

Abstract of the Master's dissertation

Subject matter of the dissertation: Organizational culture as a factor in the development of socio-cultural institutions (for example MBUKT "City House of Culture No. 1 of Pyatigorsk")

Author of the master's dissertation Ovchinnikova Valeria Sergeevna

Scientific supervisor of the master's dissertation: Doctor of Pedagogic Sciences, professor, Professor of Chair of Creative and Innovative Administration and Law Babayan Anzhela Vladislavovna

Customer organization: example MBUK KT "City House of Culture No. 1 of Pyatigorsk"

Topicality of the research: For organizations working in the field of culture and leisure, in modern conditions the formation of organizational culture is of particular importance, which is the key mechanism that activates the activity of cultural institutions and is aimed at developing and implementing innovative ideas and projects. Organizational culture has a huge potential both organizational and in pedagogical terms, as it gives an opportunity to significantly improve the efficiency of the social and cultural management. To ensure the success of cultural institutions, the organizational culture that exists in them must be shared by all members of the collective. In this case, the organizational culture contributes to the improvement of the socio-psychological climate, allows to increase the professional skills of specialists.

Today the importance of organizational culture is beginning to be understood by more and more heads of social and cultural sphere. This awareness occurs in the process of carrying out professional tasks, which in modern conditions point to the need for the formation of an organizational culture, without which no one structure of the cultural sphere can achieve high productivity and success. In this regard, this kind of managerial knowledge, such as the creation and optimization of organizational culture, is becoming increasingly in demand, which explains the need to investigate the organizational culture of the institution, to enhance with it the creative activity of specialists, to achieve effective "products" of the socio-cultural institution, to create and maintain an enabling a moral climate that allows to activate the creative and production process and minimize conflicts in the creative environment. All this has determined the relevance of the chosen research topic.

Objective: the study of organizational culture as a factor in the development of socio-cultural institutions and the development of measures to optimize it on the example of example MBUK KT "City House of Culture No. 1 of Pyatigorsk"

Tasks: - to define the essence and concept of organizational culture, to characterize the types and types of organizational culture;
- to explore the role of the leader in the formation and development of organizational culture;
- give a general description of example MBUK KT "City House of Culture No. 1 of Pyatigorsk";

- to analyze the organizational culture of MBUK KT "City House of Culture No. 1 of Pyatigorsk";
- make recommendations on improving the effectiveness of the organizational culture of the House of Culture as a factor in the development of a socio-cultural institution.

Hypothesis: The organizational culture of the House of Culture is aimed not only at the staff of the institution, but also extends to work with the target audience of the institution represented by different social groups and population categories, influences the formation of public values, influences the formation of public values, therefore, the formation of organizational culture of socio-cultural institution is of great social importance, is a factor in the development of the socio-cultural institution itself.

Novelty of the research: The most significant results of the research, which have scientific novelty, are as follows: the specifics of the activity of the head of the socio-cultural institution in the framework of the formation of organizational culture as a factor in the development of socio-cultural institutions were revealed; classification of types of organizational cultures for socio-cultural institutions is proposed; specifics of the organization of work of the modern House of Culture; recommendations for improving the organizational culture in the socio-cultural institution were developed.

The main principles to be depended: 1. Institutions of the socio-cultural sphere have in many ways a unique mission connected with the formation of certain values. These institutions are mainly engaged in non-material production and operate in the areas related to the creation of intangible goods and the provision of intangible services. Their activity is connected simultaneously with two different directions: the solution of problems of an economic, market nature, and tasks of a non-economic nature. It is in this specific characteristic that the organizational culture of socio-cultural institutions differs from the culture of other economic entities.

2. For each type of activity, it is necessary to select the type of organizational culture that meets the organization's objectives. No institution has one of the types of organizational culture in its pure form, there are several types in one form or another. Choosing for the type of organizational culture in a socio-cultural institution, it is necessary to take into account the goals, objectives and specifics of the organization.

3. For the study of organizational culture in a socio-cultural institution, the following classification of types of organizational cultures seems to be the most appropriate: a rigid type (achieving high results at all costs, the type of leader "king and god"); normative (the main thing is to follow the formal instructions in good faith, the type of the manager is "administrator"); developing (the main thing is to increase personal resources, the type of leader is "parent"); innovative (the balance of development of personal resources and achievement of a common goal, the type of leader "creative mentor").

4. The question of the importance of the personality of the leader and his activity becomes central to the problematic of the formation of the organizational culture.

The head of the organization is her ideological inspirer, leader, creator of the atmosphere, a culture of communication and interaction within the organization and, accordingly, organizational culture. Forming the organizational culture of the socio-cultural institution, the manager should work in several areas: diagnosis, monitoring and forecasting of the state of the organizational culture, planning its development, developing measures to ensure social, material and intellectual infrastructure in order to effectively manage the development of organizational culture; coordination, verification, control of the activities of employees in the development of organizational culture, delegation of authority.

5. An important direction is the activity of the leader, oriented to translating the main elements of the organizational culture - values, mission, norms of conduct - into the external world, because the organizational culture of the socio-cultural institution is directed not only at the staff of the institution, but also at the target audience. MBUK KT "City House of Culture No. 1 of Pyatigorsk" is one of the leading socio-cultural institutions of the city, which faces the task of improving the organizational culture as a factor in the development of the institution itself. In this regard, the following is advisable: development of relations with the external environment, improvement of the communication system, improvement of the socio-psychological climate, creation of a system of non-material motivation of staff, expansion of delegation of authority.

Theoretical and practical significance of the research. The theoretical significance of the research consists in the generalization and deepening of scientific knowledge in the field of the theory of socio-cultural activity, in the disclosure of the characteristics of organizational culture as a factor in the development of socio-cultural institutions.

The practical value of the study is to develop practical recommendations that can be used both in the work of the MBUK KT "City House of Culture No. 1 of Pyatigorsk" and in the activities of other socio-cultural institutions. Individual research results can be used in the educational process of universities when preparing bachelors and masters.

Results of the research: As a result of the research, a material was obtained, which allowed to note the high importance of organizational culture in the management of the organization. Organizational culture influences the achievement of the goals of the institution, contributes to the achievement of higher performance of the company. In the formation and improvement of the organizational culture of a socio-cultural institution, the activity of the head plays an essential role. MBUK KT "City House of Culture No. 1 of Pyatigorsk" is one of the leading socio-cultural institutions of the city, which faces the task of improving the organizational culture as a factor in the development of the institution itself.

Recommendations: In this regard, the following is advisable: development of relations with the external environment, improvement of the communication system, improvement of the socio-psychological climate, creation of a system of non-material motivation of staff, expansion of delegation of authority.