

ПЛАТФОРМА 2

СУЧАСНІ ЗАКОНОМІРНОСТІ УПРАВЛІННЯ В КОНТЕКСТІ РЕАЛІЗАЦІЇ ЦІЛЕЙ СТАЛОГО РОЗВИТКУ

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PECULIARITIES OF FORMATION OF CORPORATE CULTURE AT DOMESTIC AND FOREIGN ENTERPRISES

Corporate culture plays an important role in today's business environment. As the activities of the staff, their attitude towards each other influences the activity of the enterprise, managers should pay attention and introduce a corporate culture in order to increase company's efficiency.

Business executives are increasingly seeking to apply foreign experience without exploring the differences the Ukrainian market. Therefore, the purpose of the research is to identify these features of corporate culture formation in Ukrainian enterprises. [3]

According to the aim the following tasks have been identified: reveal the essence of the concept of corporate culture, to consider the types and functions of corporate culture, investigate the impact on the effectiveness of the enterprise.

The phrase "corporate culture" firstly was used in the nineteenth century in military terminology by a German field marshal Moltke for relevant relationships in the official environment. There are many definitions of the concept of "corporate culture", but there is a certain difference in the interpretation of the concept with the change of years and the depth of its research. [1]

J. Sonnenfeld identifies four types of cultures: "baseball team", "club culture", "academic culture", "defense culture". Each culture has a different impact on the organization and career of employees.

In the management of the CIS countries, it is still difficult to identify clear types of corporate culture, because in some organizations it is born, and in some use the term "mixed culture". Researchers analyzing corporate culture in the CIS countries identify the following types:

1. The Culture of Power. This type of culture is based on the principles of a hierarchy, the promotion is carried out by the criteria of commitment to a common mission.

2. Role culture - Companies with this type of culture are characterized by a strict functional division of roles and specialization of units.

3. "Task culture" - in such organizations, the culture is focused on solving specific tasks and implementing projects.

4. "Culture of personality" - organizations with this type of culture bring people together not to solve problems, but to enable them to achieve their own goals.

The rational management of the corporate culture of the company has a positive effect. In particular, it reduces the costs of recruitment, as the corporate culture helps to create a positive image of the company in the labor market and increases the number of professionals who want to work in the company. Expenditure on external PR is also reduced: team members, who are leading the company philosophy to the outside world, facilitate some of the functions of the department that handles the PR policy of the organization.

The examples of leading companies show that a strong and highly developed culture helps to strengthen the position of the company, increase its profits, increase the efficiency of employees. [3]

In October 2015, the Wall Street Journal published the results of new corporate reputation research. Microsoft and McDonald's were recognized as the most recognizable. A really striking example of the corporate culture is the McDonalds restaurant chain. The peculiarity begins even with what they still call themselves a "restaurant", although it has long been understood that this is a fast food establishment. The company takes care of its employees and wants them to enjoy their work, grow and grow with the company. A team of employees create a welcoming atmosphere every day in their facilities, attracting thousands of customers every day and generating billions in revenue.

Summing up everything I can say that corporate culture is not only an instrument for managing the workforce of an organization. It forms an enterprise from the inside, influencing its image and profits. The presence of corporate culture in enterprises is a competitive advantage among others in the industry.

References

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