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EVALUATION OF THE EMPLOYEES' SATISFACTION DEGREE BY CORPORATE CULTURE

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Abstract. Corporate culture management is an important element of HR-management in the company. The control object's assessment is one of the control functions. The article contains a tool for the corporate culture assessing, which can be used in any company. The author chose one of the most affordable from the whole range of methods for assessing corporate culture - an assessment through the employees' satisfaction with the company's events. The author offers such a method as a questionnaire. The article contains the wording of questionnaire's questions and answers, which allows using it in other companies. The author conducted a study using the proposed questionnaire at one of the enterprises in Sverdlovsk region. The study was conducted by the main array method, 118 workers out of 150 were interviewed. The assessment showed that despite the fact that all 100% of respondents are satisfied with the work in the company, only two-thirds believe that the corporate culture is well developed; the motivation system's shortcomings are identified, and the main event management tasks are presented. The article analyzes the obtained results; the author identifies areas for work improving.

Keywords: corporate culture assessment; staff satisfaction; corporate traditions; event management; employee motivation.

JEL codes: M 14.

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