

CORPORATE CULTURE OF STATE AND MUNICIPAL ORGANIZATIONS: TOOLS FOR DIAGNOSIS AND DEVELOPMENT OPPORTUNITIES

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Abstract. The employee performance of each organization is determined by such factors as education and qualifications, working conditions, motivation and remuneration, etc. These factors are formal and prescribed in the local laws of the company. A corporate culture has, nevertheless, a great influence in the successful development of the organization. Comparative culture is an element of any organization and when it's used wisely the employee's and customers' satisfaction grows. Corporate culture includes shared interests and values, which cover the entire staff. Corporate culture of organizations, whose activities are aimed at supporting the social sphere, is of great interest. In this article we discussed the different concepts of corporate culture and reflected the diagnostics results of the municipal institutions corporate culture made by different methods.

Keywords: corporate culture; diagnosis; HR-management; staff; values.

JEL codes: J81; J53.

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