

Abstract of the Article
"Modern Approaches to Evaluation of Organization Culture
Development at an Industrial Enterprise"
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Organization culture is evaluated within the context of general development of an enterprise according to the strategy and set goals. At the same time organization culture can be based on values that help to solve the problems that one must be aware of. Unification of personnel's individual values is also important, but it is complicated by constant changes in the people's lives and economical activities at enterprises.

To diagnose organization culture one should choose aspects of the enterprise that demand special attention, and on this basis decide on methods and approaches to its evaluation. This will allow to define both efficacy of inner structure of organization culture and value of the personnel and enable one to see strong and weak sides of the enterprise in interaction with the environment basing on development of competition fight tools.

Results of analysis of diagnosis research methods allow to draw the conclusion that three measurement technologies are used for organization culture evaluation developed with taking into account the following approaches:

- metaphoric approach – the researcher uses examples of outer culture demonstrations, tries to define influence of organization culture and its essence;
- cholic approach – the researcher immerses into organization culture of the enterprise in order to learn it;
- quantitative approach – questionnaires or interviews in order to evaluate demonstrations of organization culture.

Dominating factors of evaluation and further changes of organization culture of an enterprise are socialization, democratization and humanization of management, strengthening team and group work.