

To cite this paper:

Tobysheva A., Shubat O. (2024) Corporate demographic policy: determinants and practices. *Human Progress*. 2024. 10 (1): 6. URL: http://progress-human.com/images/2024/Tom10_1/Tobysheva.pdf. DOI 10.34709/IM.1101.6. EDN FBALPB.

CORPORATE DEMOGRAPHIC POLICY: DETERMINANTS AND PRACTICES

Anastasia Tobysheva

Graduate student of the Ural Federal University named after the first President of Russia B.N.Yeltsin
Yekaterinburg, Russia

Oksana Shubat

Doctor of Economics, Professor of the Ural Federal University named after
the first President of Russia B.N.Yeltsin
Yekaterinburg, Russia

Abstract. Negative demographic trends are actualizing the search for new tools to influence the reproductive behavior of the population. One of these tools, which today has become the object of widespread scientific and political support, is corporate demographic policy, which represents the active participation of business in supporting and stimulating fertility in the employees' families. However, to date, the theoretical foundations for this area of social business responsibility development and implementation have not been developed. The purpose of the paper is to study the corporate demographic policy determinants. Materials about successful corporate practices posted on the Russian Union of Industrialists and Entrepreneurs were used as information sources. We also used information about the All-Russian competition "Russian organization of high social efficiency". We identified the directions of corporate demographic policy and proposed their systematization. The main part describes the corporate demographic policy determinants and classifies them in relation to the company (external and internal). Further, we showed which programs corporate demographic policy determinants can influence. The obtained results create a theoretical and methodological basis for such policy formation and successful implementation.

Keywords: corporate demographic policy; policy determinants; fertility factors; family support; cognitive distortions.

JEL codes: J13; M14.

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Contact

Anastasia Tobysheva

Ural Federal University

19, Mira Str., Yekaterinburg, 620002, Russia

tobysheva.a.a@internet.ru

Oksana Shubat

Ural Federal University

19, Mira Str., Yekaterinburg, 620002, Russia

o.m.shubat@urfu.ru