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THE INFLUENCE OF CORPORATE PRINTED EDITIONS ON THE FORMATION AND DEVELOPMENT OF CORPORATE CULTURE

Зума О.

ВПЛИВ КОРПОРАТИВНИХ ДРУКОВАНИХ ВИДАНЬ НА ФОРМУВАННЯ ТА РОЗВИТОК КОРПОРАТИВНОЇ КУЛЬТУРИ

Зима О. Г.

The article is devoted to the study of various aspects of the use of corporate printed editions for the formation and development of corporate culture in modern enterprises. The most used types of printed corporate publications at the enterprise are considered. The advantages of producing their own printed publications in a modern enterprise are highlighted. It is offered to use the basic methods for the analysis of the effectiveness of the corporate edition.

Key words: corporate culture, printed editions, corporate publication, newspaper, magazine, bulletin.

Introduction. Corporate culture is the basic element of the internal environment of the organization, which provides optimal internal integration and external adaptation and acts as an integral characteristic of its level of development, is formed as a result of interpersonal interaction of the members of the organization in the process of its evolutionary development and purposeful influence of management, includes implicit (beliefs, values, principles, socio-psychological climate) and explicit (documentary and normative management, symbols, traditions, image, brand) Components [1, p. 142-143].

Corporate culture is based on the fundamental ethical principles and values that are shared by the members of the company. These values in different corporations can be different, including depending on whose interests are the basis of the company's activity: the company as a whole or its individual members. However, a high level of corporate culture is an important strategic factor, mobilizing all structural units of the corporation and its individual employees to achieve the goals set within the framework of the declared mission of the company.

As proved by D. O. Oltarzhevsky [Oltarzhevsky D.O. Corporate Media: Theory and Practice: A Manual. - K: Free Press Center: Rydbina, 2012. - 60 p.], Now the corporate edition is part of the standard package of attributes of a successful company. Own media resource is capable of forming a positive image of the company

and its brands in the target audience (business partners, end users, employees, etc.) in relatively short timeframes and with relatively small investments. With the growing social role of corporate publications, it is possible to predict their further active participation in the development of socially responsible business, the harmonization of social and business interests, the development of professional and interpersonal communications. Corporate media are interesting as research in many areas. First of all, it is a unique synthetic media product that combines several types of mass communication: mass-media, advertising, PR. On the other hand, the corporate edition is not a "clean" mass-media, but combines journalism with the potential of public relations technology.

The main problem of the formation and development of corporate culture is the lack of substantiation of the need for corporate printed media to be used for this.

Analysis of basic research and publications. Corporate culture as one of the competitive advantages of a commercial organization has been explored in Western economic literature since the 1980s. In the course of the study, the work of such scholars as T. Peters, A. Maslow, R. Waterman, M. Armstrong, H. Dowling, C. Cameron, F. Kotler, R. Krichevsky, B. Milner, D. Oltarzhevsky, E. Shane and other scholars. However, in scientific works, the role of corporate media in the process of corporate formation and development is not clearly defined, and there are no analytical methods for assessing the level of their use for a particular enterprise.

Goal. The purpose of the study is to determine the impact of corporate publications on the formation of a corporate culture for the possibility of its development.

Materials and research results.

According to O. Todorov [3], corporate culture consists of an amount of complex relationships:

owners with top managers and senior staffers;
managers - with subordinates;

employees - with colleagues and leadership;
 companies - with external partners.

In these relationships common values, behavioral norms, rituals and myths are formed. Corporate Communications Management is an important task of HR-department, because it is strong, creative corporate culture as a magnet keeps professionals. It largely determines the reputation of the company, and ultimately - its competitiveness and commercial success.

Corporate Edition is a media tool published by the company with a certain periodicity to maintain contact with employees, clients and the public.

Corporate publications are an integral part of corporate culture and one of the most important means of internal communications.

Corporate publications on ways and channels of distribution are divided into printed and electronic corporate publications (Figure 1).

