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Corporate culture as a strategic reserve of the research university

Abstract. *The article deals with the need to create a fundamental foundation as a research corporate complex in the university system, where an educational, scientific and information environment, a system of values, a management style, and ways of performing activities will be created, where each member of the corporation will belong to a single community, which determines the stability and success of the university in a competitive environment, thus, to create a research corporation of a special kind. The analysis of domestic and foreign authors dealing with the problems and prospects of corporate culture and research universities is carried out. Analysis of the socio-philosophical phenomenon of corporate culture through the prism of innovative activity of new type universities. The features of the corporate research culture of a new type of universities as a basic model of a modern university are revealed. The processes of improving the management of a modern university are studied, a theoretical justification is given. All this creates prerequisites for a new look at the role of corporate research culture in the structure of a higher educational institution.*

This article interprets the results obtained, which were achieved by the scientists through a socio-philosophical approach to understanding the phenomenon of corporate culture in the strategy of a research university.

Keywords: *corporate culture, corporate research culture, research university, neocorporatism, corporatism.*

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Introduction

In our country structural changes took place in all spheres of life, causing radical changes in higher education, which are accompanied by a change in value priorities and ensure its development. The demands of people for educational and research services have changed as well. These changes dictate not only technological modernization in training, but also the transformation of the organizational

model of university life, the independence of higher education institution in addressing structural changes as a social institution. Flexibility, adaptability and desire for continuous development become the dominant factors of prosperous functioning of higher education institutions, influencing their competitiveness and profitability. Therefore, it is necessary to interact the “education-research-innovation” triad, to integrate science, industry, and business. It is necessary to create a fundamental principle - a

research corporate complex in a university system. Where educational, scientific and informational environment, system of values, management style, ways of carrying out activities will be created, where each member of a corporation will belong to a single community, which predetermines the sustainability and prosperity of a university in a competitive environment. Thus, to create a research corporation of a special kind.

The main body

A corporation is a system of technological processes and groups of people with a corporate culture. Corporate culture promotes mutual understanding between members of the corporation, forms the principles of mutual activity, and much more related to values and norms.

Corporate culture unites all activities and all relationships within corporation, making a team cohesive and productive. It creates the external image of a corporation, forms its image, and determines the nature of the relationship with the external agents.

As a result of changes in the university system, the alliance of the educational process and scientific research becomes the basis for classical university education. Today, it is known as a general methodological principle, so a research university is denoted as the basic model.

Corporate culture helps to focus efforts on the main strategic directions, defined in accordance with the main purpose of the company - its mission. The mission of a university is to be an integrated center of science and education. Research universities are meant to be centers of information, culture, and innovation. They should become supporting points for the development of the knowledge of a society, active participants in the innovation process.

Administrative services and modern companies, striving to follow innovative technologies in the management of organization, not only changed the attitude to corporate culture, but also actively use it as a factor of contribution

in competitiveness, adaptability, production, and management efficiency.

For as long as the features of corporate research culture of universities of a new type are not identified, primarily research universities as a basic model of a modern university, so when the strategy of development of corporate culture of a higher educational institution is not developed, it is very difficult to formulate objective criteria for its evaluation, analyze its state and design directions of its improvement.

The specific values of an organization are defined primarily by its goals and mission, and if such goals are present, it becomes a stable developing system, effectively interacting with the external environment. This role is difficult to overestimate, as it reflects the uniqueness of the university and affects the success and development in the long run. In this regard, issues related to the culture of the university corporate environment are becoming more and more relevant.

There is also a practical importance for improving the management processes of a modern university, since the theoretical justification will discharge the process of modernization and integration of education, science and industry.

Seemingly, the acquisition by higher education institutions of the basic status of "research university" sets special parameters for the consideration of the corporate research culture role in the strategy of a new type of university.

Considering that this status is a new phenomenon, it is necessary to consider the corporate research culture of an institution of higher education in the system of existing modern connections and interdependencies. We have not found any research works on this topic, so this constituted a ground for the reason of choosing the article title of "Corporate research culture as a strategic resource of a research university".

The analysis of the study of the problem shows that corporate culture in the university system as a scientific problem has not been considered. Therefore, the object of the research in this article is a modern university. The subject of the research is a corporate culture as a variety of cultures.

