

say: you don't have to decide right now, and this causes a person to think and say: «that's what I want!» [3].

Using this tool – hypnotic language patterns – can help you to save days, month of negotiation, can help you to turn an unpleasant conversation or accusation into conversational table, where you have all chances to win.

In conclusion, I would like to quote Tony Robbins «To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others».

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CORPORATE SOCIAL RESPONSIBILITY IN THE USA. SOCIAL RESPONSIBILITY AT THE WALT DISNEY COMPANY

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INTRODUCTION

According to a study by Reputation Institute, the world's leading corporate reputation consultancy based in New York, our willingness to buy, work for, and invest in a company is driven 60 % by reputation of the company, and only 40 % by our perceptions of the products or services it sells. At the same time, 73 % of global consumers surveyed are willing to recommend companies that have social responsibility programs. [1]

SOME WORDS ABOUT THE WALT DISNEY CO.

Disney is made up of five business segments: Media Networks, Parks and Resorts, Studio Entertainment, Consumer Products, Interactive. The Walt Disney Company's globally-known consumer brands are: Disney, ABC, ESPN, Pixar, Marvel and LucasFilm. From humble beginnings as a cartoon studio in the 1920s to today's global corporation, The Walt Disney Company provides quality entertainment around the world. [2]

CSR TARGETS

The definition of corporate social responsibility goes as follows:

- «**Corporate Social Responsibility is seriously considering the impact of the company's actions on society...**»
- «**...is the obligation of decision makers to take actions which protect and improve the welfare of society as a whole along with their own interests.**»

The concept of business responsibility that prevailed in the United States during most of the history was fashioned after the classical economic model. Adam Smith's concept of the «invisible hand» was its major starting point. The classical view held that a society could best determine its needs and wants through the marketplace. Unfortunately, although the marketplace has done a reasonably good job, it has not fared in ensuring that business always acts fairly and ethically.

Years later, when laws constraining business behavior began to proliferate, a **social model** and then a **stakeholder model** have evolved (where social or stakeholder issues must be considered). Society's expectations of business changed from being strictly economic in nature to more socially-oriented.

The social responsibility of business nowadays encompasses the economic, legal, ethical, and philanthropic expectations that society has of organizations at a given point in time. [3, p. 38-45]

The Walt Disney Company mainly focuses on the environment, community, and labor standards while focusing heavily on volunteerism. [2]

NUTRITION GUIDELINES

In 2006, Disney became the first major media company to establish nutrition guidelines, which associate its brands and characters with more nutritionally balanced foods and are aligned with federal standards. Six years later Walt Disney set industry-leading standards for food advertising on programming targeting kids and families. [4] In 2013, 56 % of all advertising was compliant. As part of philanthropic investments, the company sponsors playground builds, different fruit and vegetable programs. [5, p. 33]

VOLUNTEAR

Thirty years ago a group of Disney co-workers joined forces to be of service in their community. Today, that first grassroots effort has become the **Disney VoluntEARS** – a global, cutting-edge initiative.

We can primarily divide the program «VoluntEAR» into three parts:

The first one: «Friends for charge».

The second part: donations, that Disney makes itself in different current-existing programs

The last part: establishing its own programs, which are usually fully financed by Walt Disney (like «Our Heroes Work Here» – initiative, dedicated to hiring, training and supporting returning veterans) [4]

In 2013, «Disney Friends for Change» positively impacted the lives of more than 4 million kids and families through hospital visits, military and veteran family support and other community-related programs; donated over 8 million books to nonprofit organizations through First Book, Disney employees volunteered throughout May by building playgrounds and participating in clean-up events such as the one at the Great Wall of China. [5, p. 37-38]

ENVIRONMENTAL STEWARDSHIP

Disney's commitment to environmental stewardship focuses on using resources wisely and protecting the planet as they operate and grow their business. [5, p. 59] In 2009 Disney announced ambitious long-term **environmental goals**:

- Achieve zero net direct greenhouse gas emissions
- Reduce indirect greenhouse gas emissions from electricity consumption
- Send zero waste to landfills
- Have a net positive impact on ecosystems
- Minimize water use and product footprint [4]

THE CURRENT INITIATIVES

- Disneynature
- Disney Worldwide Conservation Fund

Disney's Animals, Science and Environment, Walt Disney Parks and Resorts [4]

Disneynature films, part of Walt Disney Motion Picture Studios, share compelling stories and immerse audiences in the natural world. Part of the proceeds from three Disneynature films to date – Earth, Oceans, and African Cats – have planted three million trees in Brazil's threatened Atlantic Forest, protected 40,000 acres of coral reef in the Bahamas, and conserved 50,000 acres of savanna wildlife corridors in Africa.

