

Zelich V.V.

Candidate of Economic Sciences,
Senior Lecturer at Department of Business Administration, Marketing and Management,
Uzhhorod National University

ROLE AND PLACE OF BUSINESS CULTURE AND ITS IMPACT ON DEVELOPMENT OF ENTERPRISE

In the current economic conditions the effectiveness of the business is largely determined by the level of their corporate culture. The necessity of corporate culture of enterprise in the development of a market economy is beyond doubt. Corporate culture consists of ideas, fundamental values and attitudes that are shared by all members of the organization.

The need for the concept and tools of corporate culture in the company is one of the most important components of sustainable development of the company in the future. The basis of sustainable development is to develop norms, principles that are fundamental to corporate culture and involvement in social responsibility. In terms of securing economic development and social development of corporate culture and corporate social responsibility charter company due the importance of its impact on the business, namely, to social investment.

Overall corporate culture can be defined as a set of relationships that support organizational relations people. Based on the corporate culture of formal and informal rules and norms of activities that include items such as: leadership style; customs, traditions, faith and symbolism; behaviour of staff; indicators of employee satisfaction with working conditions; the prospect of more.

The purpose of the corporate culture – ensuring high profitability of the company by improving management of human resources to ensure the loyalty of employees to management, staff training in relation to the company as their home.

It should be noted that the corporate culture enables enterprises to solve two key problems: The optimum communications company with the environment (external adaptation) and to promote stable and productive staff work in partnership (internal integration).

Corporate culture of enterprise allows solving two key problems: The optimum communications company with the environment (external adaptation) and to promote stable and productive staff work in partnership (internal integration).

Corporate Culture Company determines the path of development in the field of personnel management. It is unique and unique, every enterprise inherent in certain features. Studies on the subject show that no companies with similar corporate culture. However, companies can use similar techniques, methods, principles for the formation and development of corporate culture. One of these ways, contributing to its development is the use of corporate culture .

REFERENCES:

1. Tarasova O.V. Korporatyvna kultura yak instrument efektyvnoho menedzhmentu pidprijemstva / O.V. Tarasova // *Ekonomika kharchovoi promyslovosti*. – #3 (19) / 2013. – S. 28-32.
2. Illiashenko S.M., Ovcharenko M.I. Umovy ta osoblyvosti stanovlennia korporatyvnoi kultury vitchyznianskykh pidprijemstv /S.M. Illiashenko, M.I. Ovcharenko // *Ekonomika ta upravlinnia pidprijemstvamy*. *Problemy ekonomiky* – # 3, 2012. – S. 115-118.
3. Artemenko M.H. Korporatyvna kultura: motyvy upravlinskoj diialnosti. – *Visnyk KhNU imeni V. N. Karazina*. – # 917. – 2010. – S. 91-99.
4. Smoleniuk P. S. Korporatyvna kultura yak osnova rozvytku orhanizatsii. – *Nauka y ekonomika*. – 2010. – # 1. – S. 123-128.
5. Chernyshova T. O., Nemchenko T. A. Deiaki aspekty korporatyvnoi kultury orhanizatsii. – *Naukovi pratsi KNTU. Ekonomichni nauky*. – 2010. – vyp. 17.
6. *Upravlinnia personalom: korporatyvna kultura i upravlinnia*. [Elektronnyi resurs]. – Mode of access: <http://www.rusnauka.com/CCN/Economics/10/> – Last access: 02-09-2008. – Title from the screen
7. *Diahnostyka stanu pidprijemstva: teoriia i praktyka: Monohrafiia / Za zah. red. prof. A.E. Voronkovo*. – Kh., 2006.; *Upravlenye personalom orhanyzatsyy / Pod red. A.Ya. Kybanova*. – M., 2002; *Pos ylkyna O.V., Yaremchuk A.A., Bratyshko Yu.S. Nauchno-praktycheskye podkhod y k otsenke y formyrovanyiu korporatyvnoi kultur y farmatsevticheskyykh predpriaty / Zb. mater. nauk.-prakt. konf. «Ekonomichna osvita ta nauka: dosvid ta perspektyvy rozvytku»*. – Kh., 2007.
8. Bala O.I., Mukan O.V., Bala R.D. Pryntsypy korporatyvnoi kultury pidprijemstv: sutnist ta vydy. – 2010. – # 682. – S. 11-15.