

ЕКОНОМІКО-СОЦІАЛЬНІ ВІДНОСИНИ В ГАЛУЗІ ФІЗИЧНОЇ КУЛЬТУРИ ТА СФЕРІ ОБСЛУГОВУВАННЯ

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THE ROLE OF CORPORATE CULTURE IN OVERCOMING UNCERTAINTY AND ACHIEVING ORGANIZATIONAL SUCCESS

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Corporate culture stands as the base upon which organizations build their identity, values, and operational frameworks. It permeates every aspect of an enterprise, from its internal dynamics to its external reputation. In today's dynamic and uncertain business environment, the role of corporate culture is becoming more important. This article delves into the key role of corporate culture in navigating uncertainty and driving organizational success, drawing insights from relevant literature.

Corporate culture, as defined by Schein [1] and Cameron & Quinn [2], encompasses the shared values, beliefs, norms, and behaviors that define an organization's identity and guide its actions. Central to its role is its ability to instill a sense of purpose, belonging, and alignment among employees, thereby fostering engagement and commitment to organizational goals [1].

Amidst today's complex and uncertain business environment, characterized by such factors as market volatility and technological disruptions, a strong corporate culture emerges as a beacon of guidance. Denison [3] highlights the importance of adaptability in organizational culture, emphasizing the value of innovation, flexibility, and continuous learning in navigating change.

Moreover, corporate culture plays a crucial role in development employee resilience and well-being. A supportive and inclusive culture, as emphasized by Hofstede et al. [4], fosters psychological safety and empowers employees to cope with challenges effectively.

The impact of corporate culture extends beyond internal dynamics, influencing organizational performance and sustainability. Deal & Kennedy [5] and Siyal et al. [6] emphasize its role in driving innovation, employee satisfaction, and financial performance, thereby enhancing the organization's ability to weather uncertainties and emerge stronger.

Conclusions. The research reveals the significant role of corporate culture in today's dynamic business environment. Through an extensive review of relevant literature, it becomes evident that corporate culture is a key factor on which organizations build their identity, values, and operational frameworks. Particularly in the current dynamic and unstable business environment, characterized by multifaceted challenges and disruptions, the importance of a strong and adaptive corporate culture cannot be overstated.

The synthesis of insights from authors such as Schein, Cameron & Quinn, Denison, Hofstede, Deal & Kennedy, Siyal, and others underscores the multifaceted impact of corporate culture on organizational resilience, adaptability, and success. Central to its role is its ability to stimulate employee engagement, consensus, and commitment to organizational goals, creating a sense of purpose and belonging among employees.

Moreover, the research highlights the crucial role of corporate culture in fostering employee resilience and well-being. A supportive and inclusive culture not only enhances psychological safety but also empowers employees to effectively cope with challenges, contributing to their overall well-being and organizational productivity.

Furthermore, the impact of corporate culture extends beyond internal dynamics, influencing organizational performance and sustainability. By driving innovation, employee satisfaction, and financial performance, a cohesive and values-driven culture enables organizations to withstand uncertainty and emerge stronger from crises.

The findings underscore the critical importance of cultivating a robust and adaptive corporate culture as a strategic imperative for overcoming uncertainty and ensuring sustainable organizational success in today's complex business environment.

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