The Disney Worldwide Conservation Fund (DWCF) helps scientists all over the world study animals, especially threatened species and their habitats. The DWCF supports efforts of local and global nonprofit organizations de-

voted to protection of critical ecosystems, and the development of community conservation. DWCF provides as well grants that help kids get hands-on conservation experience. This year DWCF helped address animal and wildlife emergencies resulting from disasters such as Hurricane Sandy and the wildlife trade threatening elephants in Kenya and beyond. [5, p. 45] [6]

DISNEY SUPPORT/ RESPECTFUL WORKPLACES

Disney has its offices in more than 60 countries around the world. Company actively participates in the lives of the local communities: it works with charities, hospitals and local voluntary organizations. [5, p. 47]

In the area of «Workplaces» Disney touches on the connection between organizational culture and CSR. Among the accomplishments, there is an increase in the overall minority and female employee population, along with the increase among female executive hiring. Disney has special programs for their employees like Disney Healthy Pursuit – the collection of free wellness programs they offer their employees. [2]

CRITICISM

- Although Disney claims that its code of conduct and so-called «independent» monitoring system are ensuring respect for workers' right, the company has been accused of human rights violations. The violations include: long hours of work, poverty wages, and dangerously overcrowded dormitories. Also according to human rights campaigners, Disney Chinese factories used 14-year-old employees

- Disney partially developed but then abandoned the place, which was to have been a cruise ship resort called Treasure Island. The report, by the University of Miami and the College of the Bahamas, blames Disney for leaving hazardous materials, and fuel tanks, and for introducing invasive alien plants and insects.

- The Southern Baptist Convention (SBC) and the American Family Association voted to boycott Disney over opposition to the Disney offering benefits to gay employees and over opposition to the ABC show Ellen, in which Ellen DeGeneres' character came out as a lesbian. Both boycotts were withdrawn in 2005. [7] [8]

BENEFITS

CSR practices of Disney impact its overall image and reputation. Besides, business has managed to attract more investors, reduced their risks and ad-

dressed stakeholder concerns. Workers said that «a job where I can make an impact» was important to their happiness.

But there are significant economic benefits as well.

- A 10 % reduction in the corporation's electricity use is enough to power the annual consumption of 3 of their theme parks.
- 2012 was a record year for Disney's profits.
- Global economic turmoil hasn't shaken any of the company's core businesses.
- Walt Disney World made an estimated \$18.2 billion a year in economic activity (and is responsible for more than one of every 50 jobs in the state) [9]

CONCLUSIONS

«**The business of business is business**». However, progressive companies have found that acting with social responsibility leads to better business. Nowadays a strategic approach to CSR is increasingly important to a company's competitiveness. CSR makes a company a desirable place to work in, reinforces the attractiveness of brands and products and strengthens the bonds with consumers and neighbors in communities.

- The key audience of corporate responsibility of Disney is kids and families. Thus, Disney strives to preserve family values and propose healthy way of life, along with involving children and parents in different mutual activities.
- There is a close connection between organizational culture of the Walt Disney Co and its CSR programs.
- The activity of the Walt Disney Company has already stepped beyond the notion of CSR. This is corporate social citizenship, which is a collective term embracing the corporate social responsibility, responsiveness, and performance concepts.

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ОСОБЕННОСТИ МОТИВАЦИИ В УСПЕШНЫХ ИТ-КОМПАНИЯХ

В. Н. Шайдак

Мотивация – это то, что активизирует, стимулирует человека и направляет его действия к поставленной цели. Существует два смысла слова «мотивация». С одной стороны, мотивацию рассматривают как систему внешних воздействий, призванных побуждать человека к работе с высокой отдачей. С другой стороны, мотивацию рассматривают как внутренние побуждения, исходящие от самого человека, как желание, стремление работать с высокой отдачей, заинтересованность в результатах своего труда. [2, с. 16,17]

В данной работе я буду рассматривать мотивацию в первом значении. Я рассмотрю те внешние воздействия, которые воздействуют на сотрудников успешных ИТ-компаний.

Компания обречена на успех, если ее работники имеют высокий уровень мотивации.

COOGLE

Девиз компании: «Google – это в первую очередь люди». Компания осознает, что успех её деятельности в первую очередь зависит от работников. Именно поэтому компания тщательно работает над тем, чтобы сотрудники имели мотивацию.

Когда у основателей компании, Ларри Пейджа и Сергея Брина, спрашивают, в чём их секрет, то они всегда отвечают: «Мы предоставляем самый лучший поиск информации и всё это благодаря усиленной работе нашей великолепной команды. В первую очередь – мы сплочённая команда специалистов, благодаря чему мы создаём самые лучшие проекты».

Согласно исследованиям, проведенным журналом Fortune, в 2012-2013 гг. компания Google являлась самой лучшей компанией для трудоустройства. [6]. Однако по версии аналитического агентства GlassDoor Google в 2012-2013 гг. находится лишь в шестерке лидеров. [8]

Секреты успеха Google

Высокая зарплата – один из самых значимых факторов, которые удерживают хороших специалистов и вдохновляют их на высокую са-