

# HUMAN RESOURCES IN THE GOOGLE COMPANY

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## Abstract

*The expansion of transnational corporations is significant in the last century. Transnational corporations exert a strong influence on the globalized economy. The market and the forces that determine it are not influenced by a political attitude that marks today's globalization, but the political decisions themselves, that followed the course of economic evolutions, a trend always given by multinational corporations. The human resources of multinational companies have played an essential role in supporting this development, for which they have developed special programs for their loyalty and interest, such as Google, presented in this paper.*

**Keywords:** human resources, multinational companies, human resources policies

**JEL:** O 15

## 1. Google – No. 1 in the preferences of US employees and not only

Google is said to be one of the most admired companies in the world and it is an excellent workplace where employees enjoy a flexible work schedule, benefits, breaks and time for recreational activities.

Perhaps that's why the company succeeded to win the first position in a top in 2016, namely the best companies to work in in America. Google pays each experienced employee an average annual salary of \$ 140,000, which determines the employees, along with other reasons, to consider themselves satisfied in a proportion of 86%.

Dethroning last year's number one, Facebook, Google won the first position this year and its main competitor fell to No. 5 on the top. It is renowned for its advantages: free gourmet meals, 24/7 technical support, workplace massage, free fitness subscriptions and generous holiday plans.

Employees also appreciate the fact that they are allowed flexibility in the work schedule and engaging in projects that attract and passionate, nurturing their creativity. The company continues to grow, adding not less than 9,000 employees in 2015.

Along with all the benefits it provides, especially comfort, nutrition or personal services, according to Fortune 100 Best Companies to Work For, "Google is also the best company to work for because it' is a "safe and tolerant workplace which does separate employees because of their performance, not gender, skin color or sexual preference". But there also are people dissatisfied with the company. "Working at Google is not great at all!", former employees of the company confessed to the media. "Like any other company with thousands of employees, it has its good parts and its shortcomings. But not everything is fantastic", notes the American Business Insider.

As Joe Cannella, a former senior account manager, says, "Google gives you everything, but it only takes one thing, that is very important, freedom ... you just eat Google food, socialize with Google colleagues, talk using Google acronyms or just use Google phones and email...etc."

Another negative aspect is that employees can not get promoted based on the improvements they bring to the software they work for. Instead, they are forced to help develop new company programs. "Of course, most programmers get fed up with repairing existing bugs and rewriting programming codes to make things work more efficiently". "But Google does not offer rewards for it. Never!", says a former employee of the company. There is a tendency from top managers to press their subordinates to spend time at the office

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because the other departments do the same thing. "The more we sit in the office, the more efficient we will be".

Since it has emerged on the market, Google hires young people just as they finish college, as they are ambitious and eager to succeed in their career and change the world, so they are their ideal target - to spend as many hours in the office. "Moreover, Google encourages them to do so because of the facilities they offer - free food, campus, etc.", says another former employee.

Promoting at Google is quite complicated. "Colleagues can not trust each other," the former employees say, adding that top managers spend 15 years in the company before they reach a leading position. Former Google specialists also advise juniors to look at the job in the company as the cornerstone of their career, but not to stop here, and to get involved in other projects.

The so-called freedom of Google employees can sometimes be a real problem. "You can do whatever you want, as long as you do your job. But do not expect much help, it is up to you and your ability to solve problems. If you do not have an organizational spirit, you will not finish the projects in time" Business Insider writes.

Google collaborators are not treated the same way as those with full-time wages. People employed full-time enjoy a number of benefits that collaborators do not even dare to ask for. In general, Google treats the other company specialists inferiorly, apart from engineers" says Business Insider. "You can forget about all the programs you used in previous jobs. Google only uses programs developed by its specialists. Regardless of how inaccessible you would appear to some of them, no matter what the arguments you would bring to their detriment, it will be useless. Things will not change" reports a former employee in the company led by Larry Page. And Business Insider concludes: "Google is not a company for the weak of the angel!".

The company has over 64,000 employees (out of which over 8,000 work at the headquarter in Mountain View, California), a unique corporate culture has grown behind this billions of dollars. Google headquarters brings unique facilities: gymnastics and massage rooms, sports fields, but also games rooms, billiard or ping-pong. However, innovations do not stop there. Each employee of the company is entitled to two free meals a day, as well as access to refreshment and snack-bar minibars. Moreover, Google's California headquarters provides employees with "extra" services: car wash, bicycle repair shop, fitness classes or hairdressing salons. Google spends 30 dollars per day for each employee's food. That means an annual total of over \$ 70 million! Employees at Mozilla, headquartered near Google, are rushing at Mountain View Buffet.

## **2 Romanian stories at Google**

The Romanians, recognized as good computer engineers on the labor market, thanks to a quality Romanian school, were attracted by the miracle of the American dream and Google. The Evenimentul Zilei newspaper interviewed some of them, and their stories are certainly similar to the thousands of employees of different nationalities working at Google, recognized for the attraction of "fresh brains". This policy is really a success because intelligent young people, the best in their computer series, want to demonstrate themselves, want to move forward and why not, they want to earn the money they deserve. The first story is of Cristian George Strat from Barlad, a graduate of Computer Science in Bucharest. He works at Google in Switzerland after having been interned at Mountain View, California, headquartered in the famous Googleplex.

„ It's hard to imagine a company that offers me bigger opportunities, a more engaging work environment and more valuable colleagues. Imagine that everyone around you is active, dedicated and enthusiastic. It's contagious; Do you think you can be different?“, the young man confesses. Cristian also recognizes that everything is like a game made for big men: „ It's really fun to program! In addition, you have the chance to contribute to projects that help millions of people around the world“.

