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CORPORATE CULTURE AS THE BASIS
OF INDIVIDUALITY COMPANY IN THE INTERNET

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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ABSTRACT

In the conditions of active Internet communication, the elements of corporate culture become an important part of the company's image and influence its business reputation. As a consequence, they influence the external enterprise environment. Thus, we can set the following aims of the master's thesis: to determine the tools that convey corporate culture on the Internet and to define specifics of its representation.

The object of the master's thesis is the corporate culture itself. The subject of the research is the set of tools that convey corporate culture on the Internet and specifics of its representation.

The following results of this master's thesis were obtained: we have defined the functional aspects of corporate culture in the external enterprise environment; discovered the specifics of corporate presence on the Internet; characterized the tools that convey corporate culture on the Internet; defined the specifics of the corporate culture representation on the Internet in the particular cases of Unitary Enterprise «Velcom» and Joint Limited Liability Company «Mobile TeleSystems».

Keywords: Corporate Culture, Elements of Corporate Culture, External Environment of Organization, Corporate Reputation, Website, Social Networks, Corporate Culture in the Internet.