

# Culture change and globalization

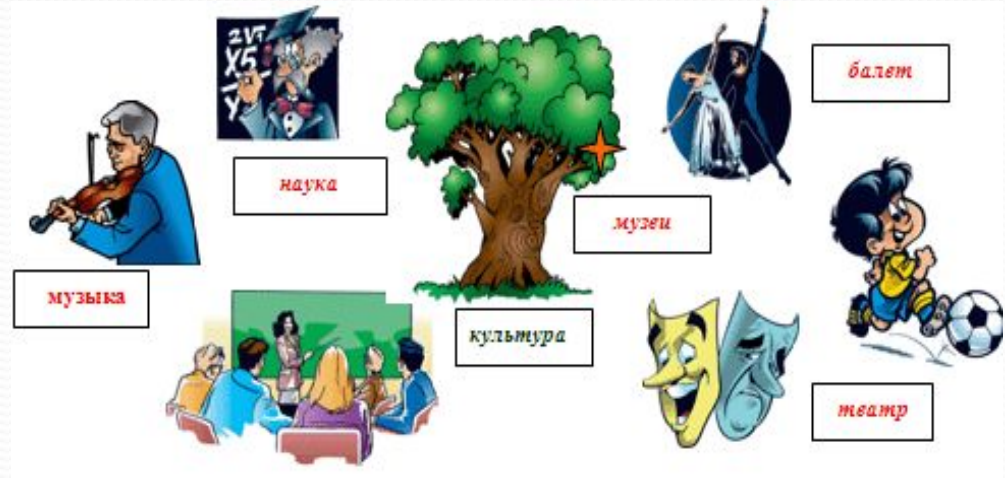


# Plan;

- What is culture?
- What is globalization?
- Changing the Culture

# Culture

- Culture (from the Latin. Cultura, from the verb colo, colere - cultivation, later - the education, training, development, respect) - the concept of having a huge number of values in the various fields of human activity. Culture is the subject of the study of philosophy, culture, history, art history, linguistics (ethnolinguistics), political science, ethnology, psychology, economics, education, etc..



# Globalization

- Such a concept of globalization, its essence and manifestation, can not be definitively determined, it is - the subject of philosophical debate and international conferences. First, in 1985, it used the concept and gave his interpretation of the American sociologist R. Robertson, and soon it became an active part of our lives.



# Changing the Culture

- Changing the culture is the main form of transformation of the organization. In this transformation, people, processes, systems and structures play a major role. Changes affect the basic values, norms and beliefs shared by the owners in order to improve the state of the company. It is true that improved systems and processes lead to a better state of the company. Whatever it was, it is the people and the corporate spirit facilitate the introduction of such processes and systems. It's no secret that certain cultural barriers prevent the successful implementation of change. Companies are simply not able to make changes as long as they do not identify and eliminate cultural barriers.