Literature review

Theoretical studies of corporate culture are related to the active development of the culturological direction in philosophy, sociology, pedagogy, psychology, because the phenomenon of «corporate culture» is not considered as pedagogical phenomenon, it requires the self-identification of its position both in pedagogic system and in the system of culture.

The problem of organization and development of corporate culture is reflected in the works of foreign and CIS countries. Foreign scientists: A. Lawler, M. Armstrong, F. Lutens, V.N. Voronin, Kennedy, E.L. Smirich, T. Dila, R.D. Lewis. As well as studied by Russian scientists like N.K. Moiseyeva, and V.V. Tomilova, A.V. Tyshkovsky, O.S. Vikhansky, P.V. Zabelina.

The concepts of transformation of corporate culture, in the new information society framework were studied by M. Porat, D. Bell, P. Drucker, F. Mahlup, T. Umesao.

We have identified during the literature analysis on the topic and comprehension of the research problem that the problem of corporate research culture, although not specifically called corporate culture, was considered within the study of several problems concerning both the structural component of competence and the cultural aspect of the future specialist.

Kazakh scientists Sh.T. Taubaeva "Research culture of a teacher: methodology, theory and practice of shaping", K.S. Uspanov "Theory and practice of professionally significant qualities formation in the future teachers", E.M. Aryn, M.V. Prokhorova, N.E. Pfeifer, E.I. Burdina "Theoretical aspects of professional training of a teacher in the XXI century", A.K. Rysbayeva Sh.Zh. and Kolumbayeva "Professional self-understanding of a teacher in the context of the competence approach."

The local pedagogical science and educational practice are looking for ways of providing a high renewable level of education, by comprehending the integration processes taking place in the European education. In the context of the above mentioned general questions of higher professional education system are studied in the

pedagogical science of Kazakhstan: the theory and practice of higher education S.A. Abdymanapov, A.P. Seiteshev, E.A. Mambetkazyev T.S. Sadykov studied current problems and priority directions of higher education development, standardization and modernization of the education content were studied by Sh.T. Taubayeva, fundamentalization of education by M.S. Moldabekova.

Various aspects of higher professional education were studied in the works of scientists A. A. Beisenbayeva, D.M. Zhusubaliyeva, A.K. Kozybai, M.A. Kudaykulov, G.K. Nurgaliyeva, N.N. Khan, G.T. Khairullin, N.D. Khmel.

The following methods were used to identify the research problems:

Comprehensive analysis allowed investigating the educational space of a research university and identifying social mechanisms and parameters of corporate culture of a research type higher education institution, define the similarities and differences in the organization of university corporate culture of European and Russian research universities.

Content analysis of texts was carried out to identify the invariant content of the "corporate culture" concept.

System analysis provided the basis for understanding the essence and functions of corporate culture in the life of a research university, as well as helped to determine the socializing resources of educational activities and to analyze the conditions, principles of organization of corporate culture of the university.

The results

This article explains the results obtained by scientists through socio-philosophical approach to comprehend the phenomenon of corporate culture in the strategy of a research university. The problem considered was studied through the prism of social philosophy of the research conducted within different subjects of socio-humanitarian knowledge: parameters of corporate culture, its structure, functions, regularities of formation became a subject of analysis of several scientific directions.

The works of Bagdassaryan N.G. "The value of education in the modernizing society" and

Shulman M.M. "On socio-cultural functions of universities" and other authors were analyzed from the socio-philosophical science position.

The problem of corporate culture is studied from the emergence of the first approaches to specialized concepts in the studied works on theoretical and empirical aspects. The authors' common idea is the idea of an organization as an exclusively formal, prescribed from above, system of behavior. This understanding is based on the methodological idea of M. Weber, who developed the "Ideal type of administrative organization".

Scientists paid the great attention to the relationship of the components of the organization, and it is assumed that the organization is peculiar in the organic growth, it has its own natural history, the change of which is associated with a great risk.

At the foundation of corporate culture of the organization theory are the ideas about it as an "organizational morality", the special type of the organization, affecting motivation, ideology, leading to increased competitiveness of an organization.

T. Parsons proposed a theory for practicing managers. For this reason, the "Organizational Culture and Leadership" by the American psychologist Edgar Schein which was published in the early 90's of the century, became more widespread. It was E. Schein's work that has become a classic in the field of organizational culture up to date, drawing the attention of broad strata of managers to the culture of their organizations.

