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## **PECULIARITIES OF CORPORATE CULTURE FORMING IN YOUTH ORGANIZATION**

**Tatiana Bulatova**

Master Student in Ural State University of Economics  
Yekaterinburg, Russia

**Inna Kulkova**

Doctor of Economics, Professor in Ural State University of Economics  
Yekaterinburg, Russia

**Abstract.** The article examines the issues of the corporate culture formation in such organization where all staff is young people. The public organization Sverdlovsk Regional Transport Squad “Express” activities’ analysis was the basis study. Such corporate culture elements are analyzed in the article as the organizational mission, the principles of its activities and the values it proclaims. The study of the corporate culture was conducted through SWOT analysis taking into account the external environment and competition, own forces analysis and the current state assessment. The article describes this youth organization corporate standards. The main shortcomings about the corporate culture formation in the organization's activity have been identified, and the authors have developed recommendations to eliminate them, aimed at uniting the team, normalizing the young employees’ behavior, enhancing the organization's image and increasing the attracted candidates’ flow. The scientific novelty element in the article is the specifics identification of the corporate culture formation in the organization, consisting of personnel fewer than 30 on the basis of singling out the youth organization corporate culture factors. These features and factors identification can be widely used in the corporate culture forming process in various youth organizations.

**Keywords:** corporate culture; youth organization; company’s values and principles; corporate culture formation; corporate culture features; corporate culture factors.

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## Contact

Tatiana Bulatova

Ural State University of Economics

62-455, 8th of March Str., 620144, Yekaterinburg, Russia

[tanyabulatova@bk.ru](mailto:tanyabulatova@bk.ru)

Inna Kulkova

Ural State University of Economics

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

[redactor@progress-human.com](mailto:redactor@progress-human.com)