

ESSENTIAL CHARACTERISTICS OF CORPORATE CULTURE OF ENTERPRISES

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The purpose of the article is to determine the essence of corporate culture, its basic principles, functions, stages of implementation and the relationship with management in the enterprise in modern conditions of management.

It is considered that that corporate culture is a special sphere of organizational activity which consists of complexes of specialized and organized material, virtual resources and results of labor of employees, including the system of interpersonal relations, combining the totality of interconnected organizational phenomena and processes, in the depths of which, due to the purposeful actions of the personnel, these resources formed the final products of the system as a whole.

It is defined that that the notion of “corporate culture” located at the junction of several branches of knowledge, such as management, organizational behavior, sociology, psychology, culturology.

Implementation of an effective corporate culture at the enterprise consists of five stages: analysis of internal organizational processes of the enterprise; analysis of the psychological climate at the enterprise; formation of a model of corporate culture (definition of mission and basic values);

formation of rules of behavior of workers, based on basic values, description of traditions and symbols; model implementation, model support.

It is found general (social and economic and intellectual development, comprehensiveness and systemicity, measurability and utility, openness and constant improvement, coordination, binding, remuneration, conformity) and special (free manifestation, coherence and consistency of goals, clarity, personality-oriented management; relations “management – employee”, standard) principles of corporate culture.

It is considered that corporate culture of the enterprise performs various functions and distinguished two groups of functions: those that are determined by the internal state of the formal mechanism of the enterprise; those that are determined by the need to adapt the enterprise to its external environment.

Therefore, corporate culture is a system of material and spiritual values that interact with each other and reflect the individuality of the organization, manifested in the behavior, interaction and communication of workers between themselves and with the external environment.