SUMMARY

Subject matter of the dissertation: Improvement of the organizational culture of modern enterprises as a factor of effective management (on an example of "New Technologies")

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Customer organisation: LLC "New Technologies".

Topicality of the research: Requirements for the work of managers in the modern world are conditioned by the internal situation of the organizations. The influence of many factors, such as organizational culture and structure, technology and methods of production, material funds of organizations, affect the success of managers. For successful competition among all these factors, it is especially important to properly understand the factor of organizational culture, because it must correspond to the external environment and the strategy of this company. In the presence of this feature, conditions will be created in which the employees of the company work with complete dedication and high productivity, influencing the competitiveness of the company.

Maintaining an organizational culture for an enterprise is not too expensive, but at the same time a strong culture can bring new clients, highly qualified specialists to the company, increase employee efficiency and job satisfaction, create the necessary favorable image of the company on the market, and thus increase profits. Therefore, even in crisis conditions, developed companies do not spare money for the formation and maintenance of organizational culture, the development of its elements.

Objective of the research: to study the organizational culture of modern enterprises as a factor in effective management and develop measures to improve it by the example of the company "New Technologies".
Tasks:
- to study the concept and essence of the organizational culture of modern enterprises;
- to consider the influence of the organizational culture of modern enterprises on the effectiveness of management;
- to give a general description of the activities of the company LLC "New Technologies";
- to reveal the features and problems of the organizational culture of the LLC "New Technologies";
- to develop the basic measures for the improvement of the organizational culture of the LLC "New Technologies";
- to reveal the directions of improving the organizational culture of the company LLC "New Technologies".

Theoretical significance of the research is to expand the scientific understanding of the organizational culture, its essence and significance in the activities of modern enterprises.

Practical significance of the research consists in the possibility of applying the proposed recommendations for improving the organizational culture, both in LLC "New Technologies", and at other small and medium-sized enterprises in other areas of business.

Results of the research:
- an analysis of the existing organizational culture of the LLC "New Technologies";
- the recommendations for increasing the efficiency of organizational culture in LLC "New Technologies";
- was developed a program of activities aimed at the development of corporate culture in LLC "New Technologies".

Recommendations:
- development of a corporate code;
- implementation of indirect liability programs;
- development of a uniform standard for informing employees;
- practical implementation of a complex of collective events.