

SOCIETAL CHALLENGES

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CHAIR OFFICE MASSAGE AS A WAY OF IMPROVING EMPLOYEES PRODUCTIVITY

Problem urgency: Nowadays, the number of people living a sedentary lifestyle in Ukraine is constantly increasing. Most of our time we spend in surroundings that not only limit physical activity but require prolonged sitting, especially at workplace, which in its turn, inevitably leads to the main change of human behavior: people move less and sit more, which is called a sedentary lifestyle or sedentary behavior. According to the statistic data, office employees spend, on average, up to 8 hours per day sitting down at their workplace.

Tracing the evolutionary perspective, we can say, that human beings were designed to move in all manner of manual labor throughout the day, which was essential to their survival as a species. The recent shift from a physically demanding life to one with less physical challenges requires new solutions to protect employees' health as well as to improve their productivity. We suggest implementing office massage as a modern, extremely promising and easy way not only to increase employees' motivation but to improve their work productivity.

Modern research review: Office massage or seated/chair massage, as it is often referred to, is relatively modern type of massage. Since it was first founded in the USA, most of the works are by its founder David Palmer and his followers. James H. Rimmer, T. Field, M. Hernandez-Reif, M. Diego, S. Schanberg, C. Kuhn devoted their works to the impact of massage on physical and mental state of people. Unfortunately the issue has not been studied thoroughly by Ukrainian scientists and chair massage hasn't gained much popularity among Ukrainians yet, as there is not enough information on its positive impact on employees and their productivity.

The article aims to highlight the advantages of chair office massage as one of the ways to improve employees productivity and prove the appropriateness and significance of implementing it to workplaces.

Main material: Employee productivity (sometimes referred to as workforce productivity) is an assessment of the efficiency of a worker or group of workers. Productivity may be evaluated in terms of the output of an employee in a specific period of time. Typically, the productivity of a given worker will be assessed relative to an average for employees doing similar work. Because much of the success of any organization relies upon the productivity of its workforce, employee productivity is an important consideration for businesses [5].

There are a few ways to increase productivity of employees at the workplace. Among others, researchers pay attention to all kinds of physical activities such as doing sport or yoga etc., and in particular, they emphasize a new up-and-coming trend – office massage or seated/chair massage.

Let's consider the difference between a traditional massage and office massage. To start with, massage therapy is the systematic and scientific manipulation of soft tissues in order to maintain health. Seated massage is massage performed on a person who is sitting erect. The term "office massage" is often used instead of "seated massage" to distinguish massage performed on a massage table from the massage performed on a massage chair. Seated massage has been applied for centuries, but its modern form is credited to David Palmer, who began teaching the first modern training program in seated massage in 1982 and invented the first massage chair in 1986 [4]. A chair massage is performed in a short session without using

oils or lotion, and the recipient remains fully dressed. Seated massage has to provide a unique experience in a compressed time period, therefore its objective needs to be very well structured, whether this objective is pure relaxation, or a back ache.

Let's outline the benefits of chair massage. It has been proved that chair massage can provide employees with relief for both physical and mental strain [6]. Scientific research [3, 4] refers to office massage as an efficient stress-management remedy. It reduces anxiety and slows the production of stress-inducing hormones such as cortisol, while increasing the production of neurotransmitters, notably serotonin and dopamine; these combined effects have as result a dramatic decrease of stress. A lot of people consider massage muscular system treatment and nothing more. Massage therapy is much more than that; it is a fantastic way to reduce the unnatural long stress periods associated with the modern life. Many of the modern's era ailments are related to prolonged exposure to stress. Chair massage is a very efficient and convenient way to fight stress and provide relaxation, being a great tool to alleviate conditions associated with the modern work settings, all day in front of the computer or at a table. The massage chair is ergonomic and created to allow the massage therapist a full access to the affected zones of such modern work settings. You can easily work on back, neck, shoulders, head and arms and hands to alleviate the aches.

In our research we used the data of a massage chain salon incorporatmassage.com, which was awarded as a Business of the Year in 2016 (USA). The benefits of using chair massage have been proved to be overwhelming in case when is administered by a licensed massage therapist. They are the following:

1. Reduces stress. A whopping 85% stress reduction. Stress levels measured before and after each massage found one of the biggest benefits of seated massage therapy to be a seriously effective office stress reliever.

