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**CORPORATE CULTURE OF AN ENTERPRISE AND ITS IMPACT ON THE
EFFICIENCY OF THE ORGANIZATION**

Master's Thesis

Speciality 1-25 80 01 Economics

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ABSTRACT

Master thesis: 63 pages, 8 tables, 6 figures, 57 references.

Keywords: CORPORATE CULTURE, ORGANIZATION EFFICIENCY, ORGANIZATIONAL MANAGEMENT, VALUE IDENTIFICATION, TALENT UTILIZATION

Topic: Corporate Culture of an Enterprise and its Impact on the Efficiency of the Organization.

Purpose: Study the relationship between enterprise culture and organizational efficiency, and provide theoretical strategic suggestions for developing enterprise culture and improve organizational efficiency.

Objectives:

- 1) Studying and summarizing the connotation of corporate culture;
- 2) Organizing methods for measuring corporate culture;
- 3) Taking a case of Huawei to study its advantage of corporate culture;
- 4) Through the analysis, the relationship between corporate culture and organizational efficiency is determined.
- 5) Explore ways to develop corporate culture and organizational efficiency.

Methods: Bibliographical Analysis, Case Analysis, Comparative Analysis, Quantitative Analysis, Qualitative Analysis.

Main results:

- 1) Corporate culture plays a significant role in the long - term business performance of enterprises, and it has a positive impact on organizational efficiency.
- 2) The culture of the enterprise shows some characteristics of the organization in terms of values and codes of conduct, which different enterprises have their own characteristics and personalities.
- 3) For enterprises with a large scale and the desire to expand, the cohesion effect of corporate culture can effectively resist the centrifugal effect from small interest groups, so as to maintain the overall organizational efficiency of the enterprise.

The main results of the conducted research were presented at the conference of the students of Belarusian State University (21. May. 2021)