T.I. Lepeyko, Miao Jianping

lepeyko.tetyana@gmail.com, 113597987@qq.com

Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine

FEATURES OF ASIAN MODELS ORGANIZATIONAL CULTURE

With the intensification of global competition and the rapid development of the knowledge economy, the basic assumptions of organizational operations and the external environment have undergone fundamental changes, and innovation and change have become the theme of the times for the survival and development of enterprises.

Transnational operations are conducive to the effective allocation of resources, can fully and effectively use the international market, participate in international competition, and improve international competitiveness.

The cross-cultural differences in the environment is a realistic background for multinational operating companies. Looking at the development history of many multinational organizations, the reasons for the failure of multinational organizations are different, but the most fundamental conflict is the same-cultural conflict.

Corporate goals of cultural conflicts and maintaining a common code of conduct for employees of different cultural backgrounds to meet the needs of foreign publics, media and customers, so that business operations can run smoothly and competitiveness can be enhanced.

Due to differences in values, thinking methods, and habitual style, corporate personnel often have different attitudes on some basic issues of business management, thereby burying the crisis for the overall operation of an enterprise. However, from other side organizational culture could form the competitive advantage of enterprises.

At the same time, the organizational culture at different levels shows different cultural characteristics, and each has its own personality representative, that is, the cultural adoption at different levels to specific interest groups in the organization.

So-called organization refers to a group of people in order to achieve a set organizational goal. The organization has its own employees who work together, have a clear business philosophy, organizational goals, and have a common code of conduct, and an organization system and its own unique organizational culture.

Organizational culture is formed by the management and in management process of an enterprise. Organizational culture, as a subculture of social culture, should have the same origin as the world civilization and the history of cultural development.

Until the first half of the 20th century, the role of organizational culture in the development of the entire enterprise was not significant, and a large number of corporate managers did not realize the important role of organizational culture for the enterprise.

As Li Yongtai and Li Wei mentioned it was only in the second half of the 20th century when the power of corporate culture was gradually being used by people known and emerged a group of companies that have won with excellent corporate culture [1].

In 1979 A. Pettigrew in his research paper proposed to discover the term "organizational culture" [2].

In modern cultural studies, the term "organizational culture" is also known as and mentioned as "corporate culture" and "management culture".

In the 1980s, organizational culture has quickly gained the attention of organizational management researchers and became the focus of organizational research.

According to incomplete statistics, there are about 400 definitions of corporate culture at home and abroad, and almost every management scientist has defined organizational culture.

Organizational culture is the yardstick to distinguish between organizations and the differences between organizations, and it is the key to excellent organizational success. Organizational culture is a thinking model formed by some basic assumptions.

J. B. Barney in his research mentioned that organizational culture of the company could bring lasting competitive advantages for the company as an its important intangible resource [3].

A multinational company is a multicultural organization, and cultural differences and conflicts are typical cultural characteristics of all multinational companies.

The environment that transnational corporations face is affected by a combination of factors such as people's livelihoods, religious beliefs, education, and attitudes to life in the countries and regions where transnational corporations are located.

In multinational company employees come from different countries and cultures and that is why employees have different cultural backgrounds.

The concentration of employees with different cultural backgrounds will inevitably lead to cultural conflicts, which are an objective existence.

These cross-cultural problems are specifically reflected in the diversity of the cultural values, beliefs and employees' behavior, diversity in management methods,

in the complexity of the company's production and operating environment, in difference of the process of cultural identification and integration between employees and the company, and employees themselves.

Therefore, management of multinational company face up to the cultural differences of company's employees and has to shape good cultural adaptation and cultural integration and solve many cultural problems.

The foundation of cultural construction is also the basis for multinational companies to adopt different cross-cultural management methods and solve cross-cultural conflicts.

The organizational culture of multinational company must not only be tolerate to cultural diversity, but also make good use of cultural diversity for multinational company employees themselves in different countries, cultures and regions.

Under the new global situation in the international economic system, transnational operations of companies become an important trend in China's economic development.

Transnational operations are conducive to the effective allocation of resources, can fully and effectively use the possibilities of international market, participate in international competition, and improve international competitiveness level of Chinese economic system [4].

In the mid-1980s the strong idea of emulation Japanese industrial model as organizational model that is the most efficient is analyzed in Chinese textbooks on management and organizational behavior [5], [6].

As S. K. Herath and T. M. Walls mentioned in their research [7] comparing differences in national culture with differences in organizational culture, the correlations are significantly stronger for language barriers and national cultural differences.

"In contrast, the correlations are significantly stronger for differences in corporate (organizational) culture compared with differences in national culture for corporate cultural differences, and differences between partners' objectives and priorities" [8, p. 198].

S. Bing is the first Chinese scientist who start to create organizational culture network in China. The scientist believes that organizational culture is the business philosophy, business purpose, management policy, value concept, business behavior, social responsibility, business image, etc. formed in the business activities of the company. Moreover, the sum of all these components is the fundamental manifestation of company personalization and the soul of the survival and development of the company [9].

L. Changhai in his monograph "Corporate Culture" noted that organizational culture is the consciousness of group competition that wins through civilization "that enterprises strive to implement and actually manifest in various activities" [10].

L. Yongtai and L. Wei in the monography "Cultural Ladder of Enterprise Management" mentioned that organizational culture is a kind of center of all members to cultivate a systematic, complete, and adaptive management function. They notices that spiritual culture is the content to form a highly cohesive and dynamic management thinking system and organize methods for enterprises [11].

Most Chinese scholars believe that organizational culture is divided into narrow sense and broad sense. The broad sense of organizational culture refers to the sum of the material wealth and spiritual wealth created by an enterprise, including corporate.

Organizational hard culture is the material state of an enterprise. The main body of hard culture is things.

The soft organizational culture of an enterprise refers to the ideology, ideology, concepts and other ideologies that are characteristic of the enterprise formed in the course of its development, as well as the performance of enterprise systems, organizations, business operations, and other behaviors, corporate image. The subject organizational soft culture is people.

On our opinion general definition of organizational culture in Chinese management can be described as "presuppositions, beliefs, norms and a system of values which are accepted and jointly interpreted by the members of the organization" and through its stability and its systemic effect on the individual behavior result to (a certain degree) the predictability of the individuals and organizations behavior.

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