CORPORATE (ORGANIZATIONAL) CULTURE AND ITS IMPACT ON EFFICIENCY OF BUSINESS

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SUMMARY: A*nyone who has changed several organizations in his lifetime knows that they differ greatly from one another. The same rule applies to organizations engaged in the same activity or who produce or provide similar products and services. This is largely due to the diversity in their corporate cultures. Culture is often said to be closely related to progress in a society. The individual adopts the culture of a given society through education, education and socialization. The most important role in the process certainly belongs to the family, but the school system as well as the group to which the individual belongs plays an important role in the acceptance of cultural values.*
It is a question that influences modern business in large enterprises in the contemporary trends in the economy of cultures of a society. The culture of a company or company is a system of value orientations, beliefs, attitudes and opinions based on which the enterprise wants to overcome the problems of external adaptation and internal integration.

Key words:*corporate culture, behavior, efficiency, problem, performance*

1. INTRODUCTION

The repulsiveness of enterprises towards innovation and entrepreneurship is interpreted by various causes, but part of these causes relate to the degree of knowledge of the environmental impact, and the other to the image or culture of the company. The existence of bureaucratic structures, the existence of organizational barriers and the lack of recognition of problems, the relative success of existing production (bids), the preferred deadlines for the short-term return of invested capital, the difficulties of change and the desire of people to do what they are accustomed to do are just some of the causes of repulsion according to innovations.

2. CLEAR STANDARDS OF CORPORATE CULTURE

In considering the importance of establishing clear standards of corporate culture, it is important to emphasize that only laymen in management equate the issue of corporate culture with marginal problems of a general type. Experiences in developed countries have shown that high standards of corporate culture are a basic precondition for high-moral market positioning of companies in the long run. In addition, corporate culture is a system of shared values of value orientations, beliefs, and novelties in the organization that interact with a formal structure in order to produce norms of behavior.

Culture gives people a sense of informal and formal commitment to behave and what they need in a certain identical situation to work, and this is achieved through the process of socialization. Few research has shown that successful companies in developed countries have, as a rule, a precisely defined corporate culture as a common system of employee values. As culture influences the level of satisfaction of owners, managers, employees and consumers, it also affects the environment, i.e. the public.

From the development of the culture of innovative entrepreneurship, the operationalization of modern management, the philosophy of business orientation to the market and the business conception of consumer orientation (marketing) depends on the general culture of the entrepreneurial society, that is, the enterprise culture itself, influenced by many factors. A well-built corporate culture establishes successful business relationships with an outside environment. Corporate culture shapes the behavior of all employees, and above all the behavior of the top

management layer. It is understandable that, as such, in its developmental path, corporate culture requires a longer period of time since the one built value system is hardly changed further.

Since it has been built on the past of the past and its activities, its development has been affected or will be influenced by relations between consumers and suppliers.

3. THE INFLUENCE OF CULTURE

Generally speaking, culture has a basic and broadest impact on people's behavior both in production and consumption. Differences between cultures can be substantial, but can also arise with the flow of time.

Members of different cultures have different attitudes about social, political, economic, religious and other issues and problems of today's culture. Specificities are very difficult to change and represent the permanent features of a society. These differences have been created over the centuries and their perception is of fundamental importance in explaining a particular culture. However, organizational cultures also mix, overlap and contain subcultures. One culture can unite more nations, but also to refer only to one state or even a certain community in a country.

In order to understand culture, it is necessary to research factors that characterize a particular society, such as languages, signs, faith, music, art, laws, eating habits, technology, working papers, etc.

Under the influence of culture comes the affiliation of individuals. Culture is a framework in which organizational goals are formed or effective and acceptable means to achieve these goals. Culture itself allows people to discover and understand what is socially acceptable behavior. It conditiones, to a certain degree, the attitudes and behavior of people and allows them to be explained.

Understanding cultural influences allows businesses to explain the reaction of the environment to alternative marketing strategies.

Culture is defined in different ways. The general definition of culture implies everything that people created and created in the environment. In the broadest sense, culture is described as a way of life for people.

The attitudes to which culture relates "to the set of values of ideas, creations and other symbols of meaning that help people to communicate, explain and evaluate as members of society."

Observing the general characteristics of corporate culture, it is observed that it is most often analyzed through two dimensions.

- The first implies exploration of cultural categories, such as organization of time, space, attitude towards nature and social ordering.

- The second component includes cultural principles that allow things (objects, phenomena) to be grouped into cultural categories, ranked and checked. Cultural principles include, for example, values, beliefs, social norms, and so on.

The core of any corporate culture is a set of essential characteristics, which becomes the corporate value respected by all members of the organization. It is very likely that different authors under the organizational culture imply different aspects, but some of the characters are unavoidable. characteristic.

4. ThE CHARACTERISTICS OF THE CORPORATE CULTURE

Among the basic features of corporate culture that are of importance to human error in them, the following points are especially emphasized:
- Each organization differs in terms of its own willingness to respond to the needs of its members.
- Each organization is different in terms of support it gives to its members and their ideas.
- Organizations differ by how they value the readiness of their members to take risks.
- Organizations also differ in the system of communications and implements established between their members.

By contrasting the corporate climate and culture of different organizations, it is possible to make a parallel between them and their cultural values that one organization differs from others. As it is clear from many definitions that culture is an intangible force that can have far-reaching consequences, it can be said that it has several important roles in the organization. Organizational culture provides members with psychological support through an effort to provide members of the organization with a sense of identity and affiliation.

5. CONCLUSION

As the common perceptions and values of the organization are more clearly defined and clearly presented, these are closer to people, so they are more easily linked to the mission of the organization and become a vital part of it. For

the development of a security system, an important function of culture is to define and strengthen standards and norms of internal behavior. This role of culture is very important for new members, but it also has an impact on those who have been in the organization for a long time. With the mission of the organization and its climate of culture, it directs the spoken word and actions of the members, helps them and explains to them what they should do or say in a particular situation.

In this sense, culture fosters norms of behavior and channels what a particular person might do in different situations, or in order for its members to react to the given situation, and ultimately the organizational culture is the one that provides a good flow of information, and it will probably support and encourage other types of behavior Which lead to co-operation and accomplishment of the task, such as problem solving, innovation and cross-sectoral linking, as well as raising the level of security.

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