

SUMMARY

Subject matter of the dissertation: Formation and maintenance of effective corporate culture in the organization (on the example of LLC "Dali")

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Customer organisation: LLC "Dali"

Topicality of the research: The formation of a corporate culture is an actual practical task of modern management, the solution of which can be effective only if it has serious theoretical grounds. Experience of the most successful global companies shows that corporate culture as a management tool is one of the main competitive sources of creating benefits.

Therefore, today the research devoted to the formation of a corporate culture is given great attention both in the world and in the domestic scientific community.

Objective: determination of opportunities for improving the corporate culture in "Dali" LLC.

Tasks:

- to reveal the concept, structure and functions of corporate culture;
- explore the corporate culture as a tool for strategic management; give the organizational and economic characteristics of LLC "Dali" analyze the existing corporate culture in LLC Dali
- to reveal the opportunities for improving the corporate culture in "Dali" LLC.

Theoretical and practical significance of the research: The theoretical significance of the research is to generalize and clarify the theoretical provisions in the field of creating a corporate culture and its impact on the effectiveness of the enterprise.

Practical significance lies in the fact that during the research practical recommendations for improving the corporate culture in "Dali" LLC were proposed,

which may prove useful for other Russian companies.

Results of the research:

- The concept of corporate culture is defined;
- The elements and structure of the corporate culture of culture were studied;
- The specifics of the interaction of the corporate culture and the efficiency of the corporation functioning are considered;
- The organizational and economic characteristics of Dali are given;
- The existing corporate culture of Dali LLC was analyzed;
- Developed recommendations for improving the corporate culture in LLC "Dali"

Recommendations:

1. Creating a clear regulatory framework for corporate culture;
2. Creation of a unified corporate style;
3. Creating a program of indirect material interest;
4. Creation of a standard for informing staff;
5. Development and implementation of a complex of collective measures, so-called "recreation programs".