THE ANALYSIS OF THE ORGANIZATION'S CORPORATE CULTURE (BY THE EXAMPLE OF THE KAZAKHSTAN – GERMAN UNIVERSITY)

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The activity of this or that company is influenced by different factors: technical, organizational, the development strategy, the efficiency of staff's work and etc. It should be noted that this information is designed by the company and it is not simply an "oral agreement".

All of them are a system that conditions whether the company functions efficiently or not. But at the same time there is something which cannot not be formally regulated and it is human relations in the company. Usually they are built during the definite period when the relations are influenced by the following factors as: people's mentality, local customs and traditions, spiritual values and tastes. Exactly these relations are the company's corporate culture.

We should start with the notion «culture». «Culture» takes its root from the Latin word «cultura» that is translated as education, upbringing, respect and development. «Culture» is a notion that has many meanings in different spheres of human activity, for example, in History, Political science, Philosophy, Economics and etc. Hence, the definitions of «culture» are connected with the sphere where it is studied and from what point of view it is regarded by the representative of the human activity sphere.

However, to research and write this article we need the definition «culture» in the economics sphere and the company's corporate culture, in particular. Culture is something common for a definite group of people. For example, life style, some definite behavior, there may be one goal or ideas, something that is characteristic for the company or the company's staff, to be exact; in other words, the corporate culture which is a system of values, rules, traditions and norms. They, in their turn, characterize the company conditioning every employee's behavior of the company. It should be noted that the corporate culture consists of 2 elements types: those that are written – formal ones and those that are not written – informal. For example, the rules are most often written in many companies whereas the value system is not written [1].

So, before speaking about the corporate culture in general we must study every element individually.

The value system. Values are prohibitions, goals, sets and they are orienteers for people in their life. Therefore, a value system is a code of clearly built prohibitions, goals and also sets.

Views are conscious beliefs that need no checking.

Norms. A norm from the Latin norma is a rule, model, standard which shows boundaries within the limits of which this or that object preserves its essence being its own self. In the corporate culture it is more sensible to use the word combination «social norms». Social norms are standards, rules that establish definite, concrete boundaries of people's behavior in relations, such as business and etc. To the norms one can refer traditions and customs, moral norms, ethical norms, religious norms and etc. They in general influence the corporate norms that have established themselves in the company.

These elements characterize the company's corporate culture on the whole. But, as these elements are not sole reasons, many works have been directed to structuring the corporate culture. That is to collect the indications of the corporate culture together but clearly. It was done by the founder of the scientific trend «Organizational psychology» American psychologist Edgar H. Schein. Characterizing the corporate culture, he singled out its three levels: surface, inner (undersurface) and deep [2].

As it has been said above the «corporate culture plays a special role in development». It appears from this that it must be evaluated and analyzed to have a more exact opinion. In future it will benefit the development of the organization strategy because the corporate culture is not only the staff's culture, the personnel's culture but also the culture among students and colleges.

Nowadays there are no absolute values that can define whether the company's culture is good or bad. But there is a perfect possibility to identify its weak and strong sides, its availability, its influence degree on the employees and in our case students and also the type of the corporate culture.

It was exactly what was researched and done during the process of writing this article. We used two methods of analysis: survey and observation.

The survey was done from 17 to 20 of November, 2015 by online questionnaire the University students. As the result of the questionnaire we received the data after analysis of which we could very closely define the type of the corporate culture and its influence on people. 100 students of the institution took part in the survey that proved their interest in the University life.

The questionnaire included questions of general information and also questions concerning the University corporate culture.

At the beginning there were two questions to divide the students, who agreed to participate on the survey, according to their years and form of study. It should be noted that student of the second higher education and postgraduates, so as bachelor degree students, took an active part in the survey in spite of their being very busy.

The first three questions were put to find out is student were familiar with the strategy of their University. More than a half of the students confirmed that they knew the University, its mission, goals, rules and etc.

