

CORPORATE CULTURE AND CORPORATE MANAGEMENT: ASPECTS OF INTERACTION

In the modern economy, the most important task of enterprise management is to develop effective corporate culture, a tool of management, which provides an appropriate level of the enterprise competitiveness. In turn, corporate culture plays a key role in shaping corporate governance, which defines rules and procedures for making management decisions. The purpose of the study is to form aspects of the interaction of corporate culture and corporate governance and practical use of their dependence on each other in the activities of enterprises. Aspects of the formation of effective interaction of researched concepts are studied. Fundamental provisions of scientists who worked on the coverage of "corporate culture" and "corporate governance" are the fundamental basis of the article. Formation of the interaction of corporate culture and corporate governance is associated with a number of issues, in particular, of a theoretical and methodological nature. Within the article, the process of forming effective strategic management through the interaction of the concepts of "corporate culture" and "corporate governance" is considered. Components of corporate culture and corporate governance, the influence of corporate culture on the enterprise development are studied. The stage of intersection of corporate culture with corporate governance, which is at the stage of making managerial decisions, is found. Factors of the competitiveness increase of the enterprise by means of corporate management are defined. In the course of the research, it is identified that both corporate culture and corporate governance affect the competitiveness of the enterprise, and the increase in one indicator entails the growth in another. Therefore, they should always be studied not separately from each other, but together.

Keywords: corporate culture; corporative management; strategic management; corporate style management

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