Later the number of studies on corporate culture had rapidly increased and, despite their belonging to different subjects, the three main traditions of research can be distinguished: positivistic, phenomenological, integrated. These approaches characterize the modern level of corporate culture research and define the existing visionary polysemy of the concept.

The work of A.I. Prigozhin and V.A. Spivak has sparked our great interest. The authors attempted to apply the theory of E. Schein, where the functional analysis of the organizational field was made, which provide background for the

development of a functional model of corporate culture [1].

The scientific work of T.O. Solomanidina is worth noticing, where the author proposed a way to assess the culture of the organization. The authors not only recognize the existence of corporate culture, but also prove the necessity of its development.

In the works of D. Bell, R. D. Darendorf, P. Drucker the authors put forward the basic corporate culture concepts of transformation, which is formed within the organization of a new information society.

The forms of corporate culture transformation in the fledgling society, the emergence of new functions, changes in its structure and the content are studied in the works of R. Waterman, J. Kunde, R. Grant, J. Kotter.

In the O. I. Boikov's works the basic principles of value were analyzed, as well as functional and system approach to the analysis of corporate culture, uncovering its essence and functions in the life activity of higher educational institution, socialization resources of educational activity and analysis of conditions, principles of corporate culture formation of higher educational institution.

In the works of N. P. Makarkin, O. B. Tomilin and others, the statement about the need to improve the effectiveness of the higher education institution, based on the changes in the organizational culture can be found.

It should be noted that in the literature they often mix or identify the concepts of corporate and organizational culture. We agree with the opinion of N.L. Yablonskene university specialist in the field of corporate culture, where it is noted that organizational or business culture should be identified as one of the components of corporate culture in the case. When it comes to universities, which is a "compound corporation" and where not everything is built on norms and rules, administration, and management. This division is worth making because in the same source the main emphasis in defining corporate culture is placed on the concepts of "values", "mission", "beliefs", while business culture is described in terms of "rights and responsibilities", "leadership

style", "personnel policy", "norms of behavior", etc.

There are many definitions of the "corporate culture" concept in the scientific literature, revealing its various functional aspects. There is no single correct interpretation to this concept, as well as to many terms of organizational-legal disciplines. Specificity of the concrete approach to the definition depends on the objectives of a study. It depends not only on the field of activity of the enterprise, but also on individual factors that do not fit into a single, common for all structure, where every employee has his own understanding and attitude to this concept. The concept of «corporate culture» has many definitions that contain the idea that it is a complex composition, accepted by members of the group or organization as a whole, so each company has its own idea of corporate culture.

The socio-philosophical analysis of the corporate culture phenomenon in the educational environment allows us to affirm its interdisciplinary nature. The phenomenon of corporate research culture in educational environment is on the transboundary angle of science and scientific discipline, and is considered from the position of different sciences as philosophy, sociology, psychology, culture studies.

Socio-philosophical aspects of the analysis of general points about corporate culture allows us to determine that corporate culture, firstly, unites the concept reflecting the way of existence of the organization, secondly, unity and cohesion, thirdly, the effectiveness of activities.

"Corporation" came from the Latin word "unification". The semantic core of the concept of "corporation" is corpus - unity, body [2].

The concept of corporation in the dictionary of foreign words published in Russia in 1908 is interpreted as the union of several persons into one society with its charter and rights.

Since the Roman civil law times and the Middle Ages there were corporate associations of medieval craftsmen. They had a code of behavior and professional honor, responsibilities, and obligations. The requirements to craftsmanship and qualifications of the worker were indicated

there as well. Universities were a special kind of corporations in the Middle Ages. A member of the corporation was liable to judgement or punishment only by the corporation itself.

A.Yu. Zudin claims that corporatism as a social phenomenon took several forms. In his opinion, firstly, the state as a corporation. Corporate states functioned in Germany and Italy before the World War II. Secondly, neocorporativism, which is compatible with political democracy, freedom of speech, free elections, multipartyism, separation of powers and civil society autonomy. The author considers Sweden and Austria to be the classical models of neocorporativism [3].

The first corporate associations in Russia played the big role in the beginning of formation processes of civil society. They were known to be a source of internal movement in society differentiation, the growth of its internal variety. Certain orders were crystallized, self-organizing system was created.

