SUMMARY

Subject of the final qualifying work: The role of corporate culture in achieving the strategic objectives of the organization (on the example of LLC «ABRIKOS»)

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Relevance of the research issue. Considering the fact that the purposeful development of such competitive advantages as strategic planning and corporate culture, deliberately formed in accordance with the strategy has become applicable in our country not so long ago and not in all companies, the need for a comprehensive study of the role of corporate culture in achieving the strategic objectives of the organization has a great relevance.

The purpose of the final qualifying work is to identify and investigate the role of corporate culture in achieving the strategic objectives of the advertising agency LLC "Abrikos".

Within the framework of this purpose, the following objectives are solved in the study:

- characterize the concept and functions of corporate culture;
- determine the interrelation between corporate culture and strategy of the organization;
- give a general description of LLC "Abrikos";
- analyze the conformity of the corporate culture of LLC "Abrikos" to the strategic objectives of the organization;
- propose measures for the creation of the corporate culture of LLC "Abrikos", corresponding to the strategic objectives of the organization.

Theoretical and practical significance of the research. The theoretical and practical significance of the research lies in the fact that the results of the research allow us to develop and deepen theoretical knowledge in the sphere of creating an effective corporate culture.
The practical significance of the work consists in the possibility of using the developed practical recommendations on the formation of a corporate culture that corresponds to the strategic objectives of the organization.

Results of the research: the interrelation between the corporate culture and the organization's strategy is defined, the general characteristic of LLC "Abrikos" is given, the correspondence of the corporate culture of LLC "Abrikos" to the strategic objectives of the organization is analyzed. The result of the research is the recommendations developed by the author on improving the corporate culture of LLC "Abrikos".

Recommendations: the program for improving the personnel management system in LLC "Abrikos", proposed by us, consists of the following elements: strengthening the image and strengthening relationships with customers (reconstruct the website, expand the structure, create feedback, interesting content and improve the interface), improvement of the socio-psychological climate (various in-house events, sports competitions, joint recreation, cultural events, corporate parties, out-of-town and sightseeing trips, various trainings), expanding the use of intangible motivation (flexible schedule, various incentives and expressions of gratitude and appreciation, gifts, tickets, as well as discounts on the purchase of products or services of the company or its partners, providing employees with guarantees of professional growth and career development, applying methods showing the employee that he valuable specialist, delegation of authority).