

# THE IMPACT OF ORGANISATIONAL CULTURE ON THE MANAGER ACTIVITY

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**Keywords:** manager, organisational culture, competitive advantage.

## Abstract:

Organizational culture is a relatively recent field of study and it seems to be very important in determining the manager activity. Also the organizational culture is a difficult to define concept, but in opinion of many specialists it represents a complex system of traditions, values, rules, and behavior rules that define the line of action to reach the goals of a company, and implicitly its performances.

The current manager activity and business environment, characterized by a strong competition and economic, political, and social instability, raises important survival problems for firms and manager.

The creation of new culture means the modification of behavior norms, the acceptance of a new system of values, the creation of an environment characterized by flexibility, investment, and competition.

The organizational culture is a stability and continuity factor in the activity of a firm, as it is built in time, based on certain values, norms, habits, and mentalities. It reflects on the way the employees are working, and develops gradually in the firm.

Knowing the organizational culture is one of the factors that influence the managers and creates and advantage in their activity.

For the manager activity in the firm, the organizational culture can be a competitive advantage, as well as a real driving force.

## Conclusions

- a firm can be identified by its organizational culture;
- in a world in which the environment is continually changing and transforming; the organizational culture may or may not help the company evolve;
- to maintain a culture in a firm, the following must be considered;
- the way managers react, especially general managers;
- modeling and training of managers;
- criteria for allocation of rewards;
- criteria for employment, motivation, and elimination from the firm;
- it makes the employees behave in a certain way, respect certain standards and, by their own convictions, become convinced sustainers of a way of acting specific for the firm, according to its objectives and politics;

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