordic countries, nowadays deeply rooted in their values and beliefs, that's why we decided to carry out a field research comparing the attitude to work and private life in Belarus and there. We asked 50 employees from different work fields and regions of Belarus and Norway – aged from 25 to 45 years old – to answer “yes” or “no” to 5 questions concerning their work-life balances. The results of the questionnaire show that 3 times fewer people in Norway than in Belarus work more than 35-38 hours per week and/or work at the weekends. Moreover, 2.3 times fewer people in Norway than in Belarus have to deal with work emergencies when they are not at the workplace and 3.8 times fewer people in Norway consider the prevalence of work in their life normal. At the same time, it is considered normal in both countries to take work home. Hence, it is not really the workload, which matters, but the attitude to the private life of staff and employers. While both private life and work are believed to be equally important in the Nordic countries, in our country, as a questionnaire has shown, traditionally and historically work prevails.

Belarus ranks 73rd in the World Happiness Index. We believe that the Nordic countries' principles of the healthy work-life balance are not complicated or difficult to implement. It seems worth trying to organize the life of our country's citizens in a more work-life balanced way in order to become a little happier and a little more prosperous.

References

1. The World's Top 10 Largest Economies [Electronic resource] // FocusEconomics.com. – Mode of access: <https://www.focus-economics.com/blog/the-largest-economies-in-the-world/>. – Date of access: 29.10.2018;

2. Рейтинг стран мира по уровню счастья Организации Объединенных Наций [Электронный ресурс] // Gtmarket.ru. – Режим доступа: <https://gtmarket.ru/ratings/world-happiness-report/info/> – Дата доступа: 29.10.2018.

3. Рейтинг стран мира по уровню валового внутреннего продукта [Электронный ресурс] // Gtmarket.ru. – Режим доступа: <https://gtmarket.ru/ratings/rating-countries-gdp/rating-countries-gdp-info/> – Дата доступа: 29.10.2018.