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FORMATION, DEVELOPMENT AND TRANSFORMATION OF THE ORGANIZATIONAL CULTURE OF LOGISTICS ENTERPRISES: STATE DIAGNOSTICS

Summary

The article examines the issues of formation, development and transformation (modernization, adaptation) of the organizational culture of logistics enterprises through the lens of theoretical and empirical research. It summarizes approaches to shaping the organizational culture of organizations. Based on an empirical study, which included the creation of a focus group and a survey of its participants, an assessment of the actual state of organizational culture transformation in logistics enterprises engaged in transportation, forwarding, warehousing and cargo storage has been provided. The study was conducted using a methodology proposed by the author, which differs from previous research on this issue, particularly due to its clear definition of evaluation criteria and indicators. Conclusions have been drawn regarding the existing practical challenges in developing the organizational culture of logistics enterprises in Ukraine. Recommendations for implementing a strategic approach in these processes have been substantiated.

Keywords: organizational culture, formation of organizational culture, management of organizational culture in logistics enterprises.

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