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## The social aspect of corporate research culture

**Abstract.** *The article examines the genesis of the development of corporate research culture, the author reveals the concept of this phenomenon and gives examples of definitions of researchers who worked on this topic. Understanding the essence of the phrase «corporate research culture» in the field of education. Considering the mission of education, it should be noted that corporate culture helps to focus on the main strategic directions defined following the main goals of education. Having studied the genesis and essential characteristics of corporate culture from the perspective of a social phenomenon and polioscience, the author puts forward the main characteristic features of corporate research culture. The author concludes that corporate culture in Kazakhstan is based on the models of countries with developed market economies, where the main attention is paid to the factors of spiritual culture, which is associated with a high level of provision with material elements of culture.*

**Keywords:** *corporate culture, culture, corporation, organizational culture, neocorporativism.*

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### Introduction

Currently, approaches to the multicultural development of the individual have far surpassed traditional views. The process of mastering the cultural system by a person is determined by a broader understanding of this phenomenon, considered as the process and result of the entry of a person into culture for self-realization.

The goal of our article is to understand the essence of the term “corporate research culture” in the field of education and social aspect.

If you delve into the logic of the formation of the concept of corporate culture, you can find two main semantic concepts: “culture” and “corporation”.

In terms of terminology, there are great discussions on the essence of the concepts of “corporate culture” and “organizational culture”.

Scientists put forward three approaches to the differentiation of the concepts of “corporate culture” and “organizational culture”. Firstly, many scientists, including L. I. Belova, consider these two concepts as synonyms. [1]

Davydov V.N. adheres to an intermediate point of view, wherein a narrower sense, corporate culture corresponds to the concept of organizational culture. [2] According to the scientist, corporate culture is the highest stage of organizational culture, therefore, the identification of these concepts is incorrect.

The following position is held by A.A. Rychkova. The author believes that corporate culture is a system of spiritual and material values, manifested in the behavior, interaction and perception of oneself and others in the social environment, formed purposefully within the framework of the adopted strategy of the

company's management. And the organizational culture is considered as a system of values, norms and ideas, formed spontaneously during the interaction of employees and expressed implicitly.

Culture encompasses a wide and diverse world of phenomena. They are transmitted by tradition using language and symbols, practical and direct imitation. [3]

The word "culture" comes from the Latin "cultura" – processing, cultivation.

Culture is considered as a space, where the processes of meaning formation take place, in which the result and the products of the process interact with each other. The result is artificially created objects of material properties, a pattern of behavior, an artistic image that has parameters of values, and a symbolic form. [4]

Traditionally, the culture of labor was understood as the culture of conditions, organization of labor and the quality of its results, i.e., they evaluated mainly the object, not the subject of labor.

The category of "culture", as defined by many scientists such as V.S. Bybler, L.N. Kogan, M. K. Mamardashvili, N. S. Zlobin, is considered as:

- the independent value of culture as a whole, and its components;
- the content of public life and people's activities;
- a method of socio-cultural activity of a person;
- the result of this activity and the degree of personal development;
- the process of creative activity of the individual, which requires a functional analysis of phenomena. [5]

The opinion about the phenomenon of "culture" of another group of scientists, such as K.A. Abulkhanova-Slavskaya, A. I. Arnoldov, M.S. Kagan, N.B. Krylova, D.S. Likhachev, E.S. Markaryan, B.A. Pruzhinin, V. M. Rozin, is as follows:

- "the unity of three inextricably linked aspects - biologically non-inherited, artificial, human-created objects-artifacts;
- a set of material objects, ideas and images;
- an artificial environment of existence and self-realization created by people themselves,

a source of regulation of social interaction and behavior." [6].

According to I.F. Issayev, the phenomenon of "cultures" and the mechanism of its functioning can be considered at four levels:

1. Dialectical unity of material and spiritual culture;
2. Professional culture in certain groups of people;
3. Pedagogical culture, where people are engaged in educational practice at the professional and non-professional levels. These are teachers, parents, etc.;
4. Professional and pedagogical culture. Specific pedagogical professional activity. [7].

