



Corporate Culture

By

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Culture : Way of life in community

Corporate : Organization/World/Country/
City/Town/Entity/Company/Hospital/
School/University/Community/Army/
Government Office/ETC.

Human



COMMUNITY

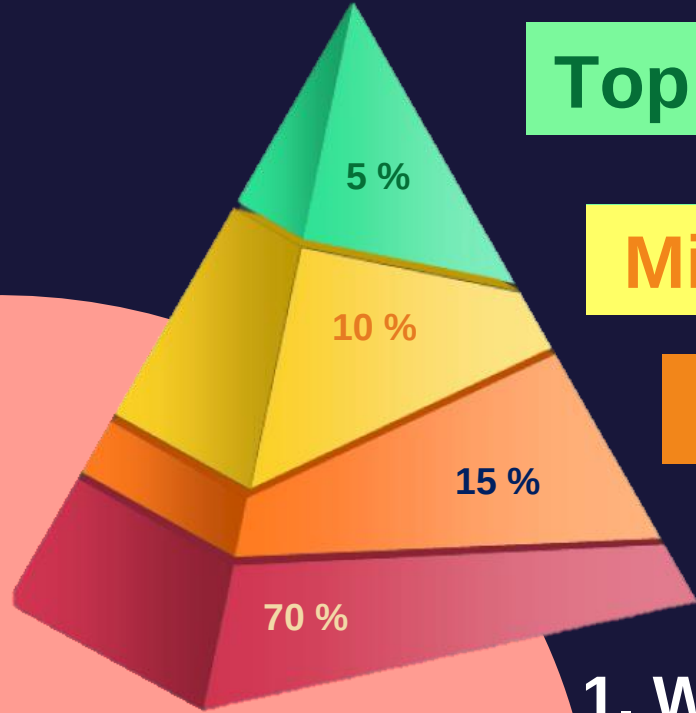


Generation Gaps

1. Baby boomers born in 1946 - 1964 (59 - 77)
2. Generation X born in 1965 - 1981 (42 - 58)
3. Generation Y born in 1982 - 1995 (28 - 41)
3. Generation Z born in 1996 - 2010 (13 - 27)

- 1. Mindset**
- 2. Attitude**
- 3. Belief**
- 4. Behavior**
- 5. Way of life**

Organization



Top Management

Middle Management

First Line Management

Workers / Shop Floors

1. What is the Corporate Culture?
2. Why did the corporate culture effected the organization?
3. How do we create the corporate culture?

Corporate Culture : Lead to Success

Commitment to Raising

- 1. Knowledge**
- 2. Innovation**
- 3. Reproducing Human Capital Assets**
- 4. Ethics**
- 5. Responsibility**
- 6. Value Co-creation**
- 7. Performance**

From : E.A.Putilova & A.V.Shutaleva (13 nov 2020) IOP Cont.

Ser: Mater. Sci Eng.966012132

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Corporate Culture

1. Distinguishes an Organization
2. Not to Easily Imitated
3. Be Interaction
4. Be Understanding
5. Be Behavior

From : Miroslava Mlkva, Jaro-mira Vanova, Peter Szabo and Aniko Danyi – Boll (2019) Institution Slovak University of Technalagy in Bratislava, University of Debrecen. (01 Dec 2019, Vol. 27, pp 49 – 57)

Q&A

Thank You

Dr.Chai