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CORPORATE CULTURE AS A FACTOR OF COMPANY SUCCESS

The article deals with understanding of different definitions of the term «corporate culture», highlights the main components of the corporate culture, analyses the influence of the principles and values of the corporate cultures of the leading companies on the success of the companies and enterprises. Various factors affect on the success of various companies, enterprises, institutions or organizations, which in general can be divided into internal and external.

Most often in the internal environment of organizations there are five variables, which include: the goals of the organization, its structure, technology, tasks and people who combine their efforts to achieve their goals. People are carriers not only of knowledge, business and professional skills, but also of habits, traditions, rules of conduct, therefore, it is talking about the formation of organizations in a certain organizational culture, con-

sidering it as such that most of all forms the competitive advantages of an enterprise.

At the present time, when the possibility of acquiring the means of production, hiring the best employees and the organization of production are equal, really a successful, innovative company among all the other defines what kind of organizational culture exists at the enterprise.

Exemplifying the original, successful, effective corporate cultures at different enterprises, at different companies we aim to show an example that creativity and peculiarity of the company starts with the people who work there and the values that these people distribute, Ukraine business should pay attention to it, and on the way of economic recovery, successful Ukrainian companies are the constant increase of the GDP, paying taxes and the face of Ukrainian business in today`s global environment.