SUMMARY


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The Information about the Contracting Authority: "ALANIKA - TUR" LLC.

The Topicality of the Research: Corporate culture is a key factor in the success and stability of a business. It connects employees together, improving loyalty to the company and increasing its productivity. Corporate culture is one of the most effective tools for managing a company and all business processes in general.

Modern business is unthinkable without corporate culture. The formation of this tool can improve the overall efficiency of the business. However, not all leaders have a clear idea of how to form a corporate "philosophy", what it should be like, how to organize and maintain this element of the personnel management system.

Objectives of the Research: are to identify and analyze the key elements of the algorithm of the company's corporate culture forming and the development of the main directions of improvement of this type of management.

The Tasks of the Research:

- to group the main methods of assessing the competitiveness of small businesses;
- to analyze the organizational and economic indicators of "ALANIKA-TUR" LLC.;
- to analyze the management system of "ALANIKA-TUR" LLC.;
- to define the main problems of the corporate culture functioning in "ALANIKA-TUR" LLC.;
- to develop the recommendations for corporate culture improvement in "ALANIKA-TUR" LLC.

The Theoretical Significance of the Research lies in the expansion of the scientific concepts of a corporate culture, its nature and importance in the activities of modern enterprises.

The practical significance lies in the possibility of using the recommendations proposed on improving the corporate culture in the work of such enterprises like "ALANIKA-TUR" LLC., and other small and medium-sized enterprises of the tourism market, as well as enterprises of other areas.

The Findings of the Research: A corporate culture is a set of behavior patterns that are acquired by a company in the process of adaptation to the external environment and internal integration, which have shown their effectiveness and are shared by the majority of members of the company.

Recommendations:
- as a first recommendation, we propose to introduce a position of HR Manager, whose activities will solve most of the problems of the company that have an impact on the corporate culture;
- as a second recommendation we propose to conduct a personnel certification according to the system developed by us, presented in the Annex.