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EMPLOYEE' EMPATHIC CULTURE AS AN ELEMENT OF ORGANIZATIONAL CULTURE

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Abstract. A strong organizational culture is known to be a feature of the stability of the company's development, but many scientists come to the conclusion that it is not always a good thing, as well as a weak organizational culture. The article presents a detailed theoretical analysis of the culture in the organization and the empathic culture of personnel. The author has revealed a close relationship between both cultures. When analyzing the concept of organizational culture, the author identifies the following characteristics: innovation, emphasis on details, on results, on cooperation, personal orientation, competitive orientation and stability. In addition, on the basis of systematization of existing approaches to the concept of organizational cultures, the author identified its main types, such as: culture of power, role culture, culture of tasks, personal culture. Each type of culture is described in detail. Moreover, in this study, organizational culture is described from the point of view of a comparative analysis with corporate culture, in the process of which the author derives his own definition of this concept and introduces empathic culture into it as the main element. On the basis of existing research on empathic culture, the presented article identifies the main components of this phenomenon, including the cognitive component, emotional-activity and personal-value components. Despite the fact that in the analysis of empathy and empathy culture there is no research in the field of management devoted to the study of these concepts, the author of the article, based on a detailed theoretical comparison and analysis of foreign and domestic studies, concluded that the empathy culture of an employee of a client-oriented company needs to be developed purposefully as an element of organizational culture. In addition, first of all, it is necessary to form and develop an empathic culture, and then loyalty and involvement, since an employee with a developed empathic culture is able to most effectively build long-term relationships with clients and find individual approaches to everyone.

Keywords: organizational culture; empathy; empathic culture; customer focus; involvement.

JEL codes: M14.

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