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**CORPORATE CULTURE OF A COMMERCIAL ORGANIZATION
(on the example of PMU «Kuraje»)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The Object of study of the thesis - employees of the commercial organization “Courage”. The subject of the research is the corporate culture of a commercial organization. The purpose of the thesis is to consider corporate culture in the context of a commercial organization (on the example of PMU “Kuraje”). The methodological basis of the thesis was the structured interview method.

In the process of writing a thesis, the following results were obtained: the corporate culture of the commercial organization Kuraje contains the values, beliefs, behavior and norms that bind the members of the organization. The corporate culture at “Kuraje” plays a powerful role in determining job satisfaction, relationships and progress.

The novelty of the results is due to the poorly studied specifics of corporate culture in the state unitary enterprise “Kuraje”. The results obtained are characterized by the possibilities of theoretical and practical application. The materials of the thesis can be used in practical activities when optimizing the corporate culture of the commercial organization “Kuraje”, as well as in the development and optimization of corporate cultures of similar organizations.

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

Keywords: corporate culture, elements of corporate culture, commercial organization, formation of corporate culture, measurement methods, structured interview