

Summary

Subject matter: Formation and development of the organizational culture of a business (on the example of “24 hours”, ltd.).

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Customer organization: “24 hours”, ltd., Makhachkala, ul. Gamidova, 35-a

Topicality of the research: Modern organization, operating in the conditions of a dynamically changing external environment, are confronted with the need for the mastering of the modern methods of doing business. High custom-orientation of the organizations of the sphere of services requires the use of the opportunities of such a factor as organizational culture.

In order effectively manage the organizational culture of the business in the sphere of services, the administration of the company has to master a whole set of methods and instruments of its research, formation and development, to have an idea of the elements levels and types of the organizational culture, its role in the process of the operation of the company.

Objective of the research: is the analysis of the essence and structure of organizational culture and development of the scientifically grounded recommendations on the formation and development of the organizational culture of the organizations of the sphere of services.

Tasks:

-to analyze and specify the categorical-national apparatus, needed for the development of the modern theory of organizational culture;

-to determine the direction of influence on the process of management of organizational culture of its types and key element;

-to reveal and classify the priority functions of the organizational cultures in the organizations of the sphere of services;

-to develop the methodological approaches to the formation and development of the organizational culture of the organizations in the sphere of services;

-to conduct the empirical analysis of the process of management of the organizational culture in “24 hours”, Ltd., and develop practical recommendations on the improvement in the given process.

Theoretical and practical significance of the research: is the development of theoretical and methodological foundations of the formation and development of the organizational culture of the organization, reflecting the specific features of the operation of the organizations of the sphere of services. We have grounded the author’s logic of the succession of the realization of this process, proposed the author’s set of tools to determine the consumer’s profile which gives the chance to correlate the data obtained with the profile of the organizational culture of the organization.

Recommendations: the universality of the proposed algorithm of the development of the author’s step-by-step model of the formation and development of the organizational culture of the organization enables it to be widely used in the process of the effective operation of a modern organization of the sphere of services.