

INTERNAL CULTURAL ENVIRONMENT OF INTERNATIONAL COMPANY

ABSTRACT

Nino Lomaia

The Doctoral Student of GTU

In the article, the international cultural environment of the international company is open. In the opinion of the author, it represents an important component of the business environment in which the firm's activities are implemented. In the article the author discusses the overall values of corporations that all their employees share. According to the author, these values create corporate culture. At the same time, the author discusses the second opinion that describes corporate culture as an instant awareness of the enterprise derived from the behavior of its members and, in turn, manages the formal and informal behavior models of individuals.

The author concludes that corporate culture is the system of values and norms that are characteristic of this organization.

Keywords: Corporate culture, national characteristics of management, business environment culture.

Assessing the content of "corporate culture" is quite difficult. Business environment culture - this is the situation in which all the companies already exist. In the formation of the internal cultural environment of business, first of all, with regard to the culture of its own, everyone has a realistic and consistent position.

As long as the leadership and staff of the organization have misconceptions about loyalty, it is impossible to correct corporative business culture and targeted teaching. In any event, the culture-oriented collective measures are needed, in which case it is clear that the conclusions of the basic leverage of their respective cultures are adequate; Their interaction is implemented and critically resolved on the strategic adequacy of the internal culture of the firm.

One of the foundations of the transnational company is that corporate culture can be seen as suspicious, because managers of different countries may have different ideas about the rules of conduct, or the values and production that are in the headquarters of the firms. Despite this, many companies are trying to disseminate their own corporate culture, thus providing more close contacts between heads of branches of different countries.

Managers' private movements from one country to

another - expands their performances and increases their commitment to the system values and goals of the corporation; As a result, procedural issues will be simplified within the management pyramid to reduce the activity of the subsidiary firms and control of communications. The control over the selection of supervisory firms and their branches by the headquarters of the company may be so high as the headquarters of the corporate headquarters is considered as necessary. Finally, the level of corporate culture Isomába in front of its business entrepreneurs with corporate social responsibility (Table 1).

From the standpoint of assessing the significance of the importance of corporate culture, we can make a conclusion about its decisive influence on business efficiency. The elements of corporate culture are:

- Marks (values, history, views);
- Components (jointly acquired experience);
- Results (organizational effectiveness of management).

Main problems of planning and management of producing organizations are usually associated with factors such as:

- Delay in execution of planned work;
- Different priorities of the governors of various subdivisions in distribution of existing resources;
- Flexible interaction between clients;
- Bad business communication among the staff of the neighboring subdivisions.

These problems are more human-type than technical or financial-economic nature. One of the modern complex tools for solving these issues is the "Organizational Culture", which stipulates three different ways: Ethnographic approach - this is an idea of the organization's culture, which is carried out by studying its description and individual characteristics. The classic example of this approach is to study the influence of national characteristics on the style of management (Table 2).

Table 1. The types of social responsibility of the corporation before business participants - subjects

Business participants - subjects	Corporate Social Responsibility
Shareholders	The fair compensation of the capital placed under their risk
Buyers	Information on which the decision is made on purchase
Servants	Fair treatment without discrimination; Fair returns; Equivalent compensation of labor; Responsible attitude towards continuing employment contract; Career growth and learning ability
Trade unions and prof. associations	Openness of information; Lawfulness and openness of negotiations and complaints; Willingness to cooperate
Suppliers	Open and legitimate negotiations; Payment in due time; Provide information about plans that are in contact with them.
Local community union	Considering the environmental factor; Example of the Employer Employer; Creation and maintenance of jobs for economic equilibrium.
State	Develop laws and monitor their execution; Creation of business promotion conditions; Stimulating tax and fiscal policies.

Table 2. National Factors of Organizational Culture

Country	US	Japan	Georgia "Yesterday"	Georgia "Today"
Parameter				
Organization employee "I"	Active "me" who has the hope of self	"I" as an active part of "we"	Depressed "I", which expects to protect the collective	The "I", the sharp transition from one state to the other
Formulating the goal	To achieve a specific goal set by the head	Achieve common goal	Task control level	Task control level
Management	Personality of the employee	Team management Prospective	Upira governance	Manage small collections
Time and key orientations	Short-term orientation on profits	Orientation on quality of life	Medium-term orientation on quantitative growth	Short-term orientation on quick removal of expenses
Respect to resources	Resource Making Saving	We reserve the resources of the resource, which at the same time loses sense of high technology	Focusing resources, high flow rate	Being interested in buying private companies
Focusing on business	Focus on efficiency	Focus on coordination	Emphasis on performance	Focus on maximization

Based on the data of the table (2) we can conclude that the national factors of organizational culture of different countries are significantly varied according to different parameters. For example, in the United States, it is obviously oriented to the employee's personal qualities, but at the same time, within the task set by the man-

agement. In Japan more emphasis is placed on the employee as part of the unified system. Now Georgia is in the process of establishing its own organizational culture, which in itself is characterized by the synthesis of "Western" and "Oriental" behavioral Georgians.

In our opinion, when we see the impact of the en-

vironment on business, we can make the following conclusions:

1. The contacts between the different countries are becoming more widespread, contributing to the development of international manufacturing, transport, communications, information network, migration and the growth of personal income of the population. At the same time, global competition is growing because transnational and multinational companies are increasingly competing with each other. The unchanging factors of the formation of business environment (spiritual, cultural, national and other) affect the pace of current changes;

2. All companies in the world resemble each other for the purpose of their activities, organizational forms and technologies used. But people are stubbornly persistent in their respective cultural traditions. In other words, some material factor in business becomes increasingly universal, and entrepreneurs can cooperate and solve problems, but people will never be able to

become single, but remain unique, and will have local national character;

3. The country may be comprised of different community groups, some of whom will be more likely to find alien analogues than with other representatives of other groups in the country. Identification of such groups facilitates the conduct of international business;

4. Various variations in business civilization environment in state institutions or private firms generate specific dependence on labor;

5. It is often a great interest to study the methods of business that are used in countries with the greatest economic success as national socio-economic non-economic factors in different societies can predict their success or failure.

Based on the above, we conclude: as planning, as well as the daily practice of individual company activities, should be flexible, adaptable to changing circumstances in the country as well as in the world.

References:

1. Lall, Sanjaya. The technological structure and performance of developing country manufactured exports (Oxford Development Studies, 28(3), 2000.
2. Radelet, Steven. Manufactured exports, exports platforms, and economic growth (Cambridge, MA: Harvard Institute for International Development), 2018
3. Entrepreneurship. Robert D. Hisrich. Boston, MA 02116, 2012, p. 255 c.
4. Asian Business. Vol. 24, № 1, Hong Kong. January. 2008, p. 120
5. Yang Kan M., Steigerwald Charles E. Is Foreign Investment in the U.S. Transferring U.S. Technology Abroad, Business Economics, 2010, p 41