**Abstract Template**

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| **organizational culture research: an overview***KUZMINA Elena**Supervising faculty member - (degree, rank) Plakhotnik M.S.* *NRU HSE, Saint-Petersburg School of Economics and Management, 3 year**E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Around 40 years ago in the 1970s, Japan’s phenomenal business success and the decrease in U.S. production moved researchers to reexamine knowledge on organizational management. In *Theory Z*, Ouchi [1] suggested a successful Japanese company values its employees and develops a culture of “humanized working conditions” [1, p. 196] that provides a supportive environment, increases employees’ self-esteem, and helps increase productivity. Peters and Waterman [2] examined 62 U.S. businesses and identified market-oriented culture as a key to a successful organization….Table № 1**Table title (Citation)**

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(Figure placement)*Figure.1. Figure title (Citation)*Organizational culture has been viewed as the solution to all problems, “a fad” [3, p. 286] or “a seductive promise for managers” [4, p. 8)…….**REFERENCES***Ouchi, W. G.* Theory Z: How American Business Can Meet the Japanese Challenge. Reading: Addison-Wesley, 1981.*Peters, T. J., Waterman, R. H.* In Search of Excellence: Lessons From America’s Best-Run Companies. New York: Harper & Row, 1982.*Hofstede, G., Neuijen, B., Ohayv, D. D., Sanders, G.* Measuring organizational cultures: A qualitative and quantitative study across twenty cases // Administrative science quarterly. 1990.№35*.* C.286. |
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