

Abstract of the Master's dissertation

Subject matter of the dissertation: Teambuilding as a key tool of event-management in the modern socio-cultural organizations

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Topicality of the research: To date, such a method as Teambuilding is a promising model for the development of the socio-cultural environment of any organization and is a key tool of Event-management. Teambuilding is the way to the successful existence and development of a company based on an effective team, that is, on a group of people with common goals and objectives, on such people who can assume responsibility for the organization's results. Event-management allows us to see culture and society as a system unity having a special structure, certain elements of homogeneity and, at the same time, multidimensionality.

Objective: Study of Teambuilding method as a key tool of Event-management in the modern socio-cultural organisations. And also the development, approbation and implementation of its own Teambuilding methods, as tools for maintaining and developing the socio-cultural context of the organization.

Tasks:

1. Study of the basic concepts and history of the development of Event-management in Russia and in the world;
2. Consideration of Teambuilding as a key tool of Event-management, its types and history of development;
3. Research of problems and ways of development of Teambuilding method in Russia;
4. Evaluation of the practice of using the methodology in foreign organizations;
5. Consideration of the current state and trends in the development of the Teambuilding methodology in domestic organizations;
6. Identification of implementation opportunities and analysis of the use of the Teambuilding methodology in the development of the socio-cultural context in the organizations of the region of Caucasian Mineral Waters;
7. Application of the Teambuilding method in the activity of the Creative Design Center "MANDARIN" as in the socio-cultural organization;
8. Creation and adoption of the author's concept of Teambuilding trainings and peculiarities of its implementation during the preparation of the project;
9. Approbation of the project "My Team" and evaluation of the effectiveness of the use of Event-management tools in the Creative Design Center "MANDARIN";

10. Evaluation of the effectiveness of the use of the concept of Teambuilding.

Hypothesis: Conducting Teambuilding trainings as the key tools of Event-management in the socio-cultural organizations is able to provide favorable prerequisites for the use of energy in the workplace, to have a direct impact on the socio-cultural context of the organization, within which a value system is being formed.

Novelty of the research consists in defining the organization as a socio-cultural space, in revealing the essence and peculiarities of working with the team as an important component of the corporate culture, as well as in substantiating the theoretical and practice-oriented approaches that make up the concept of Event-management in general, as well as the Teambuilding as a key tool of Event-management in the socio-cultural organization, in particular.

The main principles to be depended:

1. Complex study of phenomenon event-management as a key direction of corporate and organizational management, aimed to the development of the socio-cultural context of the organization, allows us to identify several areas that include the methodology of "Teambuilding".

2. Teambuilding is the process of forming a team, a series of activities and exercises that contribute to the formation of an environment that is conducive to teamwork. Forming the office environment, employees automatically begin to see a common goal, which is further sought. For the employee it is a unique way to find his place in the team, to prove yourself and to find out the collective better.

3. Teambuilding methods received serious development in the 80s of the XX century. Elton Mayo, Abraham Maslow, John Edeir, Myers Briggs, Douglas McGregor, Bruce Tushman, William Dyer, Meredith Belbin, George Hebert became prominent representatives of this methodology.

4. The formation of the team from the position of information-methodical support is a set of trainings - special events within the organization that contribute to the full immersion of the organization's employees into the team building process. Information-methodological support solves issues related to the unfavorable socio-cultural context of the organization.

5. The developed method for diagnosing a team within an organization is based on the provisions on the organizational structure in management, as well as on traditional methods of data analysis.

6. The following problems can be attributed to the problems of teambuilding in the organizations of the cities of the Caucasian Mineral Waters region: resistance to change, interpersonal problems, the manager is not aware of the significance of the problem, the emergence of informal leaders; the organization of the region does not strengthen compliance of norms, and they also do not impose sanctions on violators. Such organizations have lost "formality", which should be.

7. The process of forming an effective team within the organization begins with online testing. Based on the testing results, the type of organizational structure in the enterprise is determined. A number of specially selected trainings are formed on this basis, they are individual for each type of organizational structure.

8. The effectiveness of the trainings is determined using a questionnaire showing the indicators that characterize the "post-training" atmosphere within the organization, the degree of involvement of employees in the process of improving the socio-cultural environment of the organization, and the level of interpersonal relations between individuals.

9. The main and most important criterion for the effectiveness of Teambuilding training is the achievement of a mutually agreed balance of preferences and interests of employees in the organization, as well as organizational development in general.

Theoretical and practical significance of the research is clarify in the theoretical and methodological foundations of strategic management of the development of modern organizations, identify specific activities aimed at developing the socio-cultural sphere through the Teambuilding methodology as a key tool of Event-management in socio-cultural organization as the main strategic resource that contributes to the development of the organization in general. The developed project is the concept of forming the socio-cultural environment of the organization, it can be used as an instrument of strategic management by any organization in Pyatigorsk or in any other city.

Materials of the dissertation can be used in further research and teaching activities, especially when developing curricula on theoretical and applied disciplines that affect the problems of socio-cultural activities and management.

Results of the research: the scientific interest for specialists in the field of socio-cultural activities, management, culturology, sociology. The experience of studying the methods of Teambuilding and the socio-cultural environment of the organization can be useful in analyzing the trends in the development of the organizational structure of socio-cultural organizations.

Recommendations: This work reveals the possibilities of active application of the methodology in organizations not only of socio-cultural profile, but also in enterprises of other spheres of activity.