Summary

Subject matter: The innovative constituent of the organizational culture as the factor of an organization’s effective operations (based on the example of “Avto-Mart” Ltd).

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Topicality of the research: Modern business entities working in a dynamically changing environment face the necessity of mastering new methods of doing business. The innovative development of a company is based on the search for and adoption of novelties, which is closely related to building staff’s motivation for developing creative potential, positive attitude to changes. The search for and the justification of the directions, conditions and factors of the development of the organizational culture, which motivates staff to changes and creative attitude to their performance, based on the innovative constituent, is an acute problem of improving management systems of business entities.

Objective of the research: the theoretical justification of the importance, place and role of the innovative constituent of the organizational culture of a company, the development of the guidelines on the creation of the mechanism for improving the innovative constituent and their use in “Avto-Mart” Ltd operations.

Tasks:
- to determine the peculiarities of the formation of the innovative constituent of the organizational culture;
- to describe the stages and methods of the formation of the innovative constituent of the organizational culture;
- to study the methodological fundamentals of the assessment of the established innovative constituent of the organizational culture;
- to research the formation of the innovative constituent of the organizational culture in “Avto-Mart” Ltd;
• to assess the degree of the development of the innovative constituent of the organizational culture in “Avto-Mart” Ltd;

• to design the procedures for using the innovative constituent of the organizational culture of “Avto-Mart” Ltd to increase its effective operations.

**Theoretical significance of the research:** improving the theoretical-methodological approaches to the formation of the organizational culture in an enterprise, developing the methods of the assessment of the characteristics and innovative contents of the culture.

**Practical significance of the research:** the development of the specific instruments, aimed at increasing the innovative constituent of the organizational culture of a company.

**Results of the research:** the criteria for the assessment of the degree of the development of the innovative constituent of the organizational culture were proposed, the interrelationship between the organizational culture’s characteristics and the indicators of the organization’s operations was justified.

**Recommendations:** the methodological guidelines presented in the research can be used not only to identify the innovative constituent of the organizational culture of a company, but also to create the mechanism for improving the innovative constituent of “Avto-Mart” Ltd.