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**ORGANIZATIONAL CULTURE: NATURE, TYPES,
PECULIARITIES OF IMPLEMENTATION IN UKRAINE**

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Research methodology. During the research the following approaches were applied: ideographic (for the qualitative assessment of respondents' answers); formal (quantitative assessment; standardized questionnaire); the method of the psychological portrait of a common professional (in order to ascertain the employee identity); A. Harrison and R. Bremson's method (identifying directions of collective thinking); analysis and synthesis (specification of the types peculiarities and organizational culture characteristics); formal and dialectical logic (to define organizational culture in a broad and narrow sense).

Results. Some approaches to the definition of organizational culture, including organizational cognitive anthropologists, behaviorists, anthropologists' point of view are analyzed; the role of organizational culture as a kind of barrier which doesn't allow undesirable persons and thoughts to penetrate into the company internal environment is emphasized; Ukrainian enterprises experience in the sphere is generalized and on this basis a detailed description of the culture elements and types is provided.

It is proved that the staff awareness of organizational culture was insignificant; it is determined that values and norms were shared mainly for an incentive or because of fear of the sanctions for their failure, rather than by choice or by awareness of the importance of such behavior.

It is also found that the vast majority of employees witness signs of deviant culture at their enterprise, which threatens its functionality both at the micro and at the macro level.

Novelty. The existing theoretical framework is supplemented with strong organizational culture components, types, and peculiarities; the author's definition of organizational culture based on its functions is formulated; as a result of the survey conducted among small and medium enterprises in Ukraine some problems with understanding organizational culture by employees are revealed.

Practical value. These problems form the basis for the development and implementation of the effective measures to strengthen organizational culture in order to transform it into a key factor of achieving and increasing competitiveness by the

Keywords: organizational culture, artifacts, symbols, rituals, beliefs, values, deviant culture.

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