

It's necessary according to our research to improve the regulatory framework, the system of granting loans to purchase franchises, seminars and conferences to create a favorable information environment, training programs on doing business under a franchise agreement, etc.

Having analyzed the level of development of franchising relations in the Republic of Belarus, we can conclude, that the Belarusian market is interested in both attracting foreign franchisees and improving its own experience. External and internal conditions in the Republic contribute to the development of franchising. The number of investors wishing to place their funds in promotion of Belarusian business has grown significantly in recent years. The main tasks of Belarus are the following: the development of export, attraction of foreign investments, business development in the regions, and franchising is an effective way to solve all these problems.

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## INFLUENCE OF ORGANISATIONAL CULTURE ON THE ACTIVITIES OF THE COMPANY

### Влияние организационной культуры на деятельность предприятия

Organizational culture is the norms and values that are shared between members of an organization or enterprise, as well as their external manifestations (organizational behavior).

The purpose of this work is to show the importance of organizational culture at the enterprise and its impact on the economic result.

Understanding the role and importance of organizational culture for success in the implementation of not only short-term, but also long-term strategic goals and the ability to form the desired organizational culture is the most important condition for the successful functioning of an enterprise, since organizational culture affects various aspects of its

activities. The influence of organizational culture on the activities of the enterprise as a whole is manifested in the achievement of the main goal of organizational culture — in ensuring the self-organization of the socio-economic system through personnel, increasing the labor potential of the organization, which is a component of the overall economic potential of the company. An increase in labor potential leads to an increase in the competence of personnel, which ultimately means an increase in profits and profitability of the enterprise. The influence of organizational culture on the competitiveness of an enterprise is manifested in the formation of a positive reputation and an attractive image of the company and the product produced among consumers, business partners, and the public.

Despite the diversity of elements and types of organizational cultures, as well as the diversity of cultural and personal qualities of employees, the main basis on which the system of cultural values of the organization is formed is the system of material rewards that exists in the company. Without decent and fair material incentives for effective work, the entire structure of corporate values will collapse. Only at an enterprise in which there is an adequate wage fund and a system of material incentives for employees, it is possible to build on this basis a “spiritual” motivation for work, which makes it possible in general to form the desired organizational culture on it.

The purpose of the existence and development of any organization is to obtain and maximize profits. Usually, organizations try to increase their profits by reducing costs or improving the technologies used, however, the development of the company's organizational culture allows increasing "managerial profit" due to the fullest use of the potential and talent of employees, their well-coordinated work to achieve the mission and goals of the organization, creating the right image of the company.

Summing up thanks to the organizational culture of enterprises: high self-organization of the socio-economic system through personnel; increasing labour potential; increasing competitiveness; increase in "management profit".

Thus, we can conclude that organizational culture is important and underlies all areas of the company's activities. A successful organizational culture improves the company's image, its competitiveness, maximizes the company's profits, so the company's success directly depends on the formation of a competent organizational culture in it.

## References

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