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DEVELOPMENT OF METHODOLOGICAL APPROACH TO ASSESSING THE LEVEL OF CORPORATIVE CULTURE EVOLUTION

The article discusses the corporate culture as a tool of enterprise strategic management. The directions of corporate culture impact on the process of the enterprise strategy implementation were identified. The method of assessing the level of corporate culture evolution from the perspective of its functions fulfillment in the strategic management system based on fuzzy logic was proposed.

Keywords: corporate culture, strategic management, assessing, fuzzy logic.

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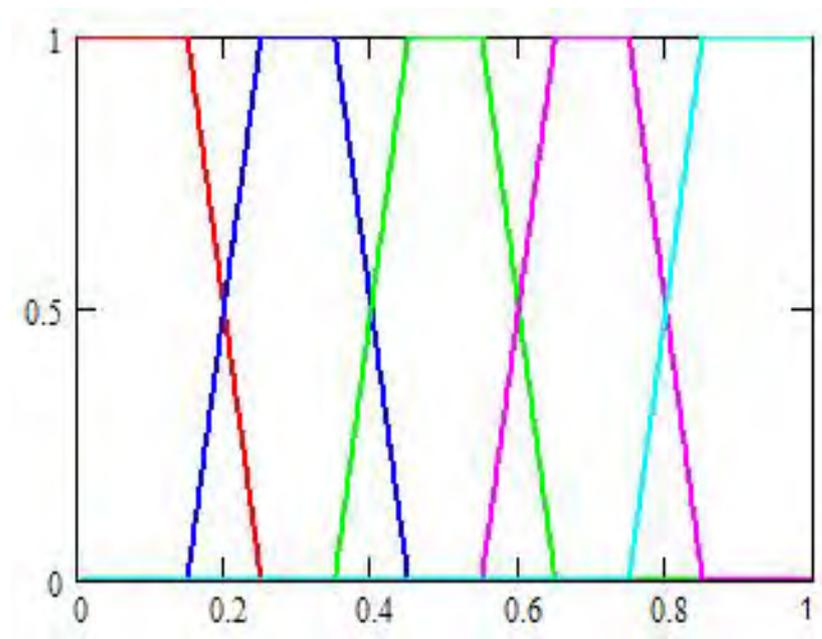
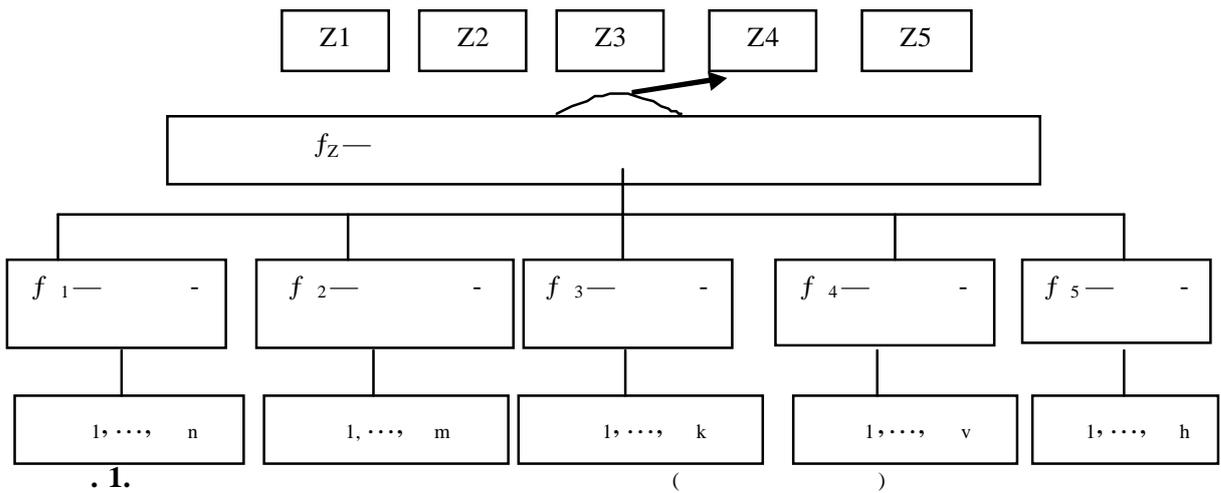
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$Z1(x) =$	$\begin{cases} 1 & \text{if } 0 \leq x < 0.15 \\ [10(0.25 - x)] & \text{if } 0.15 \leq x < 0.25 \\ 0 & \text{if } 0.25 \leq x \leq 1 \end{cases}$	« »
$Z2(x) =$	$\begin{cases} 0 & \text{if } 0 \leq x < 0.15 \\ [10 \cdot (x - 0.15)] & \text{if } 0.15 \leq x < 0.25 \\ 1 & \text{if } 0.25 \leq x < 0.35 \\ [10 \cdot (0.45 - x)] & \text{if } 0.35 \leq x < 0.45 \\ 0 & \text{if } 0.45 \leq x \leq 1 \end{cases}$	« »
$Z3(x) =$	$\begin{cases} 0 & \text{if } 0 \leq x < 0.35 \\ [10 \cdot (x - 0.35)] & \text{if } 0.35 \leq x < 0.45 \\ 1 & \text{if } 0.45 \leq x < 0.55 \\ [10 \cdot (0.65 - x)] & \text{if } 0.55 \leq x < 0.65 \\ 0 & \text{if } 0.65 \leq x \leq 1 \end{cases}$	« »
$Z4(x) =$	$\begin{cases} 0 & \text{if } 0 \leq x < 0.55 \\ [10 \cdot (x - 0.55)] & \text{if } 0.55 \leq x < 0.65 \\ 1 & \text{if } 0.65 \leq x < 0.75 \\ [10 \cdot (0.85 - x)] & \text{if } 0.75 \leq x < 0.85 \\ 0 & \text{if } 0.85 \leq x \leq 1 \end{cases}$	« »
$Z5(x) =$	$\begin{cases} 0 & \text{if } 0 \leq x < 0.75 \\ [10 \cdot (x - 0.75)] & \text{if } 0.75 \leq x < 0.85 \\ 1 & \text{if } 0.85 \leq x \leq 1 \end{cases}$	« »

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