



ORGANIZATIONAL CULTURE INFLUENCE ON THE SOCIAL AND ECONOMIC MEASURES EFFECTIVENESS

VPLYV ORGANIZAČNEJ KULTÚRY NA ÚČINNOSŤ SOCIÁLNYCH A EKONOMICKÝCH OPATRENÍ

Ilya ORLIKOV, Nickolay PAVLOV

Abstract

Innovation success or failure in organization, employee's resistance for change largely due to the existing organizational culture. In this paper, we make an attempt to reveal the organizational culture aspects related to influence on the of social and economic measures effectiveness implemented by the organization leadership in order to improve competitiveness.

Key words

Innovation, Social and Economic Measures, Effectiveness.

Introduction

Long-term organization competitiveness formation, stability increasing of the competitive advantage associated with the organization leadership of external and internal factors. Among the internal factors special groups are socio-economic factors: education, hardworking, motivation levels and training of employees. The development of these factors leads to labor productivity increase, which, in turn, increases the organization competitiveness.

Social and economic measures effectiveness

Socio-economic measures are among the activities aimed at the socio-economic factors development. It is, for example, staff development, professional training courses, the introduction of personal protective equipment to ensure safe working conditions, measures to improve the labor regulation and wages organization, improving various forms of economic competition and other measures. Currently, determining effectiveness methods of socio-economic measures, including the assessment of their impact on labor productivity growth are sufficiently developed and validated [1].

In this regard, it should be noted that modern researchers are increasingly paying attention to the role of other domestic factors groups affecting of competitive advantage sustainability. In particular, J. Heckman and G. Oldham, criticizing the F. Herzberg approach, allocate the personal adjustment factors influencing of attempts effectiveness to enrich the work to improve the motivation system and the motivation process in organizations [2]. A whole group of authors developed approaches from the point of view of organizational culture influence. This, for example, G. Hofstede, Charles Handy, J. Sonenfeld, R. Quinn, K. Cameron, P. Bate and others.

In particular, P. Bate notes some elusiveness, incomprehensibility and commitment of culture, which does not allow achieving the planned results during organizational change. Because of its property, the organizational culture as "the set of shared values and principles



statement of issues" at the company could be called a social corrective factor. In particular, the factor determining the effectiveness or ineffectiveness of attempts to socio-economic measures implement is shared cultural pressure on the workers, which often leads to "socialized impotence" [3], **Chyba! Nenašiel sa žiaden zdroj odkazov..**

As a result of such correction factor is often reduced management's efforts efficiency for organization competitiveness improve as well as socio-economic activities do not reach the performance planned level. For example, increasing the bonuses size for exceeding the normalized task a manager expects a certain rate over individual production jobs by increasing of workers labor activity – because the amended bonuses terms should have a catalytic effect. As a result, the organizational culture pressure of the production planned increase usually is not the case.

Outlining the issue, we would like to draw attention to the need of tools develop for measure the pressure level of cultural settings, because by defining this level quantitatively, we can more accurately plan for productivity growth as a socio-economic activities result.

Conclusion

In summary, it should be noted that among the internal factors affecting to competitive advantages sustainability of the organization, a special group is socio-economic factors. Using these factors to improve productivity through the socio-economic activities implementation often does not lead to the anticipated results, because workers are subject to the influence of social adjustment factors, which include organizational culture.

Key words

Innovation, social and economic measures, effectiveness.

Literature

- [1] Methodological guidelines for the state plans elaboration of the national economy development (Section VIII). Moscow: Economics, 1974,
- [2] Ilia Orlikov: «Management: teaching-method. allowance. – Nizhny Tagil: NTI (branch) USTU-UPI, 2009, p. 29,
- [3] Paul Bate. «The organizational culture influence on approaches to organizational problems decision» / Business behavior in a changing world: in 3 modules / BZR 300 "Business behavior in a changing world": Textbook / Tr. from English., ed. V,
- [4] Golubkina. - Zhukovsky: MIM LINK, 2008. Module 1: Decision Making in Business: Khrestomatiya / Graeme Salaman, p. 197,
- [5] Ibid, p. 209.

Contact

Ilya Orlikov, Nizhny Tagil technological institute (branch) of Urals Federal University Phone +7-912-21-80-242, address: 622016, Nizhny Tagil, st. Krasnoarmeyskaya, 84 - 172.

Nickolay Pavlov,

Nizhny Tagil technological institute (branch) of Urals Federal University, first category engineer. Phone +7-922-61-68-175, address: 622052, Nizhny Tagil, Vagonostroiteley avenue, 64 - 45. e-mail: eup7@yandex.ru.