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DRESS CODE TODAY

Современный дресс-код

In the annual study of technological trends by Fjord Trends 2021 says that one of the ways to improve business efficiency will be to abandon the dress code not only for remote, but also for office employees. And the main aim of this work is to consider the dress code today.

In fact, the trend to abandon business office clothes is not new. Back in March 2019, financial giant Goldman Sachs announced plans to soften its dress code. This change was relatively unexpected, because banks and financial institutions were in no hurry to apply the same approach to the dress code as the more creative sectors.

Goldman Sachs, of course, is not alone in abolishing the corporate dress code. Virgin Atlantic Airlines has also recently changed its dress code, so flight attendants no longer need to wear makeup and are now allowed to wear trousers.

Anastasia Lebedeva, an auditor at Deloitte, said that in the summer of 2019 the company offered employees to change their business office clothes for casual, leaving an exception only for official meetings. At the same time, Deloitte is currently forming an «online business etiquette», where rules for the use of video communication, background and chat have been developed.

According to a survey by the Society for Human Resource Management, approximately 50 % of companies currently don't have strict dress code requirements. And this is a growing trend: in 2017, there were 44 % of such companies, and in 2014 – 32 %.

Abandoning a strict dress code can make a company more attractive to potential employees, promote gender equality, boost morale and even increase productivity. Here are some advantages:

Attractive working environment: when it comes to attracting young promising employees, a looser dress code can be crucial. According to one study, more than 60 % of employees want to work in companies that allow employees to wear casual clothes. So employers who want to compete with Google and Facebook, two companies known for extremely lenient dress codes, can follow suit.

Happy employees: giving employees the opportunity to choose what to wear to work can boost their morale. According to psychologists, most people are usually happier in clothes in which they are comfortable. And if employees are not distracted by their clothes, they can focus on getting maximum satisfaction from their work.

Companies where employees wear casual clothes at work are also known for their more positive work environment, where employees are trusted and the well-being and productivity of employees are more important than their appearance.

Productivity: some experts argue that the absence of a strict dress code can increase employee productivity. Instead of being distracted by uncomfortable clothes or worrying about their appearance, employees can focus 100 % of their energy on achieving the best results and improving their productivity.

If you still decide to introduce a dress code in your company, experts advise to take into account a number of points that will help improve the efficiency of the entire office.

In most cases, the formality of the company's dress code depends on the number and type of interaction between employees and customers. It is important that employees dress in accordance with customer expectations. For example, if employees have to give professional advice, lead a meeting or speak to an audience.

For employees who interact directly with customers, there may be stricter clothing requirements.

First of all, take into account the opinion of the people who will be most affected by the new clothing policy, and to avoid any discrimination. Give specific examples of what types of clothing are acceptable, in order to avoid incidents and misunderstandings. And try to ensure that the introduced dress code has the same standards for men and women.

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WHY ENVIRONMENTAL FRIENDLINESS IS PROFITABLE

Почему экологичность – это прибыльно

It seems to many entrepreneurs and project creators that the pursuit of sustainable development, social and environmental functions are directly related to huge financial losses. There is some truth in this – recyclable packages are more expensive than plastic ones, and even you have to pay for the removal of recyclables from the office. But eco-friendly business can be made profitable based on research and experience of projects from around the world. And the main goal of this work is to consider environmental friendliness as if it may bring any profit.

According to a global study conducted by FTSE Russell in 2018, more than half of global asset owners are currently implementing or evaluating the