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(UN)HAPPY EMPLOYEE: DEVELOPING THE IDEA OF HAPPINESS AT WORK (HAW)

Do you think there is a connection between pyramids, the stock market, and pleasant office design? Even though this link may not be obvious, it exists and in our study we look at this crucial element that bonds together such disconnected notions. People dream about it, but only a few really possess. That is something we pursue our whole life without even knowing what it is. Happiness. Probably, humanity couldn't have invented a better word meaning anything and everything at the same time. Therefore, in our research, we studied this vague notion in an attempt to define its meaning in its relation to work and studying.

Happiness has been a subject of an impressive body of research in sociology, philosophy, anthropology and economics. Nowadays more and more companies and countries are investing a considerable amount of resources into their employees' and citizens' wellbeing. Realizing that people (and their happiness) is also a valuable asset, companies put real effort into the improvement of employees' position.

Thus, companies undertake actions to meet the demands of the staff. As soon as people can fulfill all the layers of their needs they are naturally performing at full capacity. So, the place of their work or study should satisfy them in terms of safety, physical needs, and opportunities to realize their potential. According to Maslow, who has designed this hierarchy, each level can only be attained after the previous one. This assumption contributes to the idea of steady and progressive improvement aiming at bringing the feeling of content to workers or students.

This approach of care and respect eventually pays off: companies with the happiest employees are the most successful on their market (Zoom, Apple, Microsoft, Google, etc.). This fact proves the existence of corporate revenues and benefits' dependence on the level of staff satisfaction.

Recognizing the importance of happiness in the workplace is a growing trend today. Creation of such a position within companies as happiness manager is a vivid indicator of it. It states that executives are well aware of the happiness significance in the workplace and are ready to promote it. As the initial part of the study we interviewed a happiness manager who works in one of Belarusian companies. Then we

performed a similar role in the next step of the study and conducted a survey among the teachers and students of BSEU.

The results of the survey support the idea that feeling happy at work correlates with productivity: both students and teachers admit that feeling happy they are more likely to perform more productively and efficiently. Similarly, 90% of surveyed people agree that their productivity depends on the current state. Overall, students and teachers do not doubt the significance of comfort for efficient work and its correlation with productivity.

Generally, teachers are more satisfied with their environment than students (66% and 21% above average respectively). Both groups describe their satisfaction with working conditions as medium. This low satisfaction rate derives from the following data: 67% of the students assess their current productivity level as medium or lower and almost a quarter of them are totally unattached to the studies. Roots of these numbers stem from the serious problems people encounter: absence of proper work-life balance seems to be the most acute of them alongside with the considerable amount of assignments (for students) and deficiency of the personal and professional growth opportunities (for teachers). Eventually, these hurdles contribute to the overall doubt in the efficiency of executives' performance and thoughts about changing the place of work and studying. This naturally brings us to the conclusion that environment of the respondents fails to meet their integral demands. In other words, though people want to feel that their value and importance are recognized by the superiors, there is almost no indication of it in the workplace

To conclude, we can say that happiness at work is an important aspect contributing to the overall success of work or study. The fact that it happens to be neglected only deteriorates the performance of the organization and prevents it as well as individuals from reaching their potential.

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DEMARKETING AND ITS IMPACT ON HEALTHCARE

Basically, any attempt that is made to discourage consumers from buying a certain product is called demarketing. Demarketing is considered as an important tool that is used to limit demand or consumption, or rationalize its use, of a certain product or service, permanently or temporarily (fuel, electricity, water, etc.) due to the rarity of these resources and their importance, economically, to countries.

There are different types of demarketing every business or institution should understand and use.

1. General demarketing, which is required when a company wants to shrink the level of total demand.