In the scientific literature, there are many definitions of the concept of "corporate culture", revealing its various functional aspects. There is no single correct interpretation for this concept, as for many terms of organizational and legal disciplines. The specifics of a particular approach to the definition depend on the goals of the study. It depends not only on the sphere of activity of the enterprise but also on individual factors that do not fit into a single, common structure, where each employee has his understanding and attitude toward this concept. Many definitions of the concept of "corporate culture" contain an idea that considers it as a complex composition accepted by members of a group or organization as a whole, so each company has its idea of corporate culture.

The socio-philosophical analysis of the phenomenon of the corporate culture in the educational environment allows us to confirm its interdisciplinary nature. The phenomenon of corporate research culture in the educational environment is located on the cross-border plane of science and scientific discipline and is also considered from the perspective of different sciences such as philosophy, sociology, psychology, cultural studies.

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

“Corporation” comes from the Latin word, it means association. The semantic core of the concept of “corporation” is the corpus - a single whole, a body.

The concept of a corporation in the dictionary of foreign words published in Russia in 1908 is interpreted as a combination of several persons into one company with a charter and rights. [8].

Since the times of Roman law and the Middle Ages, there have been corporate associations of medieval artisans. They had a code of conduct and professional honor, responsibility and obligations. It outlined the requirements for the skills and qualifications of the employee. In the Middle Ages, universities were a special kind of corporation. A member of the corporation was subject to trial or punishment only by the corporation itself.

A.Y. Zudin believes that corporatism, as a social phenomenon, has taken shape in several forms. In his opinion, firstly, the state is a corporation. Corporate states functioned in Germany and Italy until the Second World War. Secondly, neocorporativism is compatible with political democracy, freedom of speech, free elections, multiparty system, separation of powers and autonomy of civil society. The author considers Sweden and Austria to be classic models of neocorporativism. [9].

S. P. Peregudov the corporation is considered a “socio-political institution”. [10] The first corporate associations in Russia played a major role in the processes of the beginning the formation of civil society. They played the role of a source of internal movement in the differentiation of society, the growth of its internal diversity. Certain orders were crystallized, a self-organizing system was created.

Most studies of the corporation phenomenon relate to management theory and economics. From the perspective of the science of economics, two factors influence a corporation: internal corporate relations and its own image on the social scene. W.J. Hindman writes: “We need to fight for relations with employees - this irreplaceable connection between the company and its internal audience. Management methods should proceed from strategic planning and make relationships

with employees one of the main problems in the field of public relations.” [11].

From the position of legal science, “A corporation is a set of persons who have united to achieve common goals, carry out joint activities and form an independent subject of law.” [12] The main k of this keynote definition is that corporations, acting as a legal entity, are subordinated to one specific goal and serve to form a new system of relationships in society.

This concept can be found in the Small Encyclopedic Dictionary of the authors of F. A. Brockhaus - I. A. Efron in 1912. In this edition, the following definition is given: “Corporation is a common name for many types of unions that have an internal organization that unites the members of the union into a single whole, are the subject of rights and obligations, legal entities.” [13]

The genesis of the development of the concept of “corporation” shows that there are different approaches to the definition of this concept.

A more recent definition of the concept of “corporation” is understood as a system of technological processes and groups of people performing work. A community that creates a special kind of culture, a corporate culture. [14]

“Corporation” is interpreted as an association based on professional or class interests and characterizes the highest degree of integration. This is an association not only in terms of the functions of activity, but also in terms of human relations within the organization, and in terms of relations within the organization as a whole - its mission, goals and state. [15]

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 (Terence Deal) and Allan Kennedy (Alan Kennedy) in 1982.

Claude George Jr. in the book “The History of Management Thought” in the chapter “Management Continuum” developed the concept of the corporate culture. The author considers corporate culture as a factor influencing organizational behavior and corporate development.

“Corporate culture is a system of technological processes and groups of people, who perform

certain work. This is a human community that creates a kind of corporate culture.” [16]

According to E. Goffman, corporate culture is a model of behavior in people’s relationships, the language used, forms of respect, accepted manners. [17]

D. Eldridge, A. Crombie, corporate culture is understood as “a unique set of norms, values, beliefs, patterns of behavior that determine the way groups and individuals unite in an organization to achieve its goals.”

Ouchi gives the following definition of this phenomenon: “