

## **CORPORATE CULTURE AS A WAY TO INCREASE THE EFFICIENCY OF EMPLOYEES AND ITS PRINCIPLES FOR STAKEHOLDERS**

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### **ABSTRACT**

*The work is devoted to the study and analysis of corporate culture, the concept of corporate culture is disclosed as the most important element of the internal environment of the organization, which greatly increases the efficiency of work in the company. Using the OCAI tool by K. Cameron and R. Quinn, the type of corporate culture of the organization under study was determined, its strengths and weaknesses were identified. The findings presented in this article can be used in practice to improve the work of employees.*

**KEYWORDS:** *C.Cameron and R.Quinn's Corporate Culture Assessment Tool, Corporate Culture, Organizational Culture, Minority Shareholders, Company Values, Principles Of Corporate Culture.*

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