The majority of the phenomenon researches of corporation are referred to the theory of management and economics. Two factors influence the corporation from the position of the science of economics: inhouse relations and its image on the social stage. U. J. Hindman writes: "It is necessary to struggle for relationships with employees, this irreplaceable connection between the company and its internal audience. Management methods should rely upon strategic planning and make relationships with employees as one of the main problems in the sphere of social relations" [4].

From the position of legal science "A corporation is a set of persons united to achieve common goals, carrying out joint activities and forming an independent subject of law" [5]. The main keynote of this definition is that corporations, acting as a legal entity, are subordinated to one definite purpose and serve to form a new system of relationships in society. This notion can be found in the Small Encyclopedic Dictionary by F.A. Brockhaus and I.A. Efron of 1912. This edition gives the following definition: "A Corporation is a common name for many kinds of unions having an internal organization, which unites members into a unified whole, being a subject of rights and obligations, and a legal entity [6].

The genesis of the concept development of "corporation" shows that there are different approaches to define this concept.

The most recent definition of the concept of "corporation" refers to a system of technological processes and groups of people performing work. A community, which creates a special kind of culture forms a corporate culture.

"Corporation" is interpreted as an alliance based on professional or estate interests and characterizes the highest degree of integration. It is an alliance not only by functions of activity, but also by human relationships within the organization, and by relationships within the organization as a whole - its mission, goals and state [7].

The problem of corporate culture has been attracting the attention of researchers for a long time. But the systematic study began with the American researcher Terence Deal and Alan Kennedy in 1982.

In his book "The History of Management Thought" in the chapter entitled "The Management Continuum" Claude George, Jr. elaborated the concept of corporate culture. The author views the corporate culture as a factor influencing organizational behavior and corporate development. "Corporate culture is a system of technological processes and groups of people who produce certain work. It is a human community that creates a kind of corporate culture" [10].

According to E. Goffman, corporate culture is a model of behavior in the relationship between people, the language used, ways of respect, accepted manners. [8]

D. Eldridge, A. Crombie define corporate culture as "a unique set of norms, values, beliefs, patterns of behavior that define the way groups and individuals come together in an organization to achieve their goals."

U. Ouchy gives the following definition to this phenomenon: "The philosophy that defines the organization's policy towards employees" [9].

In 2001, V.A. Spivak gave the following outstanding definition: "Corporate culture is a system of material and spiritual values, manifestations interacting with each other,

inherent in a given corporation, reflecting its individuality and perception of itself and others in the social and material environment, manifested in behavior, interaction, perception of itself and the environment" [2].

The authors M.A. Bashirov and A.A. Kaygorodtsev in their scientific article "Corporate culture of the organization as a part of management system at the enterprise" note the corporate culture strengthens the efficiency of staff recruitment and the motivation of employees. As the material needs are satisfied a member of the corporate group has a need for the spiritual need. It is their positioning in the team, social value, and motivation. This movement is seen as the movement of the team and the organization of corporate culture.

The researchers suggest an idea that the phenomenon of corporate culture depends on national identity and the culture, as well as the subordination of corporate identity to the industrial development logic. Further, they note the importance of the formation of corporate culture, as organizations with a prominent corporate culture use human resources much more effectively.

An equally attractive definition is given by K. Scholz: "Corporate culture is seen as the implicit, invisible and informal consciousness of an organization, which is in control of people's behavior and, in its turn, is shaped by their behavior."

A corporation is a complex entity, the main core of which is a corporate culture. It is the culture that promotes mutual relations and understanding between members of a corporation, forms the principles of joint activity, values, and norms.

The definitions of corporate culture, despite of their obvious diversity, reflect one or more characteristic features of corporate culture, they have common points, but they do not convey the integrative essence of the very concept of "corporate culture".

The authors often rely on the assumptions that guide the participants of the organizational association in their actions and deeds, the connection with the surrounding internal and external environment. Also, a general category of corporate culture has behavioral values

cultivated in the team, which are the guidelines in certain deeds and actions. The success of an organization depends on the extent to which its employees are united by common goals.

Organizational culture accepted by the members of an organization and expressed in the declared values of the organization, where guidelines for their behavior and actions are set, transmitted through the symbolic means of the spiritual and material environment of an organization. Even though there are a variety of opinions and views in the team, the fundamental values of corporate and organizational culture are the ideas, views of the members of an organization. A style of behavior and communication emerge from these values.

The general categories of the concepts of "corporate culture" include "symbolism", by means of which the values are transmitted.

