

government actions by all political forces that support it. However, these committees are characterized by inevitable delays and inability to make effective decisions at the national level.

This situation largely resembles Ukrainian realities, therefore, in order to speak about improving the situation in the field of institutional support for the development of small and medium-sized businesses in Ukraine, account should be taken of both the achievements of regulators in the developed countries and the mistakes and shortcomings in order to use this experience in the Ukrainian state, taking into account the peculiarities of the functioning of its business entities and the circumstances that exist at present in all spheres of public life of the country.

Taking into account the positive experience of most countries in the institutional environment of which the specialized body dominates, which is designed to regulate the activities of small and medium-sized businesses, Ukraine, in our opinion, should take advantage of this property and form a specialized institution that would substantively deal with the problems that exist in the investigated sphere.

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ORGANIZATIONAL CULTURE AS THE MAIN CONDITION FOR THE EFFECTIVE ACTIVITY OF THE ENTERPRISE

The problem of increasing the efficiency of a market economy is relevant for both foreign and Ukrainian companies. The companies need only high effective activity, which can guarantee the high competitiveness of the enterprise, and therefore the growth of profitability and commercial success.

From the point of view of many Ukrainian and foreign researchers, the efficiency of the company is related to the corporate culture. It is interconnected with the successes of the best socio-psychological conditions in the enterprise. Such as creating conditions for creative, effective work and partnership.

The evolution of corporate culture makes it possible to improve the manageability of any economic object, and, consequently, the effectiveness of the organization's own activity, even under conditions of a volatile external macro environment. Cultural aspects are increasingly seen as an important means by which organizations can provide stability and remain competitive, even during a crisis.

The connection between corporate culture and the results of the enterprise were revealed by T. Peters and R. Uoterman, describing and discovering the values and beliefs of enterprises that lead the firm to success. Also, the link between the culture and success of the company was described in the model of American sociologist M. Parsons. This idea was further refined by R. Quinn and J. Roberbach.

In the current market, corporate culture is a strong competitive advantage of the organization, increasing its efficiency in the external environment by increasing its internal efficiency. In the current market, corporate culture is a strong competitive advantage of the organization, increasing its efficiency in the external environment by increasing its internal efficiency. Successful foreign companies have created and supported vivid corporate cultures that help them to pursue their goals and values, and those that clearly distinguish one company from another.

Corporate culture is defined as a system based on the beliefs and values of the organization. It helps to provide additional motivation for workers and to create a favorable climate for activities. Culture within the enterprise determines the peculiarities of behavior and communication, and has the same design: brand symbolism, style, traditions of the company. However, corporate culture is not only an attribute of the firm and standards of appearance and behavior of employees. It is further reinforced by the strength of internal tradition and unified corporate values.

The content of corporate culture is determined by the level of personal significance of professional and work activity for most employees. Personality-value

is the activity by which an employee can realize and form the abilities necessary for him personally, based on the general context of his individual life.

A positive corporate culture forms the value of professional and labor activity as a way to realize the value of self-improvement and subjectivity, as well as the value of the enterprise as a condition of implementation. The employee perceives himself as part of the company, believes that his activities affect the overall performance of the enterprise. Realizing personal responsibility for the general product of the joint activity, the employee strives to honestly perform his responsibilities; it forms his norm of conduct. The workers are tuned in creativity, finding the best ways to carry out their activities. The responsibility of the employee for the quality of the product produced by him is formed, his interest in increasing it increases. All this creates an atmosphere of enthusiasm. The success of the employee as a result becomes the basis for the success of the enterprise.

Self-respect and respect from colleagues are achieved. As a result, the effectiveness of professional interaction in the team increases, and friendly relations are established. The myths of a positive corporate culture should reflect the tendencies of developing the sphere of the values of the organization, then they will orient the employees to build their respective behavior patterns, the implementation of which will stimulate the effectiveness of the enterprise.

Consequently, corporate culture must be studied, monitor its formation, improve and regulate its changes. It should become an organic part of the whole enterprise, be adequate to modern requirements, driven by economic and technological development, the specifics of Ukrainian legislation and mentality, as well as the specifics of a particular enterprise. It should contribute to the achievement of the goals – increase of efficiency of activity of the enterprise.

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