

# **ORGANIZATIONAL CULTURE AND ORGANIZATIONAL EXCELLENCE AS THE BASIS OF PERFECT SUCCESS OF ENTERPRISES OF SPACE INDUSTRY**

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The article is devoted to the analysis of productivity, effectiveness and success of modern aerospace companies on the basis of the essence, characteristic features of organizational culture of an enterprise in conjunction with the organizational excellence. It is disclosed the essence of organizational culture and organizational excellence as economic categories, their phenomena, and evaluation at the philosophical and at the business level. It is the organizational culture in high performing economies has become a kind of intangible asset – accelerator, without which it is impossible to achieve your goals and to achieve efficiency and success. It is shown the importance of organizational culture in the structure of the personnel work of the enterprise in the implementation of strategic

tasks of aerospace companies. Formulated qualitative characteristics of the categories of an organizational culture, the organizational excellence, presented the scheme of influence of organizational culture on effective performance indicators of the competitive enterprises of the space industry.

The concept of continuous improvement through a variety of innovations, when attention and discussion come from individual suggestions of staff, motivates staff, shows the importance of participation in improving activities of the enterprise. That is why it was proposed an assessment of the competitiveness of the enterprises of space industry based on the category of competitive potential that ensures an optimal program of action of the enterprise in the past, present and future.