2. Decreases anxiety and depression. One of the biggest benefits of office massages is that massage reduces anxiety by 26% and depression scores also improve by 28% after the massage.

3. Relieves muscle tension and pain. Back pain is literally cut in half with regular corporate chair massages. A decrease of 48% decrease was seen in the studies on back pain and tension.

4. Improves quality of sleep. Over multiple studies, the average improvement in sleep quality was 28%. That includes increased duration as well as fewer sleep disturbances.

5. Relieves headaches. Headaches are decreased by an average of 48% in duration and intensity with regular onsite massages.

6. Lowers blood pressure. Across multiple studies, there was an average of a 6% drop in blood pressure, which may not sound like a lot. But that's literally the difference between a hypertensive blood pressure and normal one, and that's without any medication at all! Plus these studies showed that there was a lasting effect and the benefits of corporate massage programs showed very clearly as the massage group continued to have lower blood pressure than the control groups for weeks after treatment stopped.

7. Prevents repetitive strain injuries. On employees doing repetitive movements, weekly massage reduces the occurrence of repetitive stress injuries by 37%.

8. Increases immune function. In the studies on immune function, the good cells of the body perform 35% better as one of the benefits of corporate chair massage, and this is especially true for auto immune and inflammatory illnesses.

9. Treats carpal tunnel and tendonitis. One of the benefits of chair massage programs is that people with carpal tunnel and tendonitis issues see a decrease in pain and discomfort by 14%.

10. Increases focus, energy and mental clarity. After chair massages, employees in two studies show increased alertness, speed and accuracy on math computations following treatment.

Taking into account all the benefits mentioned above we can conclude that chair office massage is a good way to improve employees' productivity at workplace when applied on a regular basis by licensed massage therapist.

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THE HISTORY OF UKRAINE AS A SUBJECT OF THEORETICAL- PHILOSOPHICAL AND IDIOLOGICAL-POLITICAL DEBATE

The interpretation of history acquires a special importance in the societies that are in a period of transition, which Ukraine can be an example of. When fundamental transformation is going on in all spheres of social life there is always a certain update of the content of history since it's released from the layers of totalitarian past, falsifications and distortions. This vision of the past from the present can explain the phenomenon of idolisation and deideolisation of history in the research works of Ukrainian scientists of the end of XX - beginning of XXI centuries.

Considering the advancements in methodology of social cognition, e.g. transformational (V. Andrushchenko, L. Hubersky, V. Krysachenko, M. Mihalchenko), modernization (V. Evtukh, A. Pogorily V. Tancher, S. Tsymbaliuk) synergetic (L. Bronnikova, L. Gorbunova, I. Dobronravov, V. Lukyanets, V. Lutay, I. Predborska, E. Sobol, V. Shevchenko), and socio-cultural-civilizational (I. Boychenko, C. Crimean, V. Lyak, M. Mihalchenko, H. Ortega-i Gasset, M. Popovich, V. Tabachkovsky, V. Shynkaruk) we can trace the peculiarities of the radical social changes in modern Ukraine, as well as the constructive and destructive actions of social forces that make the history of this country [1, 2, 3, 4].

The authors stress that only scientific non-party interpretation of history based on an objective critical attitude will let us identify the limits and main principles of our civilized being. History in this sense stands out as a wise mentor and counselor, a treasury full of ideas, opinions and social experience through which the fundamental law of social progress is carried out - its heredity.

The authors empathise that the interpretation of the history of Ukraine can not be performed under the slogans of primitive deideolisation or non-party principles. Deideolization of history, which is the release from the "capture" of class ideologies that seek only one-way interpretation of the history of Ukraine, is vital. At the same time the country should have the state idea and this idea should be the basis of the Constitution of Ukraine.

The stumbling block which different political forces have disputes over is the determination of the main direction of development of Ukraine. In this context, the historical choice of European or Eurasian vector of development of Ukrainian history is regarded by the authors as a sign of ideological and civilizational split of Ukraine. The geopolitical position of Ukraine on the verge of two major civilizational spaces - European and Eurasian - has always