

Corporate culture and its influence on the development

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INTRODUCTION

Rationale of the study

The term “ Corporateculture” has appeared in the world and become a hot topic of many researches since the late 20th century. When the businessenvironmentfaces a number of unpredictable changes and challenges resulting from integrity process and economic crisis, enterprises from any size and any country must recognize the important role of corporate culture to their survival.

However, corporate culture is truly concerned only in big groups and corporations and some medium-size companies. In Vietnam, the number of enterprises that have a proper strategy to develop their own culture is nearly insignificant. It is the fact that each company has its own culture may be without recognizing and controlling it. In the simplest way we can understand corporate culture as the environment within a company in which all staff and workers communicate and work together.

Hence, if we pay a certain attention, we can easily see that corporate culture has a strong affect on the cooperation between all employees, the productivity in particular and the development of the company in general. Moreover, in consulting companies, the reputation plays a key role in the company development for it influences the number of customers trusting in and using their consulting service. However, the reputation of a company is contributed from theprofessionalismthat is reflected through the working environment or, in other word, the corporate culture of the company.

Therefore, it is necessary to study corporate culture and its influences in real consulting companies in Vietnam like Management consultancy and business solution Joint stock Company. In conclusion, such researches about corporate culture like the one being conducting in this study somehow will be highly appreciated by businesses. Especially in 2013, the economic outlook is considered to be worse than that in 2012. That is the reason why each company has to find out a developing strategy which can make them outstanding from others.

Therefore I would like to choose “ Corporate culture and its influences on the development of Management consultancy and business solution Joint stock Company” as my thesis in this study for its huge value and meaning to our economy.

Aims of the study

The primary aim of this research is to study about the corporate culture of MC&BS JSC and its impacts on the development of the company. Then the author will give some recommendations with the hope that they can help MC&BS JSC find out their comprehensive strategy for further development. 3.

Scope of the study

Because of the limitation of time, this research will not cover all components of the corporate culture. It will just analyze some important and prominent factors which have significant effects (both positive and negative) on the development of MC&BS JSC. More importantly, the research does not look at the corporate culture of MC&BS JSC from the foundation up to now but in the two recent years (in 2011 and in 2012) for the reason that when the

economic shows a sign of downturn corporate culture becomes more and more meaningful to the lifep of its owner.

Methodology

Data analysis is the most frequently applied method in the study. Besides, the author also conducts surveys by using questionnaires in order to get more information. In concrete, in the first stage lasting two weeks, the researcher collects data from various sources: media, employees and internal files...Then, the researcher carries out some surveys to have more specific and precise information in two later weeks. Lastly, in the four following weeks, data analysis method will be adopted to produce final conclusions.

Organization of the study

The study is divided into three parts. The first part is the introduction dealing with the rationale, aims, scope, method, organization and significance of the study. The second part is the main part with three chapters:

- Chapter 1 is the literature review which provides readers a general review of what corporate culture is, its components, and how it affects the company development.
- Chapter 2 refers to the research methodologies. This means that it will describes in detail sources of data, methods applied in the research and their progresses as well as their outputs.
- Chapter 3 is the main part of the study which consists of some discussions.

This chapter will point out strengths and weaknesses of the current corporate culture in MC&BS JSC. Then, the author will suggest some actions that could be done in MC&BS JSC in order for them to develop a proper corporate culture. The last part is the conclusion that summarizes the content of the paper and gives some suggestions for further study. 6. Significance It is hoped that this research will be a helpful reference paper for the management of MC&BS JSC in specific and for businesses in general to build up their most appropriate corporate culture.