centralized statistics, there is a positive trend in the involvement of the entrepreneurial sector in philanthropy, indicating the formation of a new business culture where social mission becomes part of corporate strategy.

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EXPECTATIONS AND VALUE ORIENTATION OF GENERATION Z IN CORPORATE CULTURE

Ожидания и ценностные ориентации поколения Z в корпоративной культуре

As organizations adapt to accelerating digital change, the expectations and values of Generation Z increasingly influence how corporate culture is formed and maintained. This shift raises important questions about what young employees seek in the workplace and how companies can respond.

Corporate culture, interacting with the characteristics of different generations of employees, acts both as a system of norms and symbols and as a space for reconciling differences. In conditions where the workforce is becoming intergenerational, companies are forced to take into account the diversity of values, perceptions and forms of interaction among employees.

The aim of this work is to study value orientations, motivational attitudes and expectations of Generation Z in the context of corporate culture, as well as to identify which elements of the working environment young employees consider most important.

Generation Z is the first generation of «digital natives» as their ideas about work were formed in conditions of permanent access to information, fast communications and high social mobility. They tend to make decisions faster, focus on the meaning and usefulness of activities, and prefer a working environment with clear rules and effective tools for interaction. If the corporate culture does not meet their expectations, it leads to a decrease in engagement, rapid staff turnover, decreased efficiency and deterioration of communications within the team.

A survey was conducted among students aged 18 to 25 to find out their opinion on corporate culture. Almost half of respondents (45.5 %) are already employed, while the other half are either unemployed or actively seeking a workplace. 52.9 % of respondents who are employed are satisfied with the corporate culture in their company, while the rest are dissatisfied or found it difficult to answer. Respondents considered high salaries, flexible schedules, and the possibility of remote work to be the most critical factors when choosing a job, as well as work-life balance and the opportunity to do things they enjoy. 77.2 % of students consider it essential to have clear rules and standards of corporate behaviour.

The most effective communication style was found to be hybrid. Respect, moderate freedom with management support, as well as an atmosphere of psychological safety, proved to be the most important aspects of corporate culture. The most valued qualities of a leader turned out to be the ability to clearly set tasks and flexibility/openness to new solutions. The elements of corporate culture that respondents considered unacceptable were toxic promises and disrespect, as well as the cult of overtime and burnout.

Generation Z is shaping a new demand for corporate culture, where flexibility, psychological safety, and clear rules are not optional but mandatory requirements. Organisations seeking to attract and retain young talent need to transform traditional management approaches, emphasising hybrid communication and meaningful work to enable the creation of a modern and effective working environment.

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DIGITAL TRANSFORMATION AND CULTURAL ADAPTATION IN GLOBAL BUSINESS

Цифровая трансформация и культурная адаптация в глобальном бизнесе

The twenty-first century has become an era of rapid digital transformation, fundamentally changing how organizations operate and interact with customers, partners, and employees. For global companies, digitalization is not only a technological process but also a cultural one. As artificial intelligence, data analytics, and remote communication tools penetrate business practices, they redefine organizational cultures, leadership models, and cross-cultural interactions.

The aim of this study is to analyze how digital transformation influences cultural adaptation processes in international business and to identify challenges faced by multinational companies in balancing global digital strategies with local cultural contexts.