

Summary

Subject matter: Formation and support of the effective corporate culture in modern organizations (on the example of “Aisbery”, ltd., Gudermes)

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Customer organization: “Aisbery”, ltd., Gudermes.

Topicality of the research: is conditioned by the need for the building of constant communication with partners, customers requires from management the use of more sophisticated and subtle methods of management. Organizational culture becomes one of the factors of profitability and competitiveness, the factor of success and effectiveness, and sometimes the survival of any organization.

Objective of the research: is the examination of corporate culture and improvement of their effectiveness in modern organizations on the example of “Aisbery”, ltd.

Tasks: 1. determination of the role of corporate culture in modern organizations; 2. study of various typologies of corporate culture; 3. analysis of factors influencing the formation and support of corporate culture; 4. study of technologies and principles of formation and support of corporate culture in modern organizations; 5. examination of corporate culture and proposals of recommendations on the improvement of its effectiveness in modern organizations on the example of “Aisbery”, ltd.;

Theoretical and practical significance of the research: is that its materials can be used as the basis for lectures, seminars, and trainings on the problems connected with the study of the formation and support of corporate culture in modern Russian organizations.

Results of the research:

1. “Aisbery” lacks the system of unified corporate norms and values, traditions;

2. the employees have no integrated idea of the values of the organization, its mission.

Recommendations:

1. to work out a clear normative basis on the corporate culture, regularly the rules of behaviors determining the all and mission of the organization;

2. to create the standard of the information of employees;

3. to develop and implement the complex of collective measures, so called “recreation programs.