An analytical review of the phenomenon of a corporate culture defines the following holistic understanding. Corporate culture is:

- The result of the "common work" or joint life activities of the members;
- A dynamic and adaptable form of activity, which has the ability to constantly change depending on the conditions and structural changes;
- An identity of organization, which distinguishes it from other similar organizations, through the interaction and mutual understanding among its members.
- Intercultural communication that crosses the boundaries of "their" culture with other systems of corporate values.

The main task of an educational institution is to educate and train specialists competitive enough in the world of market, the corporate culture of a higher education institution has its countenance and influence on sustainable development. In the educational context, where future professionals are trained, educational services are provided, and the information is produced, processed and presented, there is a direct internal and external connection between the components of the educational process.

Corporate culture is characterized by precise attributes. The main attributes of cooperative culture are:

- An impact and regulation of participants' behavior;
- The overall culture of an organization;
- Traditions;
- Cognoscibility;
- Ability to influence;
- Dependence on working methods;
- Ability to evolve.

The above-mentioned attributes define norms, samples, historical preconditions, which are accepted by members of a team and influence the behavior of members.

Considering the mission of education, it should be noted that corporate culture helps to focus on the main strategic directions, defined in accordance with the main purposes of an education.

In the modern world a highly educated person ceases to be an invisible element. The work performed, individual tasks carried out, change the principles of his/her work, and have a deeply conscious nature. Today's reality requires a transition from the "contract philosophy", which served as the foundation of industrial e, to the philosophy of "common destiny", which involves working together to achieve a common goal. This allows the employees of the corporation:

- To understand and share the problems of a corporation;
- To feel "belongingness to the company";
- To be sure that their interests are inseparably linked with the success of a company and its members;
- To be more accountable;
- To react to situation quickly.

Corporate culture has the ability to self-preservation and is sustainable nature in relation to transformation. There is a certain breakdown of intercultural values, reflecting to what has already been done and the need to organize a new corporate culture, taking into account the targets. There is a need of deliberate influence on the process of new corporate culture formation. It is worth mentioning the case when there are contradictions between the functioning, newly created corporate culture and the old one. Neutralization of the arisen contradictions depends on the participants or a team. If a team

aspires to the new, then accordingly it takes over, otherwise the old will continue to function. Therefore, it is necessary to form a corporate culture with a strategy in mind.

Patterns of corporate culture were matured in two trajectories: external and internal. External trajectory is economic success, profitability, presentability, quantitative indicators of success. Internal trajectory is a maintenance and development of cultural pattern of an activity, based on humanistic values of pedagogy. Corporate culture is inextricably linked to certain values cultivated by education.

The corporate values of the educational university were presented in the basic documents, where the priority strategic plans, goals and objectives, business culture were defined. External and internal factors defining the university activities, system functioning and management style, phase of educational institution life cycle was also taken into account.

The terms “corporate law” and “corporate legislation” in the scientific environment began to be used. Corporate law is a set of general and special norms of private law and corporate norms mediating corporate relations, and corporate legislation is a set of normative legal acts containing norms of different branches of law (private and public) regulating relations inside and outside a corporation.

Since 2001 the activity of enterprises and organizations on development and implementation of modern management systems began to become active.

In Kazakhstan, the following normative legal acts directly or indirectly relating to the formation and regulation of business culture and corporate governance should be highlighted: Decree № 735 of the President of the Republic of Kazakhstan dated December 4, 2001 “On Further Measures for Implementing the Development Strategy of Kazakhstan until 2030”. On December 4, 2001, the President of the Republic of Kazakhstan signed the Decree № 735 “On Further Measures for Implementing the Development Strategy of Kazakhstan until 2030”, where the necessity of creating national companies in the form of public holdings was mentioned, as well as the transition to corporate governance methods.

Corporate governance will make it possible to optimize costs, develop technological and human resources policies, and coordinate the activities of enterprises within the industry” [10].

The Prime Minister of Kazakhstan on February 6, 2004 № 28 and June 27, adopted the order 2006 № 175-r on the accelerated transition of Kazakh enterprises to international standards, for which the country has the necessary infrastructure, regulatory and methodological framework for the implementation of international standards in the field of management [11].

The standards of management systems of a new generation play a great role in the organization of corporate culture.

