

- poprawa ram prawnych dla dalszego rozwoju działalności ubezpieczeniowej;
- stworzenie konkurencyjnego środowiska i poprawa struktury organizacyjnej rynku;
- promocja pośrednictwa ubezpieczeniowego;
- tworzenie warunków dla rozwoju infrastruktury rynku ubezpieczeniowego;
- utworzenie jednego rejestru agentów ubezpieczeniowych, który pozwoli zminimalizować systemy przestępcze na rynku ubezpieczeń;
- zapewnienie wysokiego poziomu kultury ubezpieczeniowej ludności.

Wdrożenie strategii rozwoju i promocji rynku ubezpieczeń na Ukrainie będzie okazją do poprawy jego jakości i zapewnienia zrównoważonego rozwoju ukraińskiej gospodarki jako całości.

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CORPORATE CULTURE IN THE MANAGEMENT OF COMPANY COMMUNICATIONS

Modern companies' activity is connected with effective communication. Material, labor, financial and informative streams of enterprises implemented by communicative means. Well-organized

communications form the basis of effective productive and distributive business activity and its contract duties completing.

Communications management within the firm is essential to form and arrange information circulation. The realization of this function in the company ideology formation plays the huge role. Directed streams of information create psychological atmosphere, labor spirit, they also help to avoid conflicts and misunderstanding.

There are four main tasks of communication management: corporate culture forming, staff motivation, forming and supporting of a company image in the market, increasing of the labor efficiency.

Internal communication system is, relatively, a new type of activity for native businesses. Their need has been deemed recently, though their management importance remains depreciated by managers, as many of them do not see the necessity in internal communications. The main argument “against” is based on the thesis that “we lived without it before and everything was in order”. Management of the company always decides about points of rationality and benefits, in other words about correlation of all types of expanses and result and as a matter of fact, finding a highly qualified specialist and supplying him with everything necessary for working, paying salary and taxes which need costs – the bigger company, the bigger costs. However, in larger companies the necessity of inner communications is more obvious, so a board is more loyal in questions of management communication of subdivision creation.

As it has been mentioned above, corporative culture as a complex of rates, rules, valuables, ethical standards that are shared by all colleagues, is an important element of the management system and its communication routes. This process must be completed in a goal-directed way. To succeed in it, companies have to think about creation of specialized structural subunits or engagement of special trained specialist in the sphere of personnel management as corporate culture reflects not only the employees’ attitude to their completed duties as well as to the fact which allows both equipment and personnel to work together in harmony.

So, the company board should be interested not only in foundation of special subdivision of the inner communication management but in appealing of specialists in forming corporate culture to its activity.

Corporate culture includes the following definitions:

- *mind identity* – general understanding of corporate ideology;
- *visual identity* – logo image of corporate ideology;
- *behavior identity* – company and staff behaviour according to corporate ideology [3].

Corporative culture can be considered as the management sphere connected with integration processes development in the management, that includes main values of the staff, their beliefs, and norms of behavior and communicative interaction of employees in professional activity, elements of materialistic surrounding and in this way they show individuality of the enterprise.

According to some scientists' points of view, different types of corporate culture exist nowadays:

- authorities' culture based on the main person who influences all processes in a company;
- role culture based on distinct substitute allocation and exact definitions of duties;
- task culture vectored to definite projects realization mainly aimed on necessary raw and human resources uniting to achieve a synergetic effect;
- personal culture focused on the person – such type is common for firms which consist of independent specialists who conduct activity on their own using common productive resources.

The system of the management communication inside the company is formed according to chosen type of corporate culture.

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