

THEORETICAL ASPECTS OF CORPORATE CULTURE

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Keywords: corporate culture, organizational culture, managers, board of directors.

The article discusses the concept of corporate culture, generalized approaches to the concept of organizational culture by giving the name to the fundamental characteristics of these crops and showing the interaction of corporate and organizational culture of the company. Their differences in the analysis of corporate and organizational cultures are revealed as well as destructive and optimal features.

Corporate culture is a set of norms, ethical and professional rules, beliefs, traditions, values, precedents, expectations, practices and procedures relating to all forms of business communication.

The author's version of the semantic load of the notion of corporate culture is that the orientation takes place primarily in strategic management body and is distributed by the managers, the general meeting of shareholders, board of directors.

Organizational culture is the ideology of management and organization of the socio-economic system aimed at improving the employment potential of the system and expresses the core values of the organization. Organizational culture can be represented as a part of the management team associated with the symbolic ways of representation of management. Organizational culture is a system of values, symbols, beliefs, patterns of behavior, mentality and philosophy that have passed the test of time. Organizational culture is produced and recognized by society-governmental organizations, a group of values, social norms, attitudes, behavior patterns, rituals that force employees to behave in a determined way.

It follows from the fact that many authors have the same approach to different terms as "corporate culture", "organizational culture", "and enterprise culture". There are new terms such as "intra-company culture", "firm culture", "holding culture", "economic culture", "company culture", which will be denoted by the same fundamental characteristics: values, norms, ideas, philosophy, symbols, and beliefs.

Organizational culture is distributed among employees of an enterprise, thereby, forming between the ethics of business relationships and historical events. If we draw the line between strategic management and operational management as well as corporate and organizational culture, we can conclude that corporate culture has an impact on organizational culture, just as the strategic management of the impact on operational management.

The reverse reaction (the reaction to the influence of corporate culture on organizational culture) can be positive, negative or neutral.

A comparison of organizational and corporate culture revealed the following features. When a corporate culture has the following steps: nucleation (formation of the mission, the

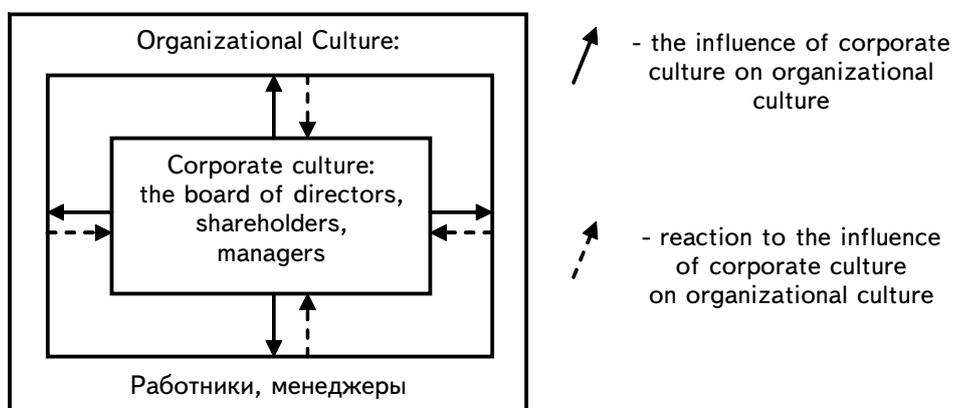


Fig. The interaction of corporate and organizational culture

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development of strategic goals and operational objectives).

At the stage of stabilization certain collective tradition appears, which resulted in improving not only the moral and psychological climate in the team and achievable results, but also promotes the growth of confidence of the stakeholders.

At the stage of renewal there are rethinking views with respect to shareholders, stakeholders and staff. There is a change in the management structure influenced by the production of

a number of changes in the organizational culture of the company.

Each stage is designed for a certain period of time, of the company's functioning. The periodization of the corporate culture like the development of the life cycle of the company is viewed. It should be taken into account that a change in corporate culture depends on the change or changes in the qualitative and quantitative composition of the strategic management body. Destructive and optimal features can be distinguished in the study of corporate and organizational culture.

Received for publication on 19.10.2010