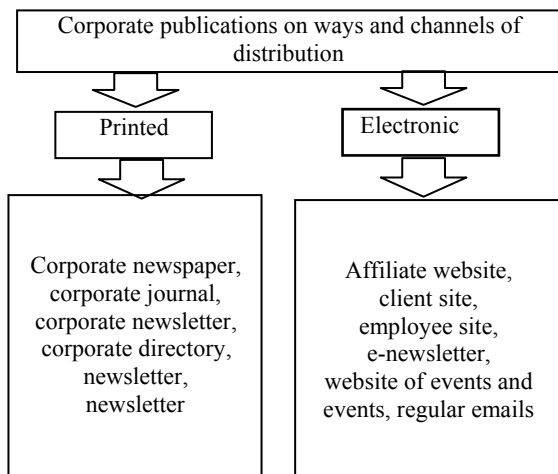


Fig. 1. Sharing corporative editions in ways and channels of distribution

Mainly enterprises use corporate media such as a newspaper, a magazine, a newsletter (Figure 2), as well as an intranet format that provides maximum information efficiency, an opportunity for interactive communication between staff and a low cost of the project.

If an enterprise has a financial opportunity, then it can simultaneously issue several corporate publications. And each of them should work on their target audience.

A variety of corporate print media is also considered as advertising - such as catalogs, leaflets, booklets, brochures, etc. Advertising corporate publications, like a static group of print media, are image presentation presentations that position a specific product or service and target the company's advertising goals.

Information publications, which include the newspaper, magazine, newsletter, are thematic press. Their information is about the state of business at the moment. Among the characteristic features of such

publications: the regularity of the exit, the installation of the promotion of a specific product or service, but in such publications often lack information on the activities of other participants in market relations. Although sometimes the topics of corporate publications extend to the whole industry, the prospects and trends of its development.

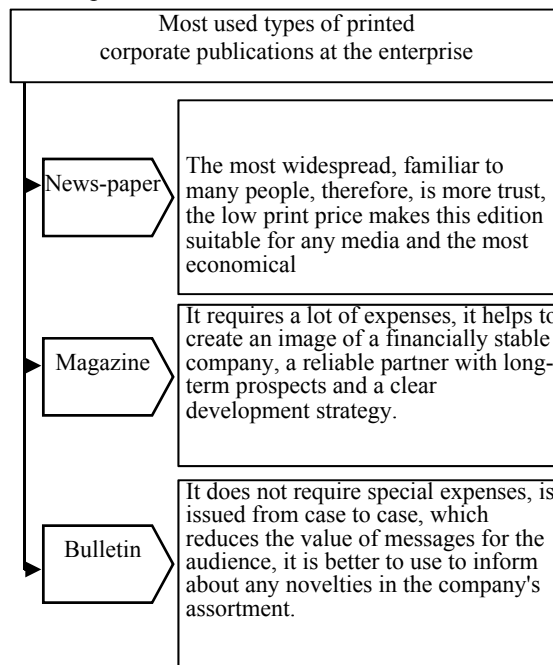


Fig. 2. The most used types of printed corporate publications

Among the advantages for enterprises that produce printed publications, the following can be distinguished (Table 1).

Table 1

Advantages of publishing own printed publications

Advantage	Explanation
Promotes the formation of corporate culture and business standards	The published materials give an opportunity to explain to each employee the peculiarities of doing business and the strategy of his company development; feel like a member of a single team involved in a common cause.
Promotes communication with employees, as well as with partners, potential clients or competitors.	Published materials for employees (company news, orders, interviews, answers to questions, humor, understandable to all employees, press releases, announcements of any events, articles about the history of the company or specific products, plans for the future, etc.).
Maybe an entertaining resource	Published information about the employees of the company (familiar faces), work in shops, offices, leisure, good cartoons for managers and employees, jokes, stories about curiosities, crossword puzzles, scanwords, etc.

