SUPPORTING DEMOGRAPHIC POLICY: EVALUATIONS AND OPPORTUNITIES

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Abstract. Due to the high relevance of the implementation of the demographic agenda in Russia, the paper considers the issue of the content of corporate demographic policy as one of the tools for increasing the effectiveness of state pro-natalist policy. The corporate policy international practices analysis aimed at supporting families with children, carried out by the authors, made it possible to determine the most common areas of corporate demographic policy implementation. They served as the basis for conducting a sociological survey. The article presents the results of a representative survey of the Russian population conducted in May 2020. Its aim was the evaluation of the prevalence of employee support measures and an analysis of their value. As an example of the implementation of demographic policy at the corporate level, the case of a Siberian company with an innovative organizational culture is presented. It indicates the relationship between the company's readiness to implement the demographic direction and the type of its culture. Conclusions are as follows; the low prevalence of corporate demographic policy measures in Russian organizations, their high assessment by employees and the advantages of implementing the main directions of demographic policy at the corporate level for both the state and business.

Keywords: Supporting Demographic Policy; family-friendly policy; corporate social responsibility; organization culture; representative survey.

JEL codes: J11; M14.
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References


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