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## **GLOBAL CORPORATE CULTURES: INSIGHTS FROM WORLD TECH TITANS AND BELARUSIAN ENTERPRISES**

Corporate culture plays a key role in shaping the identity, values and behavior of an organization. It influences decision-making, employee engagement, and overall performance. An engaged employee is an employee who performs all possible tasks to achieve the company's goals beyond their direct duties and who is interested in bringing maximum benefit to the company. Corporate culture of an organization is a unity of ways of behavior, values and norms, traditions related to the activities of the organization and assimilated by each employee. Corporate culture consists of several key components including organizational values, communication practices, leadership styles, employee relations, work environment and benefits.

Effective corporate culture allows a company to create an environment where employees feel like a cohesive team, not just employees of one organization. It fosters a sense of belonging, motivation and alignment among employees, which leads to increased productivity and innovation. That is why modern companies have increasingly begun to talk about the need to create a corporate culture [1].

This aim of this survey is to investigate and compare the corporate cultures of world Tech Titans and Belarusian enterprises.

The aim is realized in the following tasks: Conducting a comprehensive analysis of the corporate cultures of selected world Tech Titans and Belarusian enterprises.

The subject of the research is the corporate cultures of world Tech Titans and Belarusian enterprises, such as Apple and Samsung, Epam and Wargaming.

The object of the research is the people who interact with the corporate culture, including employees and students.

The hypothesis: corporate culture as a way to increase performance and employee engagement.

### **Apple**

Apple Inc. is an American multinational technology company founded in 1976 in Cupertino, California. It specializes in consumer electronics, software, and online services.

Apple's corporate culture is characterized by an emphasis on innovation and high-quality design. The company's core message, «Think Different», permeates throughout the company, encouraging employees to think creatively, push boundaries and challenge traditional ideas. The company emphasizes Work & Life Balance by offering flexible work arrangements and wellness programs. Compensation & Benefits at Apple are competitive, with perks like stock options and health benefits. Job Security & Advancement opportunities are abundant, with a focus on internal promotions. The company's Culture promotes collaboration and diversity, with initiatives like Apple University for employee development.

Benefits from the company for employees include [2]:

- Flexible medical plans covering physical and mental healthcare needs, family-friendly medical coverage with features like well-child exams, childhood immunizations, fertility treatments, paid leave for new parents, and a gradual return-to-work program.

- Equal pay for men and women, opportunities to become Apple shareholders, and 401(k) matching for retirement savings goals.

- Professional and personal development opportunities through Apple University classes, seminars, online courses, and tools.
- Paid time off for personal pursuits, welcoming a new child, or caring for a family member.
- Matching contributions up to \$10,000 a year for employee donations of time or money.
- Discounts on Apple products for employees their relatives and friends, third-party accessories, and other products and services.

### **Samsung**

Samsung Group is a South Korean multinational conglomerate founded in 1938, known for its technology products. Headquartered in Suwon, South Korea, the company operates in electronics, finance, and construction.

Samsung's corporate culture is driven by a commitment to technological advancement. The company's core message, «Do What You Can't», emphasizes the importance of innovation, courage, the pursuit of new horizons and finding out-of-the-box solutions. The company values Work & Life Balance through initiatives like remote work options and family-friendly policies. Compensation & Benefits at Samsung include performance-based bonuses and career development programs. Job Security & Advancement opportunities are available through training programs and mentorship. To improve professional skills and career development, the company has launched The University of Samsung Electronics.

Benefits from the company for employees include [3]:

- Comprehensive healthcare including telehealth services, Employee Assistance Program and vision coverage.
- Work Life Success with paid time off, FlexTime, and FlexYourFriday for early Friday departures in summer.
- Student loan support, and Health Savings Account, Financial wellness with 401(k).
- Family first benefits like Paid Child Caregiver Leave, Milk Stork for traveling parents, and WINFertility support, where you receive personalized guidance, education, emotional support and 24/7 Nurse Care Manager availability throughout your family-building journey.
- Incentives through the Smart Health Wellness Program with annual physicals and lifestyle management opportunities.
- Professional and personal development opportunities through Samsung Electronics University.

### **Epam Systems**

EPAM Systems is an American IT company with Belarusian roots, founded in 1993 in New Jersey, USA. It specializes in custom software, consulting, and is based in Newtown, Pennsylvania.

Epam Systems is known for its focus on innovation and customer-centricity. The company promotes Work & Life Balance through remote work options and wellness programs. Compensation & Benefits at Epam Systems include performance-based bonuses and professional development opportunities. Job Security & Advancement opportunities are abundant, with a strong emphasis on career growth. The company's Culture values diversity and inclusion, with initiatives like Women@Epam for gender equality.

Benefits from the company for employees include [4]:

- Online and offline discounts: Access 1,500+ discounts on cafes, shops, insurance, sports clubs. Some benefits extend to family.
- Health coverage: Enjoy location-specific medical benefits for your well-being.
- Professional and personal development opportunities through Epam Campus, corporate certification opportunities.
- Time-off: Take sick days or vacations to recharge without losing pay.

