

CORPORATE (ORGANIZATIONAL) CULTURE AND ITS IMPACT ON EFFICIENCY OF BUSINESS

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SUMMARY: *Anyone who has changed several organizations in his lifetime knows that they differ greatly from one another. The same rule applies to organizations engaged in the same activity or who produce or provide similar products and services. This is largely due to the diversity in their corporate cultures. Culture is often said to be closely related to progress in a society. The individual adopts the culture of a given society through education, education and socialization. The most important role in the process certainly belongs to the family, but the school system as well as the group to which the individual belongs plays an important role in the acceptance of cultural values.*

It is a question that influences modern business in large enterprises in the contemporary trends in the economy of cultures of a society. The culture of a company or company is a system of value orientations, beliefs, attitudes and opinions based on which the enterprise wants to overcome the problems of external adaptation and internal integration.

Key words: *corporate culture, behavior, efficiency, problem, performance*