

Ministry of Education and Science of Ukraine
Rivne State University of Humanities
Faculty of Documentary Communications, Management, Technologies and
Physics
Department of Documentary Communications and Management

QUALIFICATION WORK
for obtaining the second (master's) level of higher education
in the specialty 073 "Management"
in the field of knowledge 07 "Management and Administration"
on the topic:
“FORMATION AND DEVELOPMENT OF THE ENTERPRISE’S
CORPORATE CULTURE
(ON THE EXAMPLE OF HAIER CO., LTD.)”

Performed by: 2nd year student
of the master’s degree
in the specialty 073 "Management"
(full-time education)
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ANNOTATION

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The object of research is the formation and development of the corporate culture at Haier Co., Ltd.

The subject of the research are the elements of the corporate culture, their formation and interaction, and also the ways and possibilities of its development.

The qualification work consists of the following elements: introduction, 3 chapters, conclusions, references, additions.

The introduction includes the relevance of the chosen topic, formulates the purpose and tasks of the research, and determines the object of research and the subject of study.

The first chapter formulates the theoretical foundations of corporate culture formation.

The second chapter gives the analysis of formation and development of Haier's corporate culture.

The third chapter identifies the directions for the development of Haier's corporate culture and describes the ways to improve the culture of the internal and external communications at Haier.

The conclusions contain analytical results and recommendations how to develop the corporate responsibility and corporate culture of Haier in the future.

Keywords: corporate culture, components of corporate culture, model of corporate culture, formation of corporate culture, corporate strategy, strategic vision, development of corporate culture, social responsibility of the company, environmental responsibility of the company.

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