**Др\_Корпоративная культура как фактор эффективности управления современным предприятием**

**Стр\_62**

[Введение](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328161)

[1. Теоретические основы формирования корпоративной культуры на предприятии](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328162)

[1.1 Сущность корпоративной культуры и ее значение в управлении предприятием](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328163)

[1.2 Основные принципы и элементы формирования корпоративной культуры](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328164)

1.3 Зарубежный опыт формирования корпоративной культуры в компаниях

[2. Анализ эффективности корпоративной культуры в управлении предприятием на примере ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328166)

[2.1 Финансово-хозяйственная характеристика деятельности ТОО](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328167)

[2.2 Анализ формирования и функционирования корпоративной культуры в компании](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328168)

[2.3 Оценка эффективности корпоративной культуры в управлении предприятием](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328169)

[3. Совершенствование корпоративной культуры ТОО для повышения эффективности деятельности предприятия](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328170)

[3.1 Проблемы формирования корпоративной культуры ТОО влияющие на эффективность деятельности компании](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328171)

[3.2 Разработка рекомендаций по совершенствованию корпоративной культуры компании](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328172)

[Заключение](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328173)

[Список использованной литературы](file:///A%3A%5C%D0%A1%D0%B5%D0%B7%D0%BE%D0%BD%202019-2020%5C%D0%A1%D0%A6%D0%98%D0%94%5C2020%5C%D0%94%D0%B8%D0%BF%D0%BB%D0%BE%D0%BC%D0%BD%D1%8B%D0%B5%20%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D1%8B%5C%D0%9C%D0%B5%D0%BD%D0%B5%D0%B4%D0%B6%D0%BC%D0%B5%D0%BD%D1%82%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC%5C%D0%94%D1%80_%D0%9A%D0%BE%D1%80%D0%BF%D0%BE%D1%80%D0%B0%D1%82%D0%B8%D0%B2%D0%BD%D0%B0%D1%8F%20%D0%BA%D1%83%D0%BB%D1%8C%D1%82%D1%83%D1%80%D0%B0%20%D0%BA%D0%B0%D0%BA%20%D1%84%D0%B0%D0%BA%D1%82%D0%BE%D1%80%20%D1%8D%D1%84%D1%84%D0%B5%D0%BA%D1%82%D0%B8%D0%B2%D0%BD%D0%BE%D1%81%D1%82%D0%B8%20%D1%83%D0%BF%D1%80%D0%B0%D0%B2%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%20%D1%81%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%BC%20%D0%BF%D1%80%D0%B5%D0%B4%D0%BF%D1%80%D0%B8%D1%8F%D1%82%D0%B8%D0%B5%D0%BC.docx#_Toc40328174)

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# **Заключение**

Проведенное в работе исследование позволило сделать следующие выводы:

Корпоративная культура - это совокупность принимаемых сотрудниками ценностей, норм, традиций и обычаев, направленная на формирование у них сопричастности ко всем процессам и изменениям, происходящим в организации.

Принципы и элементы корпоративной культуры по отдельности не могут обеспечить руководство производственным поведением сотрудников организации, но их совокупность позволяет сформировать определенный свод правил, который выступает основой построения культуры и реализации функций управления.

Рассмотренный опыт зарубежных компаний в формировании корпоративной культуры позволяет сделать вывод о том, что корпоративная культура и ее эффективное функционирование является одной из первостепенных задач руководства. На основании представленных примеров можно отметить, что успешность данных компаний определяется не столько технологическими и ресурсными преимуществами, сколько компетенцией менеджеров и системным подходом к управлению посредством корпоративной культуры.

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