Summary

Subject matter: The improvement of the organizational culture of modern organizations as a factor of effective management.

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Customer organization: The KBR branch №8631 of the Sberbank of Russia, PLC.

Topicality of the research. The global changes that took place in the society at the end of XX – early XXI century determined the demand for the organizational culture as a way of the unification of the people to achieve the goals set.

The concept of the organizational culture is widely used nowadays in the theory and practice of management. The rise and development of the phenomenon of the organizational culture is associated with the experience of Japanese companies.

Therefore the issues of the formation and improvement of organizational culture acquire specific topicality and significance.

Objective of the research is the theoretical and practical research into the organizational culture of a modern organization as a basical object of effective management.

Tasks. The realization of the goal set implies the solution of the following tasks:

1. to determine the general theoretical approaches to the research into the organizational culture of a modern organization;
2. to study the notion of organizational culture in foreign and domestic management;
3. to carry out the management analysis of the performance of the KBR branch № 8631 of the “Sberbank of Russia”, plc.;
4. to explore the ways of the improvement of the organizational culture of the KBR branch № 8631 of the “Sberbank of Russia”, plc.;
5. to develop the recommendations on the improvement of the organizational culture of the KBR branch № 8631 of the “Sberbank of Russia”, plc.
Theoretical significance of the research is that the ideas contained in the works of the domestic and foreign authors on the theory of management, sociology, general and special management, personnel management, management psychology were used as the theoretical sources of the work.

Practical significance of the research is conditioned by its orientation on the extension of the developments in the field of the use of organizational culture as a modern form of the manifestation of the significance of the organization’s employees, and also for the increase of the competitive ability by developing the factors of its inner environment, the most important of them being the organizational culture.

Results of the research: One of the problems of the organizational culture in force is a lack of various measures enabling the organization to assess the employees’ skills.

Recommendations:

1. A complex of rites on the occasion of the termination of training, internship, etc.
2. Joint rest (recreation) in the open air.
3. To publish the book on the history of the organization.
4. It is essential to cultivate in the staff spirit and inoculate the understanding that the Bank is a multinational team, united by the idea of the customer service, of the improvement of the Bank’s image, of the consolidation of its business reputation and status.
5. To allot the building for the joint meals.