

To cite this paper:

Isaeva E.S. (2018) Corporate culture evaluation in bank VTB24. *Human Progress*. 4 (1): 3. URL: http://progress-human.com/images/2018/Tom4_1/Isaeva.pdf.

CORPORATE CULTURE EVALUATION IN BANK VTB24

Ekaterina Isaeva

Student in Ural State University of Economics

Yekaterinburg, Russia

Abstract. The article analyzes and assesses the corporate culture management systems in Bank VTB 24 (PAO). First of all, the number of employees in one of the bank's branches was analyzed, as well as its structure by categories and the personnel dismissal in this branch. The corporate culture analysis was carried out in several stages: first, the company's values were studied, which included six elements, and the each of the elements' content. Further, the presence or absence of corporate culture elements were analyzed characterizing the material environment, norms and rules, employee behavior, management system, interaction with the external environment and registration of workplaces. The absence of two elements is revealed. Further, the project "My Idea" implementation was analyzed aimed at developing the corporate culture in the Bank and employees' proactivity. In addition, another tool for the corporate culture development is described - the staffing asset program, as well as the system of benefits that employees can use in the organization. In conclusion, an overall bank's corporate culture evaluation was made and some recommendations were proposed aimed at further developing the corporate culture and reducing the staff turnover.

Keywords: corporate culture; organizational culture; organizational values; corporate culture estimation; staff proactivity.

JEL code: M 14.

References

1. Polishchuk, E.V. Influence of corporate culture on increase of efficiency of activity of the enterprise // *The Young scientist*. 2012. № 3. Pp. 183-185.
2. Enciso, S.; Milikin C.; O'Rourke, J. Corporate culture and ethics: from words to actions // *Journal of Business Strategy*. 2017, No. 38 (6) pp. 69-79.
3. Epstein, G.S.; Lindner-Pomerantz, R. The Survival of Unique Corporate Cultures: The Survival of Unique Corporate Cultures // *Managerial and Decision Economics*. 2016, No. 38 (4)

4. Kapusta, M.; Sukiennik, M.; Bąk P. Selected Determinants Shaping Corporate Culture // *Finanse, Rynki Finansowe, Ubezpieczenia* nr 5/2017 (89), cz. 2. P. 485-494.
5. Gatti, M.C. Culture, memory and collective identities: A cross-modal analysis of metaphors in the Italian corporate historical discourse // *Source of the Document International Journal of Applied Linguistics* (United Kingdom). - 2016. - 26 (1), pp. 3-24
6. Sullivant, J. *Building a Corporate Culture of Security. Strategies for Strengthening Organizational Resiliency*. Butterworth-Heinemann, 2016, 298 p.
7. Chudanova, L.G.; Pesha, A.V. Corporate culture at the beginning of entrepreneurial activity // *Human progress*. 2017. Volume 3, No. 6 [Electronic resource] URL: http://progress-human.com/images/2017/tom3_6/Chudanova_Pesha.pdf.
8. Methodological support of human resources management. [Text] Textbook, 2015 – p. 68.
9. Kelly Global Workforce Index [Electronic resource] - Access mode: <http://hr-portal.ru/news/issledovanie-kelly-global-workforce-index-kgwi-reputaciya-i-dengi-podelili-pervoe-mesto>.
10. Kulkova, I.A. Management of labor behavior as a factor in the effort of labor motivation. Thesis for the degree of Doctor of Economic Sciences. Izhevsk, 2009. pp. 36-38.

Contact

Ekaterina Isaeva

Ural State University of Economics

455-62, 8th of March Str., Yekaterinburg, Russia, 620219

isaeva-katena@inbox.ru