### **Wargaming**

Wargaming is a Belarusian video game developer and publisher founded in 1998, headquartered in Nicosia, Cyprus. It is known for popular MMO games like World of Tanks, World of Warships, and World of Warplanes.

Wargaming's corporate culture is driven by a passion for gaming and creativity. The company promotes Work & Life Balance through flexible work arrangements and team-building activities. Compensation & Benefits at Wargaming include performance-based bonuses. Job Security & Advancement opportunities are available through internal promotions and skill development programs. Wargaming's management style is hands-on, with an emphasis on mentoring and training employees through Wargaming University.

Benefits from the company for employees include [5]:

- 24 business days of annual leave, 6 trust days per year
- Career development opportunities
- Premium Private Health Care, mental health support
- Life event bonuses (Employee's Birthday, Marriage, Child's Birth)
- Employee discounts, english courses with 50% contribution, personal Gaming Account, professional and personal development opportunities through corporate Wargaming university
- Company events, office perks like coffee, fruits, and snacks
- Seniority Awards, referral program for rewards (opportunity to recommend top talent to the company and be rewarded for it).

**Sociological survey**

The majority of respondents believe that corporate culture can lead employee/student engagement and performance. More than seventy percent of the respondents said that they felt uninvolved because of the corporate culture of their work/study place.



Fig. 1. Opinion on increasing productivity due to corporate culture, experience of interviewees with negative corporate culture

Most people think that Work-Life Balance and Compensation & Benefits are the key elements of company culture that can increase employee/student engagement.

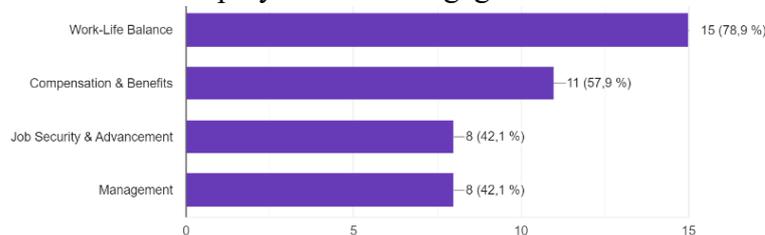
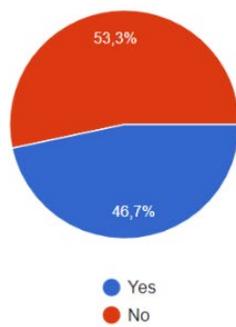


Fig. 2. Key elements of company culture

More than fifty percent of people have not experienced initiatives or programs in their work/study place that could have encouraged their engagement. Interviewees highlighted which tools and activities they think can improve their engagement and effectiveness in their work/study place: working atmosphere, office, friendly team, organizing events from the company after closing a big project and as a bonus providing a day off, team building and master classes, friendly and respectful teachers.



#### More on-site practical training in companies

when the place where I study/work is always clean and tidy, in a style that I like, when in this place there are things that are valuable to me that will lift my spirits during the work process

By enhancing and strengthening the values we follow and the beliefs such as being kind to your coworkers, being more positive and helpful to one another, small things can have big affects

можно проводить какие-то мероприятия, где коллеги могут узнать друг друга получше (тим билдинги или даже мастер классы)

после закрытия больших проектов можно всё это отмечать и делать маленький выходной от работы

Я сейчас учусь и работаю одновременно. В процессе учебы главное это преподаватель, который должен быть не только знающим предмет, но и корректным, доброжелательным и уважительным по отношению к учащимся.

На работе для меня на сегодняшний день очень важно так же быть в окружении дружелюбных коллег.

*Fig. 3. Experience of specific initiatives or programs at work/study place, tools and activities that increase engagement*

### Comparison and conclusion

Comparing the corporate cultures of Apple and Samsung, Epam Systems and Wargaming, one can see that they have a lot in common. All these companies attach great importance to the health and well-being of their employees, offer various medical plans and programs, benefits and opportunities for professional and personal development: Apple – Apple University, Samsung – Samsung Electronics University, Epam – Epam Campus. Wargaming – corporate Wargaming University, as well as various discounts and bonuses.

However, there are some differences. Apple and Samsung offer a wider range of programs to improve the personal lives of their employees. For example, they offer family benefits such as health screenings for children, immunizations, gradual return to work after vacation, a 24-hour nurse for care throughout the journey of starting a family, and fertility treatments. They also provide financial wellness programs such as student loans, helping employees save money for long-term financial goals.

Thus, it is recommended that in order to develop the corporate culture at Epam Systems and Wargaming, more programs should be implemented to improve employees' personal life and financial wellbeing. This will help to improve employee satisfaction and contribute to a stronger and healthier corporate culture.

### References

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