

THE PROBLEM OF BUILDING AN EFFECTIVE ORGANIZATIONAL CULTURE

Проблема построения эффективной корпоративной культуры

The aim of this paper is to tell what a corporation culture is and how to build it in your own company.

The culture of an organization is its basis for life potential and it determines why people join the ranks of its employees, how emotional connections are built between them, what stable principles, norms, values in the life and professional activities of the organization they have.

In organizations with a formed organizational system of relations, culture is in a sense separated from people and becomes its distinctive feature, a part that actively influences the behavior of personnel. It determines the current interest of management in the problem of the formation and development of organizational culture.

Organizational culture is also called corporate culture. The corporate culture helps to tune employees in such a way that they achieve enthusiastically continuous positive results, improve the economic condition of the company and do not want to change jobs, moreover, they want to compete fiercely with other, rival firms. In addition, corporate culture can become “the very” reason why a strong specialist chose this particular company for his professional development. It is always important for all people to know what they are working for. And the salary is not always the most important incentive, everyone wants to make a great contribution to the development of this world. That is why the CEO is faced with a rather big problem: how to build a culture so that both the organization and employees get benefits from the work?

To get started, the CEO should ask the following questions: Why do we exist (about the company)? What do we believe in? Where are we heading?

After analyzing and receiving answers to these questions, you can already draw up a rough portrait of your future employee who will share your values. For example, if we want a lively and creative team for ourselves, then we should look for employees who will have creative thinking, a sense of humor and energy. Also, to build a new culture, it is worth finding the «soul of the company» – a person who will help you with «laying the foundation». This person should have a lot of experience in participating in the good cultures of other organizations in order to isolate the best features for you, and in which case, direct in the other direction.

Word of mouth can be an excellent tool to promote the established organization, but for this it is necessary to develop a talent brand – what your employees think about, how they feel and talk about the company as an employer. This will help to find really strong and suitable employees, and will advertise the company itself in the market for goods and services. When consumers hear that this brand (organization) provides great opportunities for the development of their people, they will unconsciously give a positive assessment of the product and, therefore, start spending more money on the products of this company.

To support the organizational culture system, it is worth giving motivation to your employees by rewarding them for their work. This can be cash payments (bonuses), a collective vacation / joint participation in quests. An informal atmosphere perfectly influences the general atmosphere within the team. However, it is worth remembering that culture is built on entertainment alone. Don't throw banquets and gatherings just because it's fun and attention-getting. Small companies always have something to do. Fun distracts people from work. If you are already hosting an event, make it meaningful.

As a result of the study, it was found that the best ways to build a successful corporate culture are the analysis of the future architecture of culture, providing comfortable conditions for the continuous development of employees and the development of a staff motivation system.

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ADVANTAGES AND DISADVANTAGES OF DOING BUSINESS IN DIFFERENT REGIONS OF WORLD

Плюсы и минусы ведения бизнеса в различных регионах мира

Business practices vary from region to region. The aim of this paper is to consider three regions – the United States, Europe and Australia, and highlight the main advantages and disadvantages of doing business in these regions.

The first region we're going to look at is the United States.

Advantages of doing business in the U.S. are the following:

- Lack of state control. It is only important to observe laws and pay taxes.
- Safety. Everyone is guaranteed the inviolability of private property.
- Clear rules for doing business.