Abstract

© 2018 International Strategic Management Association. All rights reserved. The article describes the results of researching a corporate factor to enhance management efficiency in the contemporary context. Because of a research based on open sources, a necessity to enhance the role of corporate culture in management systems has been substantiated, main factors are determining the growth of significance and efficiency of socio-cultural and moral-and-ethical tools in management have been disclosed. The characteristics of a management system are necessitated both by the laws and the consistent patterns of the economy and management, the level of development of the system, as well as by historical and geographical factors, national and cultural peculiarities, industry-specific features, and by the personal properties and the potential of the organizations' managers. The functions that corporate culture implements suggest a broad range of tasks addressed today with its help by the organizations, and, moreover, accentuate the importance of such a social institute. Setting up a strong positive corporate culture aligned with the development strategy is a prerequisite for an effective management, the sustainability and the competitiveness of the organizations in the present-day conditions.

Keywords

Changes in business environment, Corporate culture, Extra-market forces, Human capital, Management system, Market institutes

References

[1] Adizes, I. 2017. Theory and practice of management transformation before new challenges - Russia has to catch up. Harvard Business Review, 6-10.
[2] Casson, M. 2006. Chapter 12 culture and economic performance. Handbook of the Economics of Art and Culture, 1, 359-397.
[3] Charan, R. 2008. Know-how: 8 skills which you need to possess to achieve results in business. Moscow, Alpina Business Books (In Russian).
[4] Cummings, S. 2010. Reconstruction strategy. Kharkov, Publishing house Humanitarian Center (In Russian).
[5] Fliyer, A.Ya. 2014. Chosen works on the theory of culture. Moscow, Publishing House "Soglasiye", Publishing house "Artyom" (In Russian).
[6] Giannakopoulou, N.E., Stamatopoulos, V.T. and Thalassinos, I.E. 2016. Corporate governance in shipping: An overview. Maritime Policy and Management, 43(1), 19-38.
[7] Griffin, R.W., Pustay, M.W. 2002. International Business: A Managerial Perspective (4 ed.). Pearson/Prentice Hall, Upper Saddle River, NJ.
[8] Gryaznova, A.G., Yudanov, A.Yu. 2014. Microeconomics: practical approach (Managerial Economics) (8 ed.). Moscow, KNORUS (In Russian).
Krotkova, E.V., Mullakhmetov, K.S., Akhmetshin, E.M. 2016. State control over small business development: Approaches to the organization and problems (experience of the Republic of Tatarstan, the Russian Federation). Academy of Strategic Management Journal, 15(1), 8-14.

Mullakhmetov, K.S. 2013a. Control-management. Moscow, JSC Ekonomika Publishing House.

Mullakhmetov, K.S. 2013b. Influence of evolution of management on the organization of control. 4 International scientific conference "European Applied Sciences: Modern approaches in scientific researches", 176-182.

Mullakhmetov, K.S. 2013c. Influence of development of management, culture and philosophy of the organization on control evolutions. Economic science in various cultural contexts. Charles University in Prague, 37-66.

Mullakhmetov, K.S. 2015. Some approaches to the development of the management control concept. Journal of Advanced Research in Law and Economics, 6(1), 128-137.

Mullakhmetov, K.S. 2016a. Control in the system of managerial decisions procedures: A conceptual view. Problems and Perspectives in Management, 14(3), 64-76.

Mullakhmetov, K.S. 2016b. Corporate culture in the system of management. Society and economy, 11, 41-53.

Mullakhmetov, K.S., Sadriev, R.D., Gabidinova, G.S., Akhmetshin, E.M. 2016. Control in marketing-based management. Academy of Marketing Studies Journal, 20(2), 13-19.

Ouchi, W. 1982. Theory Z: How American Business Can Meet the Japanese Challenge. Reading, MA, Addison-Wesley.

Pascale, R.T., Athos, A.G. 1981. The Art of Japanese Management. New York, Simon and Schuster.

Sadriev, R.D., Mullakhmetov, K.S. 2015. About a problem of distortion of the competition in the Russian economy. Kazan economic bulletin, 3, 8-13.

Sadriev, R.D., Mullakhmetov, K.S., Akhmetshin, E.M. 2016a. Russian business medium: Competition problems. International Journal of Economics and Financial Issues, 6(8), 30-38.

Sadriev, R.D., Mullakhmetov, K.S., Krotkova, E.V., Gabaidullina, L.A. 2016b. Introduction of lean production at Russian enterprises: Perspectives and problems. International Journal of Economics and Financial Issues, 6(8), 39-48.

Schein, E.H. 2004. Organizational Culture and Leadership (3 ed.). San Francisco, Jossey Bass.

Sharafutdinov, R.I., Gerasimov, V.O., Yagudina, O.V., Dmitrieva, I.S., Pavlov, S.V., Akhmetshin, E.M. 2017. Research of human capital in view of labour potential of staff: National companies case study. Paper presented at the Proceedings of the 29th International Business Information Management Association Conference - Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth, 839-852.

Suryanto, T., Thalassinos, I.E. 2017. Cultural Ethics and Consequences in Whistle-Blowing among Professional Accountants: An Empirical Analysis. Journal of Applied Economic Sciences, 6(52), 1725-1731.

Thompson, A.A. Jr., Strickland, A.I. 2002. Strategic Management: Concepts and Cases. Moscow, Williams publishing house.