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DIAGNOSTICS OF IT-ENTERPRISE CORPORATE CULTURE

In modern conditions the IT Sphere is increasingly integrating into the world space and all branches of the economy. The most important and essential resource of the IT company is highly skilled professionals, therefore, it is necessary to find new HR tools to ensure effective work, professional development and keeping of talented employees in place.

In our opinion, the corporate culture (hereinafter CC), which today is used by leading foreign and domestic enterprises as an innovative management tool, plays a decisive role in the efficient functioning of a modern IT enterprise. Such a culture creates a unique atmosphere that makes it possible to distinguish one IT enterprise from another, strengthens social stability. It is an instrument that helps to shape behavior and relationships among employees, helps people to understand the mission and develops commitment to the goals of the enterprise [1].

Dynamic development of IT companies in a changing external environment necessitates constant monitoring of the state of the CC. Among the researchers of the CC the debate about the best ways to evaluate it are constant. The central question is whether there is a quantitative approach to the appraising of the CC legal validity, or only a profound qualitative approach remains the only way to "measure" the culture.

Qualitative methods for evaluating the CC assume descriptive research, based on the analysis of the collected primary data of the IT company (surveys, questionnaires, etc.) and private information (employees' opinion about the company, development opportunities, level of motivation, internal conflicts, etc.) without their quantitative expression.

Quantitative methods of evaluation are based on the analysis of surveys in order to obtain a numerical assessment of the state of the enterprise. Such methods should be used for extracting company statistics.

We believe that the diagnostics of the CC should look like an entire system of theoretical and empirical, logical and consecutive, methodological and methodical, organizational and technical procedures, the main objective of which is to obtain reliable data on the state of the CC in the IT enterprise.

Despite the immaterial nature of the CC, in contemporary economic literature, there are approaches that allow solving the problem of its evaluation, namely:

— holistic – the researcher deeply immersed in the culture of organization and acts as an associate observer;

— metaphorical – the researcher uses samples of the language of documents, existing accounts, stories and conversations, trying to identify the imprints of culture;

— quantitative – the researcher appraises a lot of thoughts, to each of which should be paid attention when evaluating the attributes of the culture of the organization [2].

It should be noted that such methods of assessment of the CC require separate research, since they are not sufficiently studied. Therefore, in order to ensure the effective influence of the CC on the activities of the IT company, its timely diagnostics is necessary, which includes both qualitative and quantitative methods. Also, in addition to evaluating and diagnosing of modern IT enterprises CC, analysis of their functioning or development, identification of problem moments, opportunities and reserves is important.

References

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