

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Shi Jinglian

**THE INFLUENCE OF ORGANIZATIONAL CULTURE ON THE COMPETITIVENESS AND
EFFICIENCY OF THE COMPANY**

Master`s thesis

specialty 204 " HR"

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: Influence of Organizational Culture on The Competitiveness and Efficiency of The Company (by The Example of Huawei): 42 pages, 1 figures, 10 tables.

Keywords: Corporate culture, performance, competitiveness

The object of the research: The relationship between Huawei's organizational culture and the company's competitiveness

The subject of the research: Study the organizational culture of Huawei, and analyze how Huawei's organizational culture affects the company's competitiveness through financial data and other data.

The main goal of the research: Corporate culture construction is the driving force to enhance the core competitiveness, which can effectively promote the core competitiveness of enterprises. with the progress of society and the development of technology, the demand of consumers has gradually developed from low level to high level, from single demand to diversified demand. Companies with good cultural heritage usually have the ability to provide high-quality products and services. As the largest communication equipment manufacturer in China, Huawei has been adhering to the "militarization" corporate culture since its establishment. What is the impact of the extreme "militarization" corporate culture on Huawei's market competitiveness and efficiency? This paper will study the influence of Huawei's organizational culture on enterprise competitiveness through case analysis, and put forward corresponding optimization measures for Huawei's organizational culture.