Asked about Google's well-known corporate culture, Cristian has only words of praise: „You can work from home, you can take breaks at any time, bring your puppy to work or invite your friends to visit. Does anyone else work under these conditions? Although we also have freedom, and the temptation to waste the time, no one does. We are treated with respect, trust and, as such, we are responsible for ourselves, we do not need pressure.”

When it comes to Romania, the young programmer is trying to find disparate feelings: homesickness is mixed with the memory of urban and human disorder: „Romania means a loving family, dear friends and memories. From other points of view, however, I think we, the Romanians, are terrible. It's sad to live in a dirty and polluted city, to waste daily traffic and queues“.

Cosmin Negruseri comes from Bistrița. He has been working for two years as a programmer in Mountain View, California. Prior to coming to Google, he finished Informatics in Cluj, where he even worked as a journalist for a while. He admits that the prospect of working for Google is the only one who has taken his steps to America: „I probably would not have come if it was for another company, because in Romania, as a programmer you can lead a decent living“. He was surprised at first to find out that he was working in the same building with the founders of the company, or to meet people who had invented algorithms used in competitions: „People who I admired and I considered imaginary turned into people in flesh and bones“. But Romania remained its ultimate goal. He wants to come back: „I think the country has a very good time ahead and I want to be part of it“. Cosmin is a dreamer and admits that Google fulfills this aspect. “People here seem to me always oriented to solve big problems, not necessarily to monetary satisfaction. Many other companies do not allow themselves to be idealistic“, the young man concludes.

### 3 Google – a brilliant future

The list of the reasons why Google's future is brilliant was presented in almost every line of the paper. I can resume briefly, pointing out the tremendous financial performance of recent years, which has led to Apple's dethroning, or Facebook dethroning in the preferences of American employees, turning into a conglomerate and others. Google ranks among the top reputable US companies, largely because of the way they treat their employees, in the third position, as seen in Figure 3.1, in a Harris Interactive survey, both on public opinion as well as the opinion of the elites.

„The ratings they get focus on the way they treat their employees in the work environment. The company gets a formidable credit for social responsibility, which is related to vision and leadership,, declared Vice President Rochester, the New York branch of Harris Interactive, Robert Fronk.

**Table no. 1. Top 10 2016 American Companies by Reputation**

General Public	Opinion Elites
1. Amazon	1. Apple
2. Apple	2. Amazon
3. Google	3. Google
4. USAA	4. Kellogg Company
5. The Walt Disney Company	5. UPS
6. Publix Super Markets, Inc.	6. Costco
7. Samsung	7. Meijer
8. Berkshire Hathaway	8. The Coca-Cola Company
9. Johnson & Johnson	9. Berkshire Hathaway
10. Kellogg Company	10. BMW

Source :<http://www.theharrispoll.com/business/Reputation-Rankings-Most-Visible-Companies.html>

Google gives employees from the "afternoon sleeping bags" that allow them a short break during the day, to the right to use 20% of their working time for adjacent projects that could lead to the emergence of new ideas .

A successful company is driven by people who have a vision. The giant Google co-founders really knew to attract and keep the company's valuable human resource. One of the exceptional cases is none other than the current CEO of the Alphabet conglomerate, the Indian, Sundar Pichai. His story can only be a success story, quite similar to another Indian CEO - Satya Nadilla, CEO of Microsoft.

Born in a middle-class Indian family without access to major technology until the age of 12, when his first home phone is installed it uncovers the unusual talent of remembering all the phone numbers formed. He went to the United States in 1992, at 20 years old, to study at a strong university and become a teacher, but gave up and began to get involved in companies, first in Silicon Valley, in order to get to Google in 2004. He is remarked by participating in the introduction of Gmail. He proposes that Google should create its own search engine. The idea is rejected by the CEO of that time, Eric Schmidt, but he gets the support of the founders and busied himself with Google Chrome, which has become the main browser along with Mozilla and Explorer. He also develops other Google products - the most impressive being Android – which will bring him promotion after promotion. However, courted by Microsoft and Twiter for his CEO position, he will get the proposal from Google - demonstrating the promoted link between the employees and the company. Five reasons why Google employees are happy:

1. Work satisfaction is the main reason for 86% of employees. As Google's Director of Human Resources, Laszlo Bock, explains in his workbook "Work rules": "The key to Google's success as a workplace is continuous innovation, experimentation and preservation of workplace amusement ..." thus creating a creative organization , fun, working and very productive. "Employees describe the company as "a company that treats employees extraordinary and receives motivated and loyal employees in exchange.
2. " Most employees - 73%, think their work makes the world better. That is not surprising, given the company's mission: "The organizing of information around the world to make them accessible and useful to everyone."

Practically, this mission becomes a moral mission rather than a business one to pursue profit, but we all have seen earlier that profit comes by itself for these companies.

3. Employees consider that their rewards are the best.

The company offers competitive salaries, on average an employee's salary is \$ 140,000, and for those with less than one year of experience the annual salary is \$ 93,000. Unfortunately, sometimes people who perform the same tasks can be paid radically differently, intentionally.

4. More than a quarter of employees work partially at home. This does not mean that people do not do their job, but they can be more flexible and feel more free.
5. Some employees believe their workplace has the lowest level of stress.

This perception is supported by the many benefits that employees enjoy at work, such as massages, free meals. On the other hand, they work in a competitive environment but allow for creativity.

In conclusion, Google is the preferred employer of many, but it is up to everyone to analyze their personal relationship between time and income, between personal life and total dedication to the company, between career development and their own business.