CHANGE WITHIN ORGANIZATIONAL CULTURE

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We suggest you to cite this article as:
Tanase, I.A. (2015) Change within Organizational Culture. *Junior Scientific Researcher*, Vol 1 (1), pp. 27-32.

Abstract

The paper aims to underline the importance of organizational culture. Although most of the time the culture of a company has an invisible presence, it remains one of the most important parts that forms a company. The paper reflects on how organizational culture can be changed, what are some of the most important facts regarding this process, why is this process so important and how the company's activity can be modified and improved. It is important to underline the fact that, at the present moment, organizational culture is a very important issue in the activity of worldwide companies, if we take into consideration the fast changing business environment and the globalization process that is taking place.

Keywords: *Adaptability, change, culture, organizational culture, procedures, success*

JEL Classification*:* A1, F6, M2, Z1