The following international standards for management systems: ISO 9000 series, environmental standards ISO 14000 series, OHSAS 18001 occupational health and safety standards, SA8000 social responsibility standards, ISO 22000 series food safety management systems standards, ISO 19011 QMS audit and environmental management standards, etc. were adopted as national standards of the Republic of Kazakhstan [12].

Since 2011, the corporate legislation of the Republic of Kazakhstan began to develop. Legal regulation of corporate relations in Kazakhstan is represented by the Civil Code of the Republic of Kazakhstan dated December 27, 1994, dated July 1, 1999 № 409 (hereinafter - SC RK), the Law of RK “On Joint Stock Companies”, dated May 13, 2003 № 415, the Law of RK “On stock market” dated July 2, 2003 № 461, Civil Procedure Code of RK dated July 13, 1999 № 411, and by other legislative and regulatory acts.

On May 26, 2014 the National Chamber of Entrepreneurs of the Republic of Kazakhstan together with the Corporate Fund of “Eurasian Foundation of Central Asia” developed a project of the National Concept of Corporate Social Responsibility of Business in Kazakhstan. The purpose of the project is to develop a unified approach in the promotion of corporate social responsibility in the Republic of Kazakhstan.

Within the framework of the trilateral General agreement for 2012-2014 the National Chamber of Entrepreneurs of the Republic of Kazakhstan together with the Corporate Fund “Eurasian

Foundation of Central Asia" developed a project of the National Concept of Corporate Social Responsibility of Business in Kazakhstan.

The following types of corporate relations function at the present stage in Kazakhstan:

1. Role-based bureaucratic. The organization functions based on the system of rules, procedures and standards, the abidance of which should guarantee its efficiency. A strict administrative hierarchy is observed, with each employee performing certain duties at work. Decisions are made only by the manager.

2. Power type, where a manager must have leadership qualities. Employees are more proactive and participate in decision making. Power organizational culture is preferred by companies in the stage of formation because it promotes mobility and easy adaptation to any changes in the market.

3. The person-oriented type of organizational culture. Specialists with a high level of professionalism and personal responsibility work in a team. Personal organizational culture provides great opportunities both to satisfy ambitions and to realize personal interests and initiatives of employees. Law offices, consulting firms, architectural bureaus, design studios are more likely to be of this type.

4. The fourth is target culture. The activities here are aimed at solving specific tasks. Organizations with goal-oriented organizational culture have quite explicit structure. The manager in such organizations usually acts as a «coordinator» and does not highlight his leadership. As in firms with a personal culture, decisions are made collegially, and employees have access to all internal information.

Studying the genesis and essential feature of corporate culture from the position of a social phenomenon and polyscientific future, it is possible to put forward the following characteristic features:

- Charisma, attractiveness to the society;
- The logic of corporate thinking;
- The combination of national and international cultures;
- Archaic logic and logic of modernism;
- Equalizing justice and encouragement of high culture [13].

To summarize, we can conclude that Kazakhstan's corporate culture is based on the models of countries with developed market economies, where the main focus is on the factors of spiritual culture, which is associated with a high level of provision of material elements of culture.

Conclusion

Today we are evidencing the formation of a new model of scientific-educational-innovative-industrial complex, where a university is becoming as a single, holistic entity. Universities have started to acquire the status of "research universities". This sets new special parameters for studying the problem of corporate culture as a principal factor in implementing the strategic objectives of the university.

Socio-philosophical analysis of the phenomenon of corporate culture, through the prism of innovative activities of universities of a new type, makes us to look in a new way at its role in the structure of the higher educational institution.

Corporate culture should be built not on the old managerial mechanisms, but on the new views of social transformations occurring in society.

Apparently, there is a process of a new multiform educational system formation and the development of the market of educational services. These new trends in a competitive environment have posed several problems for universities.

The functions of the new type universities are undergoing significant changes in communication, management, organizational, and technological systems. At the same time, the managing system is given a priority role, as it is called upon to promote corporate strategy, set goals, and control possible achievements and possible risks. The managing system consists of relatively autonomous intellectual subsystems, which organize scientific and educational processes in a university.

Corporate philosophy is based on the common values of the educational corporation. The university has its own values that allow it

to function in the social and cultural space. The values of a new type university are economic stability, innovative activity, academic freedom, organizational stability; these values are defined as system-forming values in the university life.

