

JEL Classification M14

THE IMPACT OF THE CORPORATE CULTURE ON THE EFFECTIVENESS OF THE ORGANIZATION

LYTVYN Olena

*PhD in Economics, Associate Professor,
Department of Economics and Management
Institute of Banking Technologies and Business
Banking University
e-mail:kafedra_mm@ukr.net*

HALYTSKA Olha

*Student of magistracy
Institute of Banking Technologies and Business
Banking University
e-mail:www.galickaya@gmail.com*

Abstract. *A theoretical basis of the corporate culture formation of the organization is considered; the main types of corporate culture are disclosed; factors of corporate culture's influence on the effectiveness of the «Nestlé» company's activity are analyzed. Problems arising in the process of the corporate culture establishing are highlighted.*

Keywords: *Nestlé, corporate culture, training, staff.*

The modern economy is constantly evolving and developing, it requires companies to be more innovative and those that are constantly introducing changes. Intense competition in all markets builds such requirements for companies, they are forced to fight for their customers. In such conditions, it becomes necessary for each company to successfully combine the needs of customers and the needs of its employees. That is precisely why corporate culture is almost the only way to solve the problem of establishing communication within the team and building a system of common goals.

The purpose of the article is to analyze the formation of corporate culture on the example of the Nestlé company, to study the specifics and problems of corporate culture and

methods to increase the efficiency of the company by improving the state of the corporate culture.

Thorough analysis of the scientific approaches to corporate culture typification made it possible to summarize its functions and reveal their essence. It is justified that globalization and integration processes, spread of information technologies have influenced on classical models of corporate culture, and modern trends of development of Internet business have formed new types of organizational cultures, in particular, such as "Role model", "Dream Team", "Family", Market Model, Focus on Outcome. An analysis of the same types of permits to determine the structure and basic principles of corporate culture, as well as its impact on the effectiveness of culture in comparison with the overall

strategy of the organization. The approaches of corporate culture formation in accordance with business principles (employees, consumers, human rights and labor relations, suppliers, the environment) on the example of Nestle are generalized. It is proved that for the formation of corporate culture the human-centric

approach is important, which provides the possibility and accessibility to the extended social package, professional and personal development, openness to participate in solving important issues related to the company's activities. The rational management of corporations the company culture has a positive effect on the development of the company.

References

1. Kozlov, V. (2015). Corporate culture. M: Alfa Press.
2. Woodcock, M. & Francis, D. (1996). The New Unblocked Manager: A Practical Guide to Self-Development Gower Publishing Ltd; 2nd Revised edition edition.
3. Babych, O. (2003). Basic principles of creation of corporate culture as a tool of management. *Bulletin of the Ukrainian Academy of Public Administration*, 2, 449-456.
4. Malashchenko, V. Impact of corporate culture on economic development and enterprise security. *Bulletin of the National Academy of Public Administration*.
5. Aleshina, I.V. Western and Eastern Business Cultures. Retrieved from: www.ippnou.ru.
6. Corporate culture in modern business: types, levels, best examples. Retrieved from: <http://kirulanov.com/korporativnaya-kultura-v-sovremennom-biznese/>.
7. Monastirsky, G.L. (2014). Organization theory. Ternopil: TNEU.
8. Grishnova, O. (2010). Relationship between human values and organizational values in the corporate system. *Formation of a market economy: Coll. Sciences. wash. Special. in 3 t. Social and labor relations: theory and practice*. K.: KNEU, 1, 468.
9. Nestle Corporate Social Responsibility. Retrieved from: https://www.sgmt.bsu.by/Data_RUS/ContBlocks/01414/Shamalj-Marija-Pavlovna.pdf.
10. The Nestlé Corporate Business Principles. Retrieved from: <https://www.nestle.ua/sites/g/files/pydnoa316/files/asset-library/documents/corporate-business-principles-en.pdf>.
11. The Nestlé Human Resources Policy. Retrieved from: https://www.nestle.com/sites/default/files/asset-library/documents/jobs/the_nestle_hr_policy_pdf_2012.pdf.
12. Bulakh, T., Lytvyn, O. (2018). Innovative Activity of Ukrainian Enterprises under Conditions of the World Economic Space. *Norwegian Journal of Development of the International Science*, Vol.2, №16, p. 33-36.
13. Lytvyn, O.Ye. (2016). Ekспортный потенциал та можливості українських малих та середніх підприємств на європейському ринку. Актуальні проблеми міжнародних відносин [Export potential and opportunities of Ukrainian small and medium-sized enterprises in the European market]. *Актуальні проблеми міжнародних відносин - Actual problems of international relations*, 127, 165-175 [in Ukrainian].
14. Kosikova, Y. & Pirogov, N. (2016). Corporate Social Responsibility - Traditions of Nestle Russia Company. *Young Scientist*, 26, 326-328. Retrieved from: <https://moluch.ru/archive/130/36198/>.