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WAYS AND DIRECTIONS OF IMPROVEMENT OF CORPORATE CULTURE IN THE FIELD OF HUMAN CAPITAL

Organizational culture refers to culture in any type of organization including that of schools, universities, not-for-profit groups, government agencies, or business entities. In business, terms such as corporate culture and company culture are often used to refer to a similar concept [1, p. 35].

Improving the corporate culture should take into account the peculiarities of the transformation of the economy and social sphere of Ukraine.

The main institutional mechanism for ensuring the growth of corporate culture is social dialogue, the effective organization and functioning of the social partnership system, in which sectoral and regional councils play a very important role, which should take a leading position in their regions to activate social activities of corporations. In this regard, it is advisable to create institutional mechanisms at the sectoral level, for example, social codes of large companies or their associations. The problems of human development at the local (production level) should find their concentrated embodiment in ensuring the high quality of labor potential and standard of living. Achieving these goals involves the development and implementation of an effective social policy of the enterprise and an acceptable level of development of corporate culture.

Corporate culture is seen as an important foundation of social policy. Moreover, the culture of relations is a prerequisite and high performance of the social policy itself.

The goals of a corporate culture are much larger than the goals of an enterprise's social policy, as they include values, standards of personnel behavior, and achieving high economic efficiency and competitiveness [2, p. 100].

In developed post-industrial states, considerable attention is paid to the formation and development of corporate culture; powerful material, innovative, informational and intellectual resources of corporations are attracted. In particular, special structural divisions have been created and are functioning in American and Japanese firms, developing a long-term strategy for introducing and maintaining a high level of corporate culture, and improving the system of corporate value ideas.

Modern institutions of higher education should also make their positive contribution to the process of forming a new corporate culture and modernizing society as a whole. First of all, it is the preparation of corporate managers of a new type, capable of initiating and approving within the institutions, enterprises and organizations of a new corporate culture, introducing new principles, values and behavioral models in the system of relations between managers and future specialists.

Considering that gender and corporate culture are interrelated, to improve corporate culture, managers at various levels of government should actively support their workers and protect them from situations that discriminate against them. To do this, we need assistance in developing a sense of self-respect and mutual respect among employees of different sexes, helping them become economically independent workers [3, p. 150].

One of the priorities for the formation and development of corporate culture is the development of a strategic state project for the development of partner corporate culture. This direction is the most acceptable for large holdings, companies, enterprises of individual sectors of the economy and social sphere of the regions and Ukraine. A reliable basis for increasing the corporate culture of the personnel is to increase the general social culture of citizens [4, p. 110].

In turn, changes in the corporate culture make it necessary to appropriately transform the forms and methods of working with staff, strengthen and develop the corporate culture, and receive it as the basis for their further personal improvement[5, p. 79].

The most important principle of corporate culture is respect for human dignity and the development of harmony among staff. Thanks to this principle, employees unite their efforts.

It should be noted that the formation of an employee of the market type with a high level of corporate culture in the modern period is proceeding slowly and spontaneously. Therefore, the efforts of enterprises should be directed to the growth of the work culture and the level of corporate governance, provide real opportunities for each employee to maximize their corporate potential in the work process, which will help them flexibly adapt to the market and simultaneously shape their market economic behavior and bring the corporate culture closer to the right level In this regard, updating the forms and methods of corporate management based on appropriate labor motivation

is one of the important conditions for a stable transformation of the Ukrainian economy into a market and building an effective model of a socially oriented economy.

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СЕРЕДНІЙ КЛАС В УКРАЇНІ: СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ

В Україні з початку 2000-х років досить часто обговорюється тема середнього класу, його особливостей визначення та розвитку в українських реаліях. Середній клас, як стверджує абсолютна більшість науковців, є основоположною соціальною структурою що активізує сили, зацікавлені у створенні ринкової економіки, соціальною групою, що здатна здійснювати самостійну, відповідальну та активну діяльність. Проте якщо мова йде про Україну, то на мій погляд, слід казати про недостатню інституціоналізацію цього соціального прошарку, а також, про неприйнятні економічні умови для його домінування у економічній структурі суспільства за прикладом розвинених країн.

За даними досліджень міжнародних соціологічних організацій (Global Wealth Report 2017), чисельність середнього класу в США сягає близько 38%, у Німеччині та Ізраїлі – 42%, у Великій Британії – 57%. Країною з найбільшим середнім класом стала Австралія (66%). Український середній клас сягає близько 17%. Проте представники середнього класу в Україні, на думку фахівців, жодним чином не відповідають критеріям, встановленим для представників середнього класу демократичних держав світу. Тому оперуючи об'єктивними даними, матимемо цифру не більше 5% [3].