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DETERMINING THE STRUCTURE OF THE ORGANIZATIONAL CULTURE OF CORPORATE ENTERPRISES

Category of organizational culture is one of the most discussed topics of modern management. Currently, there is a need in-depth study of the structure of the organizational culture of corporate enterprises. Determining the structure enables efficient combination together different spheres of business and especially the prospects of customer relations, internal business prospects, innovative perspectives financial prospects. In this context, the issues of determining the structure of the organizational culture of corporate enterprises acquire relevance.

Increasing recent scientific and practical interest in the phenomenon of organizational culture testifies to the aspirations of modern management, implementation of new forms of governance to use this potential for harmonization of socially-labour relations, creation of brand and unique corporate identity, which ultimately contributes to the intangible assets of the organization and strengthening its competitiveness. In fact, the evolution of technology and management philosophy at this stage promoted the organizational culture of the category of minor inputs into the category of strategic resources.

Therefore conducted active scientific research in the direction of theoretical and practical bases of organizational culture. Versatility, complexity and ambiguity of

organizational culture as an object of study contributed to the fact that both the foreign and the domestic scientific literature appeared much variety within the meaning of scientific papers about the nature and structure of the organizational culture.

The structure of the organizational culture is a complex and multifaceted category. The dependence of organizational culture on the size and scope of the business, the nature of the internal environment and the external environment, the goals of existence and other factors determines the unique components of organizational culture.

In forming approaches to defining the essence and structure of organizational culture is a significant practical experience of enterprises.

Category organizational culture is one of the most discussed topics of modern management. The complexity and ambiguity of organizational culture as the research object generates a large number of representations regarding its structure. The results of a large number of studies of domestic and foreign scholars on this matter not find a common solution to this problem. Summarizing the research results to other scientists and based on their findings and observations of the author proposes 12 key provisions of the structure of the organizational culture of corporate enterprises.