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## **THE IMPACT OF CORPORATE CULTURE ON COMPANY'S ACTIVITY**

**Introduction.** In Ukraine, as in many other post-Soviet countries, the social and economic system is changing. For its more effective development, it is important to consider that the economic element is a person. Cultural factors have a significant influence on its activity. Therefore, the identification of the main factors of the corporate culture that affect the company is an important and relevant aspect of the chosen research topic [5].

**Review of the recent publications.** The research papers of J. Grayson, K. O'Dell, P. Drucker, V. Oucha and others are important contributions to the development of scientific research on corporate culture. The corporate culture issues have been in the focus of attention of domestic researchers A. Balyk, V. Yushnyuk, A. Komarova, A. Levchenko, I. Theron and others [3]. The impact of corporate

culture on company's activity remains an open question, as the external environment is rather fluid.

**Objective of the paper** is to generalize the researches on the use of corporate culture for efficient company management.

**Result of the research.** Modern conditions of market economy require the heads of enterprises to use new effective forms and methods of management of the collective. This approach will lead to a management system in which each employee will work as efficiently as possible, which in turn will ensure positive results for the enterprise [5]. To be effective, corporate culture must be consistent with the overall strategy of the organization.

There are four main approaches to addressing the incompatibility of strategy and culture in the organization: the first is to ignore the corporate culture, which is a major obstacle to the effective implementation of the chosen strategy. Second, the management system is built around the culture of the organization. This approach is based on the recognition of existing barriers created by the culture to achieve the desired strategy and the resolution of those barriers without major changes in the strategy itself. Third, corporate culture is changing to fit the chosen strategy. This is the most complex, time-consuming and resource-intensive approach. However, there are situations where it may be central to the long-term success of a company. Fourth – the strategy is changing in order to preserve the existing corporate culture [2].

Corporate culture influences company's performance in two ways. The first is that culture and behavior mutually influence each other, the second is that culture influences not so much what people do as how they do it [1]. Becoming a member of an organization, each employee gradually learns its rules and norms. There is no doubt that the culture of an organization that continues to socialize and shape individuals bears a great responsibility for the future of its members [1].

Having an effective corporate culture is important for an organization. First, culture provides employees with a corporate identity, shapes the image of an organization in a collective. It is an important source of stability. This creates a sense of reliability of organization and involvement in the collective, social security. Second, expertise of values, norms and rules that have evolved within an organization and helps new employees to interpret what is happening within it and to define their behaviour accordingly. Third, culture, more than anything else, stimulates the self-awareness and high responsibility of the employee in carrying out the assigned tasks. The mechanisms by which corporate culture influences the work of an organization are that employees anticipate the development of a situation under values assess and structure their behavior and communication [4].

**Conclusion.** The main goal of corporate culture is to increase the workforce capacity, which in turn leads to increased staff competence. The end result is the growth of competence. It means the growth of profit and profitability of the enterprise [5]. That is why the corporate culture that determines the behavior of employees. The predictability, regularity and continuity of the organization is achieved through a high degree of formalization [4]. Thus, the correct use of

corporate culture improves the company's efficiency and leads to positive economic implications.

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## DIGITALIZATION POLICY AS ONE OF THE FACTORS OF ENTERPRISE COMPETITIVENESS IN UKRAINE