Economic stability allows promoting an effective activity in a competitive environment. Organizational stability allows the university to independently define standards of activity and its own structure. The intellectual potential is formed on the basis of innovative activity and the triads of "culture-society-personality", "learning-research-innovation" are formed. The values of academic freedom contribute to the development of a trajectory of commitment to the ideals of freedom, where the formation of their resources takes place. This allows us to be full participants in research projects.

The corporate culture of research universities is based on permanent work aimed not only at improving qualifications and developing professional abilities, but also at harmonizing interpersonal relations and improving the psychological climate. Corporate culture involves

mobilization of forces, a unified team approach, and a humanistic attitude towards each member of the educational corporation.

Corporate culture performs as a powerful driving force and if it is built in compliance with certain principles, it contributes to the successful development of a research university by providing high standard educational services; creates a successful image of a university in the external environment; makes it possible to get the maximum return on human capital of the university by creating a favorable social and psychological climate, maintaining the development opportunities of employees, decent pay, receive additional benefits.

The socio-philosophical analysis of the corporate culture of a research university has shown that the new corporate culture requires a comprehensive approach to its formation and change process. A wide system of measures to organize this process will allow forming a sense of belonging to common work among all members of the university corporation, thus, making a university a sustainable developing system.

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Корпоративтік мәдениет зерттеу университетінің стратегиялық қайнар көзі ретінде

Аңдатпа. Мақалада іргелі негіз - университет жүйесіндегі корпоративті зерттеу кешенін құру қажеттілігі туралы айтылады. Мұнда білім беру, ғылыми және ақпараттық орта, құндылықтар жүйесі, басқару стилі, қызметті жүзеге асыру тәсілдері құрылуы мүмкін және корпорацияның әрбір мүшесі бірыңғай қоғамдастыққа жататындығын сезінеді, бұл өз кезегінде университеттің бәсекелестік ортадағы тұрақтылығы мен табыстылығын анықтайды. Корпоративтік мәдениет пен зерттеу университеттерінің проблемалары мен перспективаларымен айналысатын отандық және шетелдік авторлардың еңбектеріне, сондай-ақ жаңа типтегі университеттердің инновациялық қызметі призмасы арқылы корпоративтік мәдениеттің әлеуметтік-философиялық феноменіне талдау жасалды. Заманауи университеттің базалық моделі ретінде жаңа үлгідегі университеттердің корпоративтік зерттеу мәдениетінің ерекшеліктері

анықталды. Қазіргі заманғы университетті басқаруды жетілдіру процестері зерделенді, теориялық негізде берілді. Мұның бәрі жоғары білім беру мекемесінің құрылымындағы корпоративтік зерттеу мәдениетінің рөліне жаңа көзқарас үшін алғышарттар жасайды.

Жұмыста ғалымдардың зерттеу университетінің стратегиясында корпоративтік мәдениет феноменін түсінуге әлеуметтік-философиялық көзқарас арқылы қол жеткізген нәтижелері түсіндіріледі.

Түйін сөздер: корпоративтік мәдениет, корпоративтік зерттеу мәдениеті, зерттеу университеті, неокорпоративизм, корпоративизм.

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Корпоративная культура как стратегический источник исследовательского университета

Аннотация. В статье речь идет о необходимости создать фундаментальную основу - исследовательский корпоративный комплекс в университетской системе. Здесь могут быть созданы образовательная, научная и информационная среда, система ценностей, стиль управления, способы выполнения деятельности, и каждый член корпорации ощутит принадлежность к единому сообществу, что в свою очередь предопределяет устойчивость и успешность университета в конкурентной среде. Проведен анализ трудов отечественных и зарубежных авторов, занимающихся проблемами и перспективами корпоративной культуры и исследовательских университетов, а также социально-философского феномена корпоративной культуры через призму инновационной деятельности университетов нового типа. Выявлены особенности корпоративной исследовательской культуры университетов нового типа как базовой модели современного университета. Изучены процессы совершенствования управления современным университетом, дано теоретическое обоснование. Все это создает предпосылки для нового взгляда на роль корпоративной исследовательской культуры в структуре высшего образовательного учреждения.

В работе интерпретируются результаты, которые были достигнуты учеными путем социально-философского подхода к осмыслению феномена корпоративной культуры в стратегии исследовательского университета.

Ключевые слова: корпоративная культура, корпоративная исследовательская культура, исследовательский университет, неокорпоративизм, корпоративизм.

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