

MARKETING STRATEGY AND ORGANIZATIONAL CULTURE OF ENTERPRISE

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The article considers the concepts of marketing strategy and organizational culture of the enterprise, their interaction. Suggestions for eliminating conflicts between marketing strategy and organizational culture of the enterprise are given.

Marketing strategy is a promising approach to planning in order to achieve a competitive advantage in the market.

Organizational culture is a specific product of life and development of the organization, values that are shared by most members of the firm, and which is formed under the influence of internal and external factors both spontaneously and purposeful actions to instill in staff common cultural stereotypes.

Despite the complexity of the restructuring of organizational culture in cases where it is necessary for the management of the enterprise should conduct painstaking work at the enterprise and gain an understanding of the need to restructure the organizational culture of the vast majority of employees. The following measures can contribute to this:

1. Carry out explanatory work with the team on the prospects of marketing strategy and possible results in its implementation.

2. To organize the active participation of the majority of members of the firm in determining the gap between the existing and future state of the organizational culture of the enterprise.

3. Involve in the definition and discussion of measures aimed at adjusting the organizational culture and achieving the goals of marketing strategy the maximum possible number of employees of the organization.

4. Conduct a survey of employees to determine the readiness of the team to implement measures to improve organizational culture.

5. Review, if necessary, the organizational structure of the enterprise, taking into account its compliance with the objectives of marketing strategy.

6. Bring the management system of the enterprise to a state that reflects the collective values that arise in the employees of the enterprise.

7. Create, if necessary, a compensation fund to support employees who were harmed in the restructuring of the organizational culture of the enterprise.

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