

## SUMMARY

**The Subject Matter of the Graduation Thesis:** The Formation and Maintenance of an Efficient Corporate Culture in the Company (by the Example of the Limited Liability Company “SBSV KLUCHAVTO – HYUNDAI KMV”).

**The Author of the Graduation Thesis:** Khalaitsidou Veronika.

**The Supervisor of the Graduation Thesis:** the Doctor of Economics, Professor of the Department of Economics, Management and Finance A.P. Kolyadin.

**The Information about the Contracting Authority:** “SBSV KLUCHAVTO – HYUNDAI KMV” Ltd.

**The Topicality of the Research:** Corporate culture is a necessary and significant source of competitive advantage and success for the company. An efficient corporate culture allows the company to achieve its goals in the current performance with the least resource costs and ensures the development of the company in the long run since it not only creates the prerequisites for raising productivity on the employees’ motivation basis but also contributes to the creation of a positive company’s image.

The issues of the formation of an efficient corporate culture acquire a special urgency under the conditions of the growing crisis, increased instability, the emergence of new business areas, the globalization of the economy, the foundation and operation of foreign firms in the Russian market. The above mentioned issues determine the topicality of the chosen research topic.

**Objectives of the Research:** are to examine the corporate culture from the point of view of the efficiency factor of the company’s performance and work out recommendations aimed at creating an efficient corporate culture.

**The Tasks of the Research:** to carry out a comparative analysis of corporate culture concepts; to classify corporate cultures; to describe the role of corporate culture in improving the company’s operational efficiency; to give a general description of the company; to analyse the personnel management system and

assess the existing corporate culture in the company; to work out recommendations to make some changes in the existing corporate culture in order to improve the efficiency of the company's performance.

**The Theoretical and Practical Significance of the Research.** The theoretical significance of the research is in the fact that its results allow us to develop and deepen the theoretical concepts in the study of the corporate culture management issues. The practical significance of the research lies in the application of the recommendations worked out to build a company's corporate culture to improve the operational efficiency of "SBSV KLUCHAVTO – HYUNDAI KMV" ltd. and other Russian companies.

**The Findings of the Research:** The research carried out has shown that there are all the necessary components of the corporate culture in "SBSV KLUCHAVTO – HYUNDAI KMV" ltd.: the mission statement, values, goals, the communication system, symbols and culture of the labor means, working conditions and the labor process. However, some problems have also been identified. Most of the employees' working hours are spent on registration, dispatch, information and reference work with documents and the creation of the archive; some mistakes occur in the document circulation system. The above mentioned problems show the imperfection of the existing document circulation in the company, and this directly affects the state of the corporate culture since the documentation culture is an important part of it.

**Recommendations:** The opportunities to improve the efficiency of the document circulation system at "SBSV KLUCHAVTO – HYUNDAI KMV" ltd. are in its automation. We recommend implementing an electronic document management system in the company (EDMS).

The EDMS will help to improve: the corporate paperwork; the coordination of documents; the management of the regulatory business support; a full life cycle of work with normative documents; obtaining current reports; the integration with the company's internal systems and the corporate portal that has already been created.

Since the fully implemented system of the electronic document management system (EDMS) covers almost all employees and becomes an integral part of the company, then, of course, it has an effect on the corporate culture of the company and improves it.