

Секція: ЕКОНОМІЧНІ ТА СОЦІАЛЬНІ АСПЕКТИ НОВИХ ТЕХНОЛОГІЙ

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THE MOST INFLUENTIAL TRANSNATIONAL CORPORATIONS IN 2014

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НАЙВПЛИВОВІШІ ТРАНСНАЦІОНАЛЬНІ КОРПОРАЦІЇ У 2014 РОЦІ

One of the brightest features of recent years is rapid growth in the quantity of transnational corporations which run their business today. Transnational corporations (TNC) are corporations that have their headquarters in one country, and have companies in more than one foreign countries. There are some peculiarities of TNCs activity. One way that the transnational corporation reduce their cost and make huge profits is outsourcing which means that they set up factories to produce those goods in developing countries where labour is cheap. Once a transnational corporation opens a company in a country, it provides jobs for the people. Countries like South Korea and India reduced their poverty rate. So governments of various countries are lowering their trade barriers to attract those corporation and causes those corporation to be even more powerful than the government. Lower trade barriers mean that the wages are lowered, cut the cost of education and health care in order to provide money to help the transnational corporation to set-up, and lead to issues like child labour, and environmental issues.

Because the transnational corporations are more powerful than the government, they tell government to allow sweatshop labour and child labour and change laws or policies that favours them. Some oil and mineral corporations in Africa even hire military to kill worker who form an union or protest because of the low wages. And workers in factories making goods for transnational corporations to sell usually work in horrible environment which might cause serious health issues. And if a country tries to increase the wages, the corporation would threaten the developing country by leaving and moving to another country. So it impossible for workers to gain workers rights.

There are different ratings concerning TNCs and top-10 of them due to different classification features. United Nations Conference on Trade and Development (UNCTAD) ranks the largest non-financial Transnational Corporations (TNCs) by their foreign assets and presents data on assets, sales and employment in three categories: the largest worldwide, the largest from developing countries and the largest from the economies in transition in Eastern Europe. The same ranking, together with an analysis of the relevance of these TNCs in the world economy, is included in the various issues of the World Investment Report. In the table 1 it is shown the top-10 list of largest TNCs due to their foreign assets.

Table 1. Top-10 TNCs in foreign assets up to 2014 [1]

| # | TNC name | Country | Activity | Assets, mln USD | |
|---|--------------------------|----------------|-----------------------------------|-----------------|------------|
| | | | | Foreign | Total |
| 1 | General Electric Co | United States | Electrical & electronic equipment | 331 160 | 656 560 |
| 2 | Royal Dutch Shell plc | United Kingdom | Petroleum expl./ref./distr. | 301 898 | 357 512 |
| 3 | Toyota Motor Corporation | Japan | Motor vehicles | 274 380 | 403 088 |
| 4 | Exxon Mobil Corporation | United States | Petroleum expl./ref./distr. | 231 033 | 346 808 |

| | | | | | |
|----|---------------------|-------------------|--------------------------------|------------|------------|
| 5 | Total SA | France | Petroleum expl./ref./distr. | 226 717 | 238 870 |
| 6 | BP Plc | United Kingdom | Petroleum expl./ref./distr. | 202 899 | 305 690 |
| 7 | Vodafone Group Plc | United Kingdom | Telecommunications | 182 837 | 202 763 |
| 8 | Volkswagen Group | Germany | Motor vehicles | 176 656 | 446 555 |
| 9 | Chevron Corporation | United States | Petroleum expl./ref./distr. | 175 736 | 253 753 |
| 10 | Eni SpA | Italy | Petroleum expl./ref./distr. | 141 021 | 190 125 |

Those TNCs shown at the table are in top-10 list already for couple of years, just changing places time after time. Although the first place is taken by American giant in electrical and electronic equipment for already many years.

Another classification feature which puts TNC in different places is “best place to work”. To determine the best places to work, Glassdoor site looks at company reviews provided by employees, in which individuals are asked to consider and rate such factors as overall satisfaction, CEO leadership, career opportunities, compensation, and work-life balance. Employees are also asked to weigh whether they would recommend a friend seek employment at their company, and their employer’s business outlook for the next six months. The final ranking is created using Glassdoor’s proprietary algorithm.

The companies on this ranking have 1,000 or more employees and represent a broad spectrum of industries and missions. “This is the most diverse list by industry we’ve ever seen,” said Glassdoor CEO Robert Hohman, noting that the top 50 includes fewer tech companies and more consulting, health care, consumer goods, and retail companies, as well as two auto companies.

So in 2014 Google took the first place as the “best place to work”. Some of the reasons why Google took first place in this rating are as following:

1. “Work that matters”. Google employees are motivated by the fact that they believe their work has a positive impact on the lives of others.

2. Benefits for families. A noticeable new theme in this year's Google reviews is the extension of paid paternity leave from seven to 12 weeks. New dads and adoptive parents working at Google can now take up to 12 weeks of paid paternity leave, while moms continue to be entitled to 22 weeks. Not only is the policy generous, but the atmosphere at Google is such that you can take the full leave and not hurt your career.

3. "Genius" co-workers. Another reason Google employees love their jobs is that they get to work with "genius" co-workers. The company attracts some of the best talent and best people to work with in the world, which is the most important bit.

4. Smart perks. Google practically invented the concept of sweet office perks, which now extend even after an http://www.forbes.com/fdc/welcome_mjx.shtml. From the on-site doctors and haircutters to the gourmet cafeteria food, every perk at Google has a calculated reason, designed to keep employees satisfied. This applies to how long employees should wait in line during lunch (three to four minutes, ideally) as well as how much paid maternity leave they receive.

5. Unparalleled career opportunities. Opportunities for career growth, and tons of career development resources available. Even if employees decide to leave the Googleplex, having Google on their résumé has never hurt anyone's job prospects, regardless of career path or chosen profession.

The influence of transnational is both positive and negative on global economy. But if talking about influence on lives of those people who work there then from the last example of Google we can see positive influence.

References

1. UNCTAD official website available at: <http://unctad.org/en/>