

**Valentyna Chychun**, Candidate of Economics Sciences,  
Associate Professor,

<https://orcid.org/0000-0001-8691-8338>

**Halyna Polianko**, Senior Lecturer,  
<https://orcid.org/0000-0002-6556-681X>

**Nataliya Maksymiuk**, Candidate of Philological Sciences,  
Senior Lecturer,

<https://orcid.org/0000-0002-3970-2016>

Chernivtsi Institute of Trade and Economics of SUTE,  
Chernivtsi

## **THEORETICAL FUNDAMENTALS OF THE CONCEPT OF CORPORATE CULTURAL CULTURE AS A FACTOR OF CONFLICT PREVENTION AT THE ENTERPRISE**

### *Summary*

**Topicality.** Conflicts can arise within enterprises, regardless of the type of activity, forms of ownership and location for various reasons quite often. Their negative impact on the enterprise can appear through a decrease in its efficiency and the orientation of efforts to overcome conflicts, which slows down the development of the enterprise. Therefore, there is a need to find ways to improve corporate culture as one of the conflict prevention factors in the enterprise.

**The aim of the research.** The purpose of the article is finding out the ways of improving the corporate culture of the team and reducing the risk of conflict in the enterprise. It is important to determine the nature and causes of conflicts in enterprises to understand the nature of their origin. It is also important to identify the lack of corporate culture with the causes of conflicts. On the basis of the received data to reveal ways of increase of corporate culture.

**Methodology.** To determine the essence of the concept of "conflict" and for identifying the causes of conflicts in enterprises the method of analysis was used. The deductive method was used to determine the relationship between the lack of corporate culture and the causes of conflicts, which made it possible to suggest possible measures to eliminate them.

**Results.** The research identified the following causes of conflict: irrational allocation of the resources and significant workload on employees; distortion of information and its subjective perception: incomplete information or inaccurate facts lead to rumors, which in turn leads to misperception of the situation, and then to the conflicts; insufficient cohesion of the workforce, incompatibility of employees; low wages; inaccurate description by the head of his subordinate of official duties or burdening with additional, not included in the list of the official duties on a gratuitous basis; imposing views, advice and recommendations on a person when he does not need them; discrepancy between the company's goals and the values and goals of employees; the emergence of contradictions and differences in goals and values. It was found out that various material values, colloquial expressions, behavior and uncontrolled emotions can cause conflicts in the enterprise. Therefore, in order to increase the corporate culture, it is necessary to hold meetings and acquaint employees with the goals of the enterprise, the culture of behavior, motivate employees, raise the corporate spirit; to form awareness of seriousness and unwillingness to pay due attention to this work; take personal participation in the process of working to change the corporate culture; be aware of the need to share the values of the team, the company as a whole; show the willingness of the team to build strategic goals of the company; to design a new culture with diagnostics of the existing one.

**Practical meaning.** The results of this research can be used by enterprises where there are frequent conflicts or to prevent them. It can also be used by managers to enhance corporate culture.

**Prospects for further research.** Further study requires resolving conflicts that arise on religious and political grounds.

*Keywords:* culture, corporate culture, conflict, manifestation of corporate culture.

*Number of sources – 15, number of drawings – 1.*

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