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**CORPORATE CULTURE AS THE TOOL FOR ANTI-CRISIS
MANAGEMENT OF THE ORGANIZATION**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The purpose of the thesis is to determine the role and capabilities of corporate culture as a tool for anti-crisis management of the organization.

The object of the thesis is corporate culture.

The subject of the thesis is the role of corporate culture in the anti-crisis management of the organization.

The methodological basis of the thesis was general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the comparative method, as well as private scientific methods used in social research (in-depth interviews).

In the process of writing the thesis, the following results were obtained: approaches to understanding the phenomenon of corporate culture were described, the structural elements of corporate culture were identified, the place of corporate culture in the anti-crisis management system was determined, the functions of corporate culture in the organization were determined, the role of corporate culture in the anti-crisis management of Belarusian organizations is determined.

The novelty of the results obtained is due to the lack of research on identifying the role and effectiveness of corporate culture in the anti-crisis management of the organization. The results obtained made it possible to identify the degree of significance and features of the corporate culture of an organization in a crisis situation.

The materials and results of the thesis work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: corporate culture, analysis of corporate culture, corporate culture of organizations, study of corporate culture in anti-crisis management of organization.