It was found out that 75% (Fig. 1) of the questioned students gave a positive answer as for their knowledge of the University mission.
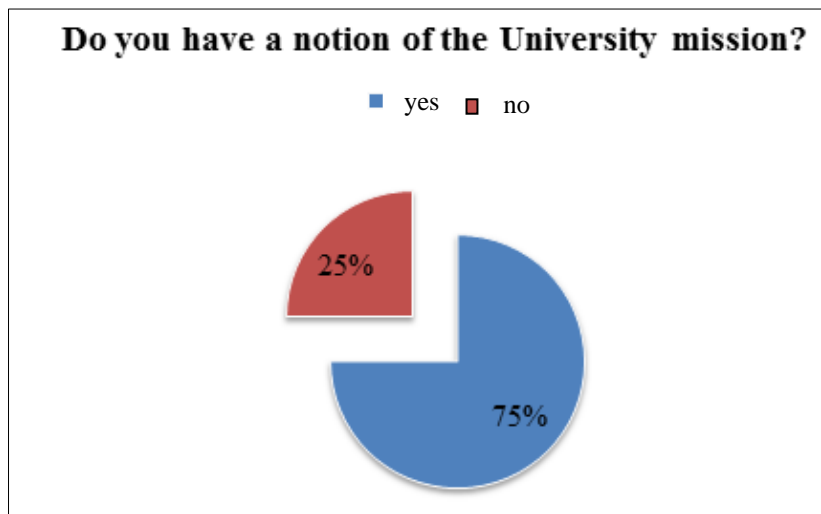

Fig. 1. The KNU mission
(Designed by the author on the basis of the sociological survey)

However the goals are also written in the University. And getting to know them plays an important role in the company and at the same time shows the level of the students' interest in the KNU. You can see in Fig. 2 that more than half of the students are familiar with them.
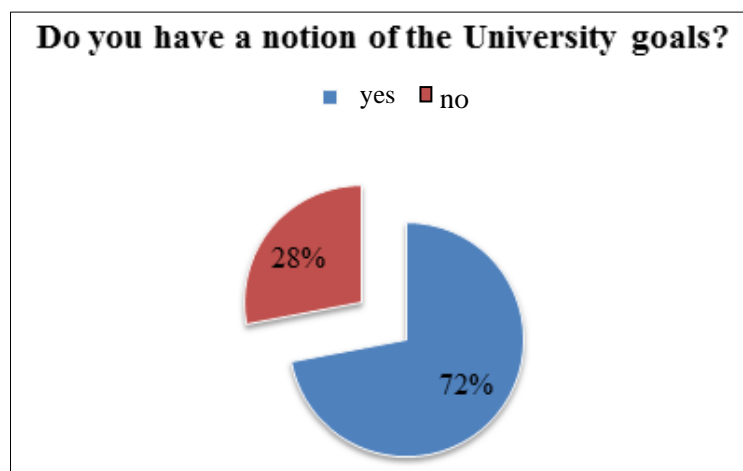
Fig. 2. The KNU goals
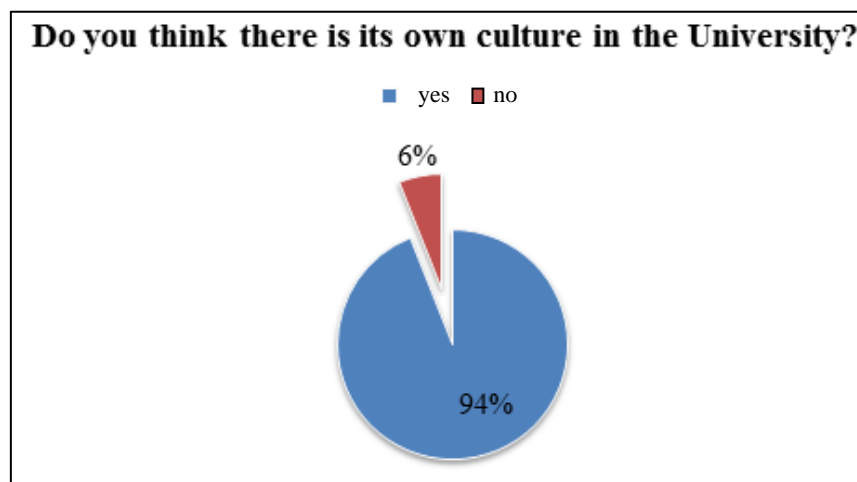*(Designed by the author on the basis of the sociological survey)*

