

PECULIARITIES OF ADAPTATION OF EMPLOYEES TO CORPORATE CULTURE IN ORGANIZATIONS WITH SIGNIFICANT SPECIFIC WEIGHT OF DISTANCE EMPLOYMENT

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The article is devoted to modeling the process of adaptation of employees of companies with significant share of remote (virtual) employment to the corporate culture of the organization. As a starting point, the assumption was made that corporate culture is a unique factor contributing to the intensification of the process of adaptation to approaches to the various tasks adopted in the organization; is not only a “repository” of corporate values, procedures, rules, but also allows us to promote unified approaches to solving certain problems and problems, or even general approaches to proving business.

A powerful differential equation apparatus was used to model the process of employee adaptation to the company corporate culture. The influence of virtualization of labor is taken into account by theoretical modeling of boundary cases of corporate culture of virtualized enterprises on the basis of the Shannon algebra. In addition, the formalized Weber-Fechner law was used to model the Maslow and Herzberg motivation process.

Virtual intellectual work is characterized by a modification of motivational mechanisms – if, in the ordinary approach to business organization, the vast majority of staff is motivated by model X-Gregory, then the specific requirements of virtual work are met only by persons motivated by model Y, which unconditionally affects the intensity of the adaptation process corporate culture of virtualized enterprise.

The process of forming the internal uncertainty of the enterprise and the scattering of information is determined by the proportions between the size of the enterprise and the number of supporters of a separate approach to solving the problem, the implementation of tasks. The greatest uncertainty corresponds to the so-called. An “atomistic” organization consisting of many independent employees.

With low internal uncertainty that limits the scattering of information (knowledge) in an organization, a virtualized enterprise system can not only absorb knowledge and skills that come from outside, but also generate their own. Mathematical modeling suggests that the transition to a “new knowledge creation” mode occurs when the minimum size of a team that adheres to a certain approach to the tasks exceeds 12% of the total number of employees.

At the same time, the results of the study indicate that the controlled impact on the intensity of learning does not lead to the emergence of new qualitative effects in the system of increasing labor costs in the transition to new approaches to the task must be compensated for through material and moral motivation.

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