

## GOOGLE AS THE NUMBER ONE EMPLOYER IN THE WORLD

T.N. Antonova

National Research Tomsk Polytechnic University

Management, organization, planning

Language advisor: N.A. Dmitrienko, candidate of science, associate professor

Scientific advisor: I.A. Petinenko, candidate of science, associate professor

**Abstract:** The paper reviews some world statistic about the best employers in the world. All sources found Google the ideal for workers. The article lists a range of arguments proving this crucial for modern companies nomination.

**Аннотация:** В статье представлен обзор различных источников, согласно которым компания Google является работодателем № 1 в мире. В статье перечислены основные доводы, доказывающие справедливость такого звания.

**Keywords:** working environment, perks and bonuses, hiring process.

**Ключевые слова:** условия труда, бонусы, процесс набора персонала.

Traditionally, the beginning of the year is a period when the results of the past year are estimated. Once again many analytical and consulting agencies the Google Company, the search engine king, headquartered in Mountain View, CA, USA has been named the number one employer in the world. I would like to find out what gives it the right to be called the best of the best, and what makes it so successful and outstanding.

As evidence we give some statistics. Fortune magazine recently published a rating of one hundred most attractive companies to work in 2013. Like last year, Google occupies the top spot in the rankings, leaving behind all the major competitors, [<http://hi-news.ru/business-analytics/google-ostaetsya-samym-luchshim-rabotodatelem.html>] Edition of CNN Money reported that Google Corporation is recognized as the best among employers of the United States of America. So, Google has won first place in the prestigious top 100 best employers (companies) of America, [1].

In the business category, Google wins for the fourth consecutive year, KPMG keeps the second place and Procter & Gamble are new on the third position. "Students are still attracted by Google's relaxed and creative work environment, international atmosphere and innovative products. Google allow the students know that they offer great benefits that are hard for other companies to match." says Petter Nylander, Universum's Chief Executive Officer, [2].

Also in the engineering category, Google takes the first position, followed by IBM and Microsoft. The giants in the software industry are considered as great places for the launch of engineering or IT career. They offer training, networking and future career possibilities.

Google, well recognized for its open culture and advocacy of creativity and innovation, was honored Asia's most ideal employer, [3].

Asked what makes a good employer, survey participants cited a good working environment, which topped the list at 82 per cent, closely followed by good pay and benefits (81 per cent). Career development (65 per cent) and training and development opportunities (69 per cent) also featured high on the wish-list. Seventy-six per cent of the survey's participants said it is important that an employer should offer a good work-life balance. Good culture and strong company values (41 per cent), good leadership (47 per cent) and a culture of innovation (27 per cent) all featured in the list as well, [4].

Being a good employer is something these businesses have worked hard at. Putting the needs of the workforce at the heart of their organizations has a significant effect on their success. It singles them out as employers of choice.

What I found was – These guys had no complaints in the way how Google treated them. Surprisingly, all of them said in just one vein, "Google gives what it promised to us." And in return, we give Google more than what we promise. That really means one thing – Google will be on top of all its competitors, until the time it has a work culture the way it has now, [4].

It should be noticed that the attrition rates of Google are probably the lowest. May be because of the process of hiring itself is a hard deal which allows to recruit the "right" people almost excluding any mistakes. The interview and the recruitment process of Google are different and much complex than any of its competitors. They are searching for candidates who are great at lots of things, love big

challenges and welcome big changes. The company needs people who are good for Google - and not just for right now, but for the long term.

The process is pretty basic; the path to be hired usually involves a first conversation with a recruiter, a phone interview and an onsite interview at one of offices. But there are a few things they have baked in along the way that make recruitment at Google a little different. Candidate is interviewed at Google by four or five Googlers who are seeking for four things: leadership, role-related knowledge, how you think, Googleyness.

“We believe that if you hire great people and involve them intensively in the hiring process, you will gain more great people. Over the past couple of years, we have spent a lot of time making our hiring process as efficient as possible - reducing time-to-hire and increasing our communications to candidates. While involving Googlers in our process does take longer, we believe it is worth it. Our early Googlers identified these principles more than ten years ago, and it is what allows us to hold true to who we are as we grow.”, [5].

The most distinctive feature of Google is the unique working environment. The company takes into account the major of workers. The most of them are programmers, engineers, mathematicians and their occupation is the mix of science and art. Accordingly, they are creative person, accustomed to think outside the box. For example, it is known that many programmers prefer to work at night and cannot focus completely in the morning and afternoon. Probably in order to cope with it offices are opened 24 hours and employees choose the most convenient working hours for them.

