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FUNCTIONS OF COMPANY CULTURE IN CONTEMPORARY MANAGEMENT

Every company's world is specific and unique. When it comes to contemporary company management, we expect the focus will fall on company culture. The significance of the functions of company culture for the success of contemporary management is unarguable. Company culture has adopted certain behavioral models and values which are transferred more or less to every member of the company.

Company culture has adopted certain behavioral models and values which are transferred more or less to every member of the company. Similarly, the society transfers the specific features of its culture to the companies that perform its activities through it. The expectations of the society to the environment in those companies are based on the existing cultural traditions. They are transferred to the companies and their employees. Thus both the society and the employees expect companies to conform to the adopted cultural values, norms and convictions. According to researchers, such explanations of the formation of company culture still exist, though they are too superficial as they limit their essence to the simple reflection of more general cultural values and expectations. [1, p.114].

Such an opinion is based on authors [2, p.14] who claim that even companies of the same geographical and functional areas can demonstrate entirely different characteristics referring, for example, to the way of making decisions, the attitude of the superiors, the choice of key managers.

Human individuals live and develop in a particular socio-cultural context which forms their convictions, values, skills and experience. Culture defines the accepted by the society behavior and influences people's actions [3, p.80].

In the course of time, every company develops its own unique company culture which is based on the views and convictions of its founders regarding how success should be achieved. Most often, as a result of the experience the company's personnel has gained (the so called internal force), we observe certain modifications in these views which reflect the interaction among the various convictions and values.

The functions of company culture in contemporary management are most often expressed in several areas [4, pp. 162-163]:

- ✓ Transferring the gained experience and knowledge;
- ✓ Creating motivation and sense of engagement for the personnel;
- ✓ Uniting separate units and assistants in one whole based on the stability of the views and the values criteria;
- ✓ Making the activity of certain team members significant;
- ✓ Securing better acceptance and adjustment to changes;
- ✓ Forming general opinion and attitude towards a certain organization;
- ✓ Facilitating the achievement of the mission, long-term strategies and strategies for the realization of managerial decisions;

We should also point out the fact that company culture is created by all members of the organization with their specific values, philosophy, convictions and norms, as high management plays an important role in this respect. As we all know, company culture is the most precise indicator of the real capacity of the company.

Company culture is a constructive element in company policy. This makes it cooperate closely with the company's strategy and structure. It can turn into a powerful force if it is coordinated with company strategy. Company culture is one of the most important means of realizing company strategy. It is claimed that even the best company strategy cannot be realized without the support of an appropriate company culture. Furthermore, company culture itself can be viewed as a survival strategy. The experience of leading companies that have well developed company culture shows that there is an unarguable connection between it and company productivity. Company culture also facilitates orientation in the conditions of highly unstable and turbulent environment.

References

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