

FUNCTIONS OF UNIVERSITY’S ORGANIZATIONAL CULTURE

One of the most important components of any university's internal life is its organizational culture, the formation of which can provide absolutely new conditions for the university's functioning as an independent competitive organization that ensures a modern level and high quality of training.

Organizational culture of the university is a system of values, socially progressive formal and informal rules and behavioral norms, traditions, individual and group interests, structure, leadership style, level of mutual cooperation and compatibility at the level of teacher-student, teacher-teacher, student-student, which provide constructive interaction in the team and further prospects for the development of the university.

Organizational culture in the university is related to understanding it as a complex social system. Therefore, it should also perform specific functions, in particular:

- Protective function is to create a barrier against unwanted external influences. It is implemented through various prohibitions and restrictive norms.
- Integrating function forms a sense of belonging to your university, pride in it.
- Regulatory function supports the necessary rules and norms of behavior at the levels of student-student and student-teacher, their relationships, contacts with the outside world, which ensures stability, reduces the risk of unnecessary conflicts.
- Adaptive function facilitates mutual adaptation of all members of the university community to each other and to the university as a whole. It is implemented through general norms of behavior, rites, rituals, by means of which students' upbringing is also carried out.
- Orienting function directs the activities of the university and its participants in the necessary field.
- Motivational function creates the appropriate incentives for action. For instance, this can be achieved by including in the cultural context high goals that both students and teachers should strive for.
- University image forming function creates its image in the eyes of other people. This image is the result of people's involuntary synthesis of certain elements of the organization's culture into some sort of a single whole, which nevertheless has a huge impact on both the emotional and rational attitude towards it.

Thus, the importance of organizational culture in relation to the university is difficult to overestimate as it allows both teachers and students to identify themselves with the university, gives new students an opportunity to successfully adapt to the system of norms and values of the university as well as enables forming standards of conduct and responsibility to follow them.