One more outstanding feature is the famous canteen with food like in restaurant and it is worth to mention that all food is free and workers can invite one friend to have a meal in the office too. According to the rules of the company workplace should be located within 30 meters from the nearest cafeteria. Therefore, there are so many mini-cafeteria in head office.

Company encourages abilities of workers to think independently and show their activity and interest. So, employees can spend one working day per week doing their own projects. Usually, if these projects become worth, company will invest money for it and promote the initiator.

As is known in Google really appreciate the environment, even the company's founder Sergey Brin goes to "the least disastrous" for environmental car Toyota Prius. In Google automobiles are not popular. The most of personnel arrive to office by bicycle and inside they use Segways to minimize time. Also company provide employers with bus which takes them from home to work and back. It becomes clear that the company has zealously takes care about the health of employees. To do this, Google uses air cleaning system that removes all the toxins from the atmosphere and other heavy impurities. For the programmer, who has sedentary lifestyle, the most terrible diseases are those that belong to the lower back. At Google employees may at any time come into the massage room. Moreover, the company has a special "reading room" where they can in the silence gain necessary knowledge for work.

Google's offices are often discussed in mass media. Everything there is for making work more comfortable: employees can use any equipment and technique and also decorate their working place as they prefer.

It is known that Google does not favor business attire and even the company's founders Larry Page and Sergey Brin prefer to dress freely. Google's founders were guided by the idea that the work can be difficult, but fascinating. They believe that the innovative corporate culture paves the way for a unique achievement. They pay special attention to the achievements of individual groups and proud of individual accomplishments that contribute to the company succeed. They attach great importance to employees - energetic and enthusiastic people with a rich and varied experience, who are creative in work, play and life. The atmosphere in company may be informal, but when in cafe, in a meeting or in the gym new ideas appear, they are discussed, tested and put into practice with dizzying speed. And they can launch a new project that will conquer the whole world.

After work employees can visit different amusement, sport or health places, such as: cinema where worker can invite friend for free, wellness centers, sports complex, which includes a roller hockey rink, courts for basketball, bocce, shuffle ball, horseshoe pits, swimming pool. They also can work in swimming pool if it is comfortable for them.

When it comes to benefits and perks, Google has everything you would expect from a large company, like health insurance, retirement benefits and so on. But they also offer way more than the basics. Benefits are part of who we are, and they are designed to take care of the whole you and keep

you healthy, whether physically, emotionally, financially or socially. Here is the secret sauce to our benefits and perks: It is all about removing barriers so Googlers can focus on the things they love, both inside and outside of work. We are constantly searching for unique ways to improve the health and happiness of our Googlers. And it does not stop there - our hope is that, ultimately, you become a better person by working here, [5]. Company evaluates benefits regularly and adapt them to the needs of changing population. As with anything at Google, benefits are an open conversation and feedback is a part of the equation. Employers are valuable to them, and benefits and perks are there to show it.

Google also periodically pampers its employees a variety of bonuses. For example, before this Christmas tech giant offered to all employees to choose a free mobile device. And it was about the Samsung Chromebook, Asus Nexus 7 and Motorola Razr M.

Recently there has been an interesting trend of moving the best employees of Microsoft to Google. The company of Bill Gates has repeatedly sued Google, but all to no avail. Most likely, this trend will continue for a long time.

It is curious that Microsoft recently opened a new health center with emergency medical care, pharmacies, clinics, laboratories, which provide benefits to employees of the company. Plus it granted the free tablets and smartphones based on Windows 8. It means that Google forms new standards among high-tech companies.

Finally, I would like to say that Google not only provides its employees with the best working conditions, but is the fastest growing IT company in the world.

### References

1. 100 Best Companies to Work For 2012 [Электронный ресурс] // money.cnn.com – электрон. дан. – URL: <http://money.cnn.com/magazines/fortune/best-companies/2012/snapshots/1.html> (10.04.2013.).
2. Google is the world's most attractive employer [Электронный ресурс] // universumglobal.com – электрон. дан. – URL: <http://www.universumglobal.com/stored-images/d1/d1ab7acf-1f7c-4cc0-9dba-edef590321a5.pdf> (10.04.2013.).
3. Google named the most ideal employer in Asia [Электронный ресурс] // universumglobal.com – электрон. дан. – URL: <http://www.universumglobal.com/stored-images/a3/a3ca9ae8-fa79-4878-8696-03eda6acff42.pdf> (10.04.2013.).
4. Google named employer of choice [Электронный ресурс] // www.bus-ex.com – электрон. дан. – URL: <http://www.bus-ex.com/article/google-named-employer-choice> (9.04.2013.).
5. How we are hire [Электронный ресурс] // google.com. – электрон. дан. – URL: <http://www.google.com/about/jobs/lifeatgoogle/hiringprocess> (8.04.2013.).