

Corporative culture of higher educational establishment - means of identification in educational services market

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Abstract – the article deals with the necessity of corporative culture formation of higher educational establishments in conditions of educational services transformation to the needs of market economy.

Key words – corporative culture, higher educational establishment, identification, corporative identity, values, standards of behavior, development strategy of higher educational establishment.

I. Introduction

Economic, political and social changes taking place in today's world also can not touch the high school. The economic crisis and demographic decline determines reorientation of targeted formation of professional training of specialists, who will be able to compete both on the labor market in Ukraine and abroad. This specialist can be formed by highly intelligent and highly moral environment inherent establishments that profess the idea of all-round development of human. Therefore, special attention needs studying the corporative culture of higher educational establishment, significance of which is especially important today. Corporative culture – is a system of material and spiritual values, displays, that interact with each other, inherent this organization, those that reflect its individuality and perception itself and others in different environments, which is manifested in behavior, interaction, perception itself and environment [1, 94].

The whole world modifies management system of higher educational establishments and orients them to self-development, independence, to the standards of social and cultural establishment of society, including creation of university models of corporative culture that should be an example for enterprises and basis of economic culture in society in general. Thus we can distinguish two components of corporative culture of higher educational establishments: from one side it's culture of achievement the objectives in educational market under fierce competition in which higher educational establishment is seen as business entity, on other hand - traditional academic culture based on maintaining and improving educational values [2, 62].

II. Main part

Domestic higher education at present stage has a wide range of problems. These are economic (financial) problems (lack of funding, non-stimulating tax system, lack of long-term investment development projects of

higher educational establishments; lack of wage motivation) and social (reducing of social protection of teachers, reduction of social services sphere, lack of social protection programs of teachers and students), and informational (higher educational establishments retard from informatization standards in society), and above all - cultural.

In circle of cultural problems, firstly we must highlight the lack of development model of higher educational establishment culture in period of social transformation, and for the future market economy. Thus the ratio of academic and corporative culture should relate as "part to the whole", that traditional academic values will not be transformed, but only will be balanced with market ones. The need to study the corporative culture of higher educational establishment caused by the fact that the corporative culture phenomenon is quite real and has considerable impact on both the individual employee and higher educational establishment as an organization in general. Corporative culture provides more efficient activity of its organization, and at the same time, is the main meaning of the corporative culture of higher educational establishment, takes part in formation of human resources, future specialists.

To form corporative culture that supports the strategy of organization is necessary for successful execution of tasks, because culture creates social-psychological climate and corporative spirit, that promote implementation of the objectives and make their contribution to success. Corporative culture is defined on what basis and how the organization's activities function: what are the values and beliefs that profess the management, what the philosophy underlies in key policies, what traditions that organization adheres, what ethical standards are obligatory to everyone and what is the moral situation. Therefore, culture reflects the atmosphere of organization and style of its work.

The results of efforts in forming of corporative culture is easily fixed by external manifestations: adaptation of new employees to the system of norms and values in the team of higher educational establishment, in internal organizational legends and rituals, in behavior of employees on meetings, in uniform, in external design of office and so on. It creates opportunities for employees to identify themselves with institution of higher professional education, effectively adapt to the norms and values of higher educational establishment, sets standards of staff behavior and responsibility for their compliance. Availability of such quality in employee as corporative identity means that he is not only aware of values of organization, he clearly follows the rules and norms of behavior, but sees his life in relation with life of organization. Development of corporative identity is indicator of the level of corporative culture in organization, indicator of how its corporative values are adequate to personal values of its employees, how company is valuable for its employees. And if employees, even in minutes of rest, discuss professional questions and various professional nuances, it turns out that they are passionate about their work. Separately we

note, that formation or introduction of corporative culture, that leads to favorable psychological climate in the team, becomes today's the global strategic resource of organization.

It should be clearly understood that corporative culture is present in every institution, regardless of whether the team is aware of this or not. But when this awareness is absent – processes develop spontaneously, and students' cultural environment will always be the mirror of teachers' cultural environment with all its spontaneously formed patterns of behavior. Corporative culture is not homogeneous, and presence of subcultures does not indicate opposition to general corporative culture. To above mentioned local subcultures we refer: administrative staff, academic staff, students, support services.

Peculiarity of corporative culture of any higher educational establishment is to involve its students. The need to rethink relations between the person who teaches and the one that learns, determines the need for changes in their relations, that increasingly get the signs of partnership for the common goal: maximum opening of intellectual and creative potential of young people, students employment after graduation, their professional adaptation and further career or professional growth. Integration of students to the corporative culture of higher educational establishment, their active participation in its formation, lays solid foundation for the future perception of the corporative culture of those companies and institutions where they will continue their professional life. This culture of students is an instrument with the help of which every student is focused on solutions of common problems, it mobilizes initiative, ensures effective interaction in educational environment of university at all levels.

Higher educational establishments should be a center of knowledge, as well as a cultural center. It is very important to understand higher educational establishment as a socio-cultural system, which functions are not limited by preparing human to professional activity. It should be considered as a form of transmission and reproduction of cultural norms, values and ideas, as space generating of social ideology. Because of being bearer of certain values, caused by corporative culture of higher educational establishment, graduate will form corporative culture of the company, and thus culture of society in general.

Keeping in mind that corporative culture – is only an instrument for management and it can not be perfect, it should be noted that corporative culture in order to be effective, always must support the mission, goals and concrete strategy of development of organization. At the same time combination of mission and culture has long-term character, which leads to the best possible results, while changes produced by corporative culture, require high degree of competence from the side of the management of organization. The bigger organization, the more important new beliefs, the longer it takes to create close relationship of mission and culture. In big organizations significant changes of corporative culture take from 3 to 5 years. In fact, it is much more difficult to

change already formed corporative culture, than to create new beliefs in just established organization.

To form the corporative culture of organization, which would support the strategy of organizational development, the management must do number of steps that defined as the following stages:

1) Examination of the organization's mission, strategy definition, basic goals and values (priorities, principles, approaches, standards and desired patterns of behavior).

2) Studying the existing corporative culture. Determination of accordance of existing corporative culture to the development strategy of organization, made by the management. Identifying positive and negative values.

3) Development of organizational activities, aimed to form, to develop and to strengthen desired values and patterns of behavior.

4) Purposeful influence on the corporative culture to overcome the negative values, that promote implementation of the developed strategy.

5) Evaluating the influence performance on the corporative culture and making the necessary adjustments.

Sources of formation of corporative culture are:

1) The system of personal values and individual and peculiar means of their realization;

2) Means, forms and structure of regulation of activity, that objectively embodies such values, including personal values of the management of organization;

3) The idea of optimal and allowable model of employee's behavior in the group, reflecting system of spontaneously formed intragroup values.

Only 30% of Ukrainian higher educational establishments systematically introduce strategic management and have clear unique mission and the ratio of organizations, where introduce corporative culture, constitutes in Ukraine 20:80, in the west – 50:50, in the east – 90:10.

Conclusion

Thorough studying of elements of corporative culture is necessary for modern management science, as well as for practice, using these ideas in work. International experience has shown, that standards introduction into the corporative relations, compliance with which would create an atmosphere of unity of purposes of every participant of management, allows to achieve high levels of organization of corporation activity.

References

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