

Summary

Subject matter: The building and development of organizational culture in small business (on the example of individual entrepreneur Kuts O.G. (the toy shop “The Golden Fish”)).

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Customer organization: individual entrepreneur Kuts O.G., the toy shop “The Golden Fish”.

Topicality of the research: Organizational culture is one of the key factors of the increase in the efficiency of the work of organizations in modern economic conditions. The topicality of the research of the organizational culture is conditioned by the fact that the knowledge of its peculiarities enables one to assess the degree of the organization's stability, its competitiveness and also to promote the planned results of its activity.

Objective of the research is the substantiation of the theoretical principles and the development of the practical recommendations for the improvement of the organizational culture in small business.

Tasks:

- to study the essence, functions and specific features of the organizational culture in small business;
- to consider the levels of organizational culture and factors, determining its formation and development in small business;
- to assess the organizational structure and elements of organizational structure of the subject of small business of the individual entrepreneur Kuts O.G.;
- to analyze the levels of the organizational culture of the individual entrepreneur Kuts O.G. of the toy shop “The Golden Fish”, factors of its formation and development;
- to reveal the main problems of the development of the organizational culture on the example of the IE in question;

- to develop recommendations for the required changes and programs of measures for the improvement of the organizational culture of the individual entrepreneur Kuts O.G., the toy shop “The Golden Fish”.

Theoretical significance of the research is in the supplement and development of the methodological approaches to the formation of the system of stimulation and motivation of the staff in the organization.

Practical significance of the research is that its results can be used by the management of the organization to improve the existing organizational culture as a result of which the level of the staff efficiency will rise which will reflect on the decrease in staff turnover and increase in the financial results of the organization.

Results of the research: Organizational culture is a total of the most important beliefs, shared by the staff and represented in the values of the organization that set the staff the directions of their behavior and expressed in its symbols. In the course of the research we studied in great detail the organizational culture of the individual entrepreneur Kuts O.G., the toy shop “The Golden Fish” and on the basis of the data obtained we identified the problems and ways of their solution, presented in the form of recommendations for its improvement.

Recommendations:

1. To develop vision and goals of the company’s development within the framework of the strategic development of individual entrepreneur Kuts O.G.
2. Formalization of the role of organizational culture from the position of the company’s leadership.
3. Confirmation and consolidation of the mission, goals and values of the organization as an element of organizational culture.
4. Creation of stimuli for the staff to adopt the new directions of the shop’s strategic development.
5. Analysis and assessment of IE’s organizational culture, bringing it in conformity with the company’s strategy and mission.
6. Work on the company’s external image as a method of building the shop’s positive image.