Table 2

Basic methods for analyzing the effectiveness of a corporate edition

The name of the method	The essence of the method	Explanation of use
Expert evaluation	The most common way in which one or more specialists are selected in the area under study is to analyze a corporate print edition to meet certain standards. Moreover, the expert can act as a third-party analyst, and an employee of the publication.	It is possible to use absolute and relative indicators, that is, the circulation is measured, for example, in copies, and the correspondence with the expectations of the target audience - on a ten-point scale.
Questionnaire readers	It is used to identify those indicators that can be obtained by means of a clear question and pre-formulated answers (for example, the level of trust in the information contained in the publication).	It is expedient to conduct a questionnaire to study readers' opinions about the publication in order to further adjust its content and other qualitative elements. The assessment is carried out on a five-point or ten-point scale.
Interviews with readers	Conducted to determine the accuracy of the planned emotional orientation of the publication, as well as for the possibility of strengthening the emotional component.	This and other information can not be collected without personal contact with the respondent-reader, therefore an interview is required.
Analysis of eviews	Allows you to draw conclusions about the importance of discussing issues of interest to the corporate audience on the pages of the publication. Reviews also help to make a general picture of readers' thoughts about the publication.	The results of this method can only be used in conjunction with others for a more accurate understanding of objective reality
Analysis of incoming calls	The method is recommended for evaluation of external (client) branded publications with pronounced advertising and marketing functions.	It allows you to understand whether it was possible to achieve the advertising effect for which it was published that or other information, or, conversely, to confirm the futility of this type of communication for a particular project or business organization

D. Oltarzhevsky [4, p. 77], argues that most researchers in corporate periodicals support the idea of the need to apply sociological methods to assess the effectiveness of corporate printed publications, which are based on polls of the audience.

Referring to the study of C. Harlampiev, D. Oltarzhevsky [4, p. 78] proposes to use an application combined method for analyzing the main parameters characterizing the effectiveness of the corporate publication. Consider the five main methods that are listed in Table. 2

However, these methods are often not available to many companies due to resource costs.

Thus, the formation and development of a corporate culture requires the use of various information channels, one of which is the printed corporate publications. The presence of its magazine, newspaper or newsletter enhances the impression of the company's reliability and helps to create its positive image. On the pages of printed corporate publications, an open dialogue with the staff and clients should be conducted. Creating such communication contributes to the development of corporate culture and business standards, and also improves the reputation of the enterprise.

Conclusions. Thus, the formation and development of a corporate culture requires the use of various information channels, one of which is the printed corporate publications. The presence of its magazine, newspaper or newsletter enhances the

impression of the company's reliability and helps to create its positive image. On the pages of printed corporate publications, an open dialogue with the staff and clients should be conducted. Creating such communication contributes to the development of corporate culture and business standards, and also improves the reputation of the enterprise.

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Зима О.Г. Вплив корпоративних друкованих видань на формування та розвиток корпоративної культури

Стаття присвячена дослідженню різних аспектів застосування корпоративних друкованих видань для формування і розвитку корпоративної культури на сучасних підприємствах. Розглянуто найбільш використовувані види друкованих корпоративних видань

на підприємстві. Виділено переваги випуску власних друкованих видань на сучасному підприємстві. Запропоновано використовувати основні методи для здійснення аналізу ефективності корпоративного видання.

Ключові слова: корпоративна культура, друковані видання, корпоративне видання, газета, журнал, бюлетень.

Зима О. Г. Влияние корпоративных печатных изданий на формирование и развитие корпоративной культуры.

Статья посвящена исследованию различных аспектов применения корпоративных печатных изданий для формирования и развития корпоративной культуры на современных предприятиях. Рассмотрены наиболее используемые виды печатных корпоративных изданий на предприятии. Выделены преимущества выпуска собственных печатных изданий на современном предприятии. Предложено использовать основные методы для осуществления анализа эффективности корпоративного издания.

Ключевые слова: корпоративная культура, печатные издания, корпоративное издание, газета, журнал, бюллетень.

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