Abstract

Subject matter of the graduate qualification work: Rationalization of organizational culture of modern enterprises as a factor of an effective management: local and foreign experiences (using the example of OOO “Merkury”).

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Topicality of the research: it is necessary to analyse the theoretical and methodological basis of the conception of an effective management system of the organizational culture of enterprises.

Objective – to consider Russian and western organization cultures, to provide their comparative analysis and taking in consideration this analysis, to determine opportunities and possible directions of its development in local enterprises.

Tasks:
- to determine the subject matter of the organizational culture;
- to define component elements and factors of the organizational culture;
- to characterize peculiar features of the organization culture of modern Russian and western enterprises;
- to analyse the generation process of the organizational culture;
- to define possible directions of development which can be used in local enterprises (using the example of OOO “Merkury”).

Theoretical and practical significance of the research: the administrative ethics and its basic principles were considered in the research as well as were defined basics of the organizational culture and of the speech culture in terms of business communication.

Practical significance: the consideration of practical application of the fundamental ethical and cultural principles in management of western and Russian
enterprises; development of a set of actions aimed at the implementation of ethical principles and norms for OOO “Merkuriy”.

Results of the research: competitive ability of the enterprise depends a lot on the organizational culture that is set in the enterprise and the loyalty of its employees in general.

The complex analysis of commercial activity of OOO “Merkuriy” has shown that the organization of the commercial activity of the enterprise is based on the principle of the full equality of the partners, their economic independency, strict responsibility for fulfillment of taken obligations.

Recommendations: to improve the organizational culture of the majority of Russian enterprises and in OOO “Merkuriy” in particular, it is necessary to develop a special cultural management strategy in a company. This strategy should be based on following:
- the analysis of company’s culture that should include audit of the culture for its current state evaluation; comparison with the suggested and expected culture; interim evaluation of its elements, which are to be changed;
- the development of special propositions and measures.