The following question proved that the students not only knew about the rules existence but they were familiar with the University rules. The analysis showed that 80% respondents were aware of such in the University and they were familiar with the rules code. It proves the coordinated work of the educational-upbringing department. It is graphically shown in Fig. 3.
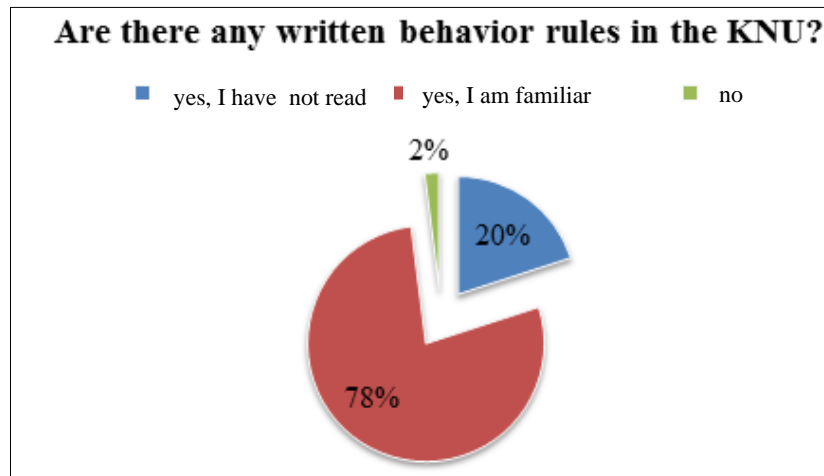
Fig. 3. The behavior rules
(Designed by the author on the basis of the sociological survey)

Further the respondents were asked about the corporate culture.

The next question was about its existence in the University. The analysis proved that almost all 100% respondents agreed that there is its own culture in the University (Fig. 4).


Fig. 4. Its own culture of the University
(Designed by the author on the basis of the sociological survey)

Finally there were two other questions.

The first question: how it is important for you to study with people who are on good terms with each other? During the analysis we found out that 93% respondents preferred to study in the friendly atmosphere in the University (Fig. 5).

The second question: characterize the corporate culture. For the students it was the most interesting question where many of them willingly expressed their opinion. We can assume that vivid emotions while answering this question played its role.

For every question it was necessary to understand the theoretical basis of culture in general and also an ability to observe what was happening for a long period.
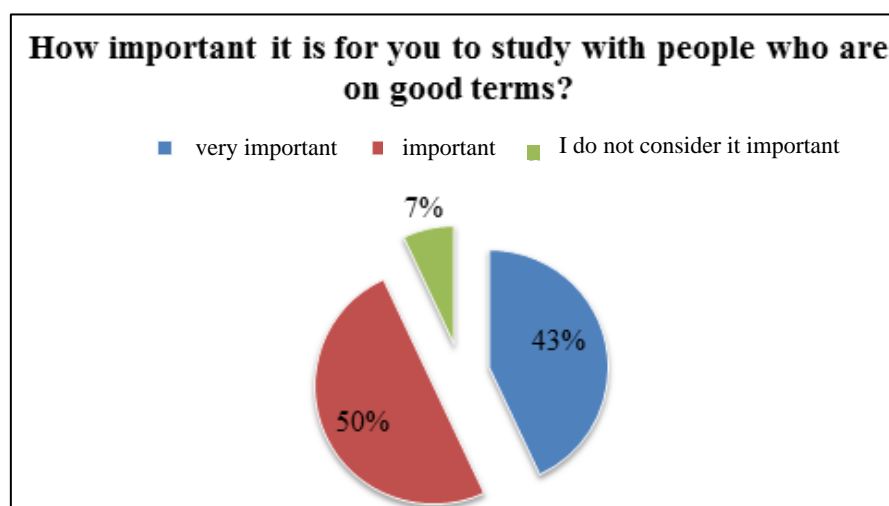
Fig. 5. The atmosphere among students
(Designed by the author on the basis of the sociological survey)

In table 1 there are the most interesting answers of the respondents on the basis of which we can have a possibility to define the type of the corporate culture.

Table 1. The characteristics of the KNU corporate culture

1	2
The KNU is a family. If you have lost a purse full of money you can be sure to find it with all its content. It is always possible to find	It is pleasant that many rules are observed, for example, the students swear less than in other Universities, there is no corruption, extortion, etc.
To help each other, to be polite, you do not worry about lost things, to spend time together during the break	People feel comfortable in the KNU as at home, the students are very friendly (with some exceptions, of course, but it is ok). Though, with every year more and more people who are for the AMU or UIB enter our University and they stay apart from the KNU culture.
Friendliness. The KNU is a mini family which will always help as much as possible	Absolute tolerance; Everybody is equal, there is no division into groups, discrimination and etc. It appeals to me very much
The source: compiled by the author on the basis of the sociological survey	

But nowadays it is impossible to use only one analysis instrument. Therefore, simultaneously with the article writing we had mini-observations of the University students, to be more exact their behavior and communication manner.

Finishing the practical part we should note the type of the corporate culture, the drawbacks of the existing corporate culture and methods of its improvement.

The first is the type of the corporate culture. Having analyzed the received data and also correlating it with observation we must define the following types of the corporate culture: family (clan) by Cameron and Quinn, club team by клубная команда по Jeffrey Sonnenfeld , task culture by Ch. Handy.

The mentioned corporate cultures most closely characterize the culture in the University. According to the family culture in the University special attention is paid to an individual that is unique traits of every student. The faculty and the students besides studying care about each other. We can give communication as an example. In the University both students and faculty have equal rights; they address each other using respectful «you» at the same time there are students who address their teachers by their first names.

During the observation we could easily single out the criteria of the club culture. The employees, students especially, are devoted to the University. For example, many students stay after

classes in the University to attend seminars of healthy life events which are held in the University. But the most essential thing is arranging collective leisure-time activity.

As for the task culture by Ch. Handy it was revealed while organizing events. For example, on 9 October, 2015 they held an event «Initiation into studentship, 2015». During its organization the students revealed their personalities' talents: tickets design, posters, banners and press wall-papers, first year students' performance and etc. They obtained the team spirit which led to a successful result.

During the observation and survey we detected the drawbacks of the existing corporate culture:

- lack of the smooth system to familiarize with the University corporate culture as 25-28% respondents have no idea of the mission and goals of the University or they do not care about their importance;

- almost half of the students are not familiar with the history of the Kazakhstan – German University that is a drawback of the corporate culture;

- lack of the normative documents of the corporate culture of the University; в in this case the behavior rules and safety measures are not taken into account.

All mentioned above drawbacks despite their difference are connected with each other. Hence, it is necessary to eliminate them and that is written in the following recommendations:

- to design variants for the students to get acquainted with the University culture or as one of the variants can be introducing a position to be responsible for all components of the corporate culture, structuring of all components to be more exact;

- to provide a constant analysis of the corporate culture condition that will allow detecting the flaws.

Followed by this and realizing the mentioned methods the role of the corporate culture will increase that will lead to a greater dedication of employees and students. And this in its turn will play an important role in development of the Kazakhstan – German University.

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