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SUCCESSFUL RUSSIAN BUSINESS PRACTICES OF SUPPORTING EMPLOYEE HEALTH

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Abstract. Complicated demographic setting in Russia along with negative trends and non-optimistic population health indicators call for more aggressive implementation of health support and strengthening programs by business enterprises. The goal of this paper is to analyze successful Russian business practices of supporting employee health published by the Russian Union of Industrialists and Entrepreneurs between 2008 and 2021. Cases in two areas were analyzed in detail: “Labor safety, health in the workplace” and “Support for motherhood and workers with family responsibilities”. Results of the study show that large enterprises in Russia recognize the importance of investments in employee health capital, and corporate health care programs are implemented more and more often. However, a major restraining factor in this space is the lack of nationwide concept of workplace health care and health care for employee's family members. An important area of corporate social responsibility development is support of the reproductive health of the workforce and childbirth in their families, which aligns with Russia's national interests and contributes to the solution of the demographic problems in the country.

Keywords: employee health; occupational safety; reproductive health; Russian Union of Industrialists and Entrepreneurs; corporate practices.

JEL codes: I1, J81, M14.

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