

Introduction

If we look at the history of economic development, it teaches us one thing: culture decides everything.

M. Weber

In the era of change that began in the global economy in the 1990s, more and more companies started talking about developing their own corporate culture to give them a competitive advantage in the marketplace. If there was a prevailing theory in the business world at the time about the relationship between culture and results, it was this: strong culture wins. The widespread use of the institution of corporate culture to improve business performance was driven by the growing demands of customers. High quality products (services), minimizing costs and developing customer relationships were no longer sufficient conditions for businesses to thrive. Business leaders began to consider a strong, highly developed corporate culture as a powerful competitive advantage.

It turned out that an effective corporate culture helps management attract and retain talent, fosters innovation and creativity, and sets the corporate vector for how employees communicate with each other, customers and partners. Creating a vibrant culture leads to better branding. It can help a company to stand out among many competitors, attract customers, partners and employees. In today's world, where competition has reached unprecedented heights, corporate culture has become not just a background element, but a key factor determining a company's success in the market.

The main goal of corporate culture is to create ideal conditions for employees to work as efficiently as possible. Employees who are loyal and motivated for professional growth are more productive. Engaged employees bring more profit to the company. Today, corporate culture has become a vital and even indispensable component of business success. It reflects the company's values, beliefs and goals, as well as the consistent behavior expected of all employees, from top to bottom.

Today, corporate culture is the foundation of a company's internal ecosystem, which directly impacts its success and performance. A strong culture promotes better interaction within the organization, increases employee motivation and loyalty, facilitates effective conflict resolution and adaptation to change. Corporate culture is essential to the company's image: it is how it is perceived and seen by the outside world, and com-

panies with a developed culture are more likely to achieve high results because their employees feel part of a big and important cause.

Corporate culture plays a key role in the success of any organization, influencing not only the internal atmosphere but also the external perception of the company. It forms the basis on which relations between employees and management are built, determines the management style and approach to solving work tasks. The importance of creating and maintaining a healthy corporate culture cannot be overestimated, as it directly affects employee motivation, labor productivity and the overall success of the company.

Corporate culture is always a priori unique for each company. This model of optimal interaction between all employees can take years to build, it all depends on the interest of the management. Its main task is to create a comfortable environment for result-orientation. A close-knit team of like-minded people, united by a common corporate culture, is able to show true professionalism and work miracles to achieve their goals.

In the digital economy, there are fundamentally new requirements for corporate culture institutions. The digital economy is not only a large-scale technological breakthrough, but also the corresponding creation of a new culture, values and behavioral norms. The target model of digital human capital competencies assumes the presence of cognitive skills (self-development, organization, management skills, achievement of results, solving non-standard tasks, adaptability), social and behavioral skills (communication, interpersonal skills, intercultural interaction) and digital skills (systems building, information management). The digitalization of the economy requires radical changes in both the personality and skills of the employee. The situation is aggravated by the fact that the new generation is constantly faced with emerging and disappearing professions, and technological innovations shorten the life span of any profession.

The need to participate in the global digital economy requires training not only programmers and engineers, but also fundamentally new types of specialists. At the same time, the use of digital technologies will lead to a reduction in employment in many professions, and in the future even to their complete disappearance. In their place, there will be a need for specialists capable of serving the digital economy.

The digital transformation of the economy is not just an evolution of devices (although they continue to improve), it is the integration of smart data into all aspects of human life. As a consequence of digitalization, traditional and established paradigms are being profoundly altered, from the use of household appliances and infrastructure management to the field of genetic engineering. Everything from work processes to the

flow of personal information is now being digitized. In addition, digital transformation implies a change in the basic principles of business.

The penetration of computerization into all spheres of human life stipulates the emergence of new forms of organization of human relations. Work with high technologies requires high preparedness, responsibility and spiritual maturity of a person. When the balance is disturbed in favor of technology (when the speed of their development exceeds the pace of development of moral resources of society), different aspects of human existence are dehumanized. Computers form not only production processes that do not require human participation, they also create “unmanned” communication within the framework of virtual reality.

In the digital society, information and knowledge, rather than things, become the key product of activity. As a consequence, humanity has faced (perhaps not for the first time in its history) the problem of psychological adaptation of personality and cultural competence in the conditions of excessive information environment. At the primitive stage, societies had to adapt to the habitat, at the agrarian stage, to coexistence with other societies, at the industrial stage, to the diversity of consumption products. Today, the post-industrial stage requires adaptation to the abundance of information and knowledge, as well as their proper application for the benefit of society. All this fundamentally changes the system of corporate relations, values and norms of employee behavior.