

Summary

Subject matter: The improvement of informal communication management in the context of corporate culture development.

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Customer organization: the state unitary enterprise of Stavropol region “Krayteploenergo”, Budennovsk branch.

Topicality of the research: One of the problems is the stable development of social systems of different levels, social processes management, which contribute to the self-development of organizations. The effectiveness of an organization largely depends on the connections between all the levels. Thus the necessity of the research of communication networks of an organization and resources of their management. The good management of communications is the indicator of the value system of the society, its aspiration for modernization, the ability to facilitate the transition of Russia to the open economy and civil society.

Objective of the research: to propose the ways of improvement of managing the informal channels of information exchange in the context of corporate culture development.

Tasks:

- to study the essence of an organization’s internal communications, to identify the specific traits;
- to assess the relevance of the theoretical approaches to the research of informal communication in organizations;
- to characterize the informal internal communication of an organization as an element of corporate culture;
- to research the practices of management influence on the informal communication environment;
- to assess the results of management influence on the informal communication environment by the leaders;

—to identify the reserves of the improvement of the management of the informal channels of information exchange.

Theoretical significance of the research: the essence of internal communication of an organization is determined and the specifics are identified, the methodological basis of the research of informal communication in an organization is analyzed, the notion “communication” is clarified and the place of informal internal communication in the corporate culture is determined. The conclusions drawn can be used for a more in-depth research of the problem and also for assisting the teaching of such courses as “The Basics of social management” and “Organizational behavior”.

Practical significance of the research: the guidelines on the development of corporate culture were drawn up, and namely: the action plan aimed at the optimization of informal communication in organizations was devised. The given guidelines can be successfully implemented to improve the practice of management of informal communication in any social organization.

Practical significance of the research: the effectiveness of the management influence on the informal environment of an organization by the leaders is very low.

Recommendations: to introduce a system of measures, aimed at the development of informal communication as an element of corporate culture of the state unitary enterprise of Stavropol region “Krayteploenergo”, Budennovsk branch.

The plan of corporate measures proposed, will allow the management of the state unitary enterprise of Stavropol region “Krayteploenergo”, Budennovsk branch to form the channels of informal communication and become their participants.