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THE CORPORATE CULTURE DEVELOPMENT IN BELGOROD CENTER FOR THE TRAFFIC MANAGEMENT OF RAILWAY STATIONS

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Abstract. The article contains an analysis of practical work to improve the corporate culture of the Belgorod Center for the Traffic Management of Railway Stations of the Zabaykalsky Directorate of Traffic Management - a structural unit of the Central Directorate of Traffic Management - a branch of JSC Russian Railways, promoting the values among workers of the brand of JSC Russian Railways. The definition of corporate culture, its role in the modern organization personnel management is given. Based on the thesis that the corporate culture development processes require targeted management, the author of the article defines the functional strategy goals for the human potential development. The measures taken in the Belgorod Center are analyzed, aimed at the corporate culture formation: competitions, round tables, meetings and other training events. A step-by-step algorithm for the implementation of a corporate culture development program is described, consisting of five stages and their content, and tasks to be solved during implementation, expected results. Developmental activities in terms of their communicative and motivational components are also analyzed. It was concluded that a promising method for developing activities for corporate culture development programs is to combine the emotional effect of simulated business games with the real activities content.

Keywords: corporate culture; development of corporate culture; corporate competencies; corporate code; development of the company.

JEL codes: M 14; M 53.

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