

Contents

List of illustrations and tables	5
Acronyms	7
Introduction.....	9
1 Organizational culture	11
1.1 Functions of organizational culture	14
1.2 Organizational culture and corporate performance	15
1.3 Orientation and typology of organizational culture.....	17
1.4 Diagnosis and changes of organizational culture.....	26
1.4.1 <i>Changes in organizational culture</i>	28
1.4.2 <i>Managing organizational culture</i>	33
1.5 Managing through Values	36
1.6 Organizational culture and Human Resources management.....	40
2 The enterprise performance and its management in THE context of organizational culture	46
2.1 Enterprise success.....	47
2.2 Target Oriented Business Management	51
2.3 Enterprise performance	56
2.3.1 <i>Enterprise performance measurement</i>	59
2.3.2 <i>Employee Performance Management</i>	64
2.4 Corporate Social Responsibility and Enterprise Performance	68
3 Surveys form the field of organizational culture and enterprise performance relationship	73
4 Indicators of sustainable enterprise performance in relation to the dimensions of organizational culture.....	80
Conclusion.....	89
Summary	90
References.....	91
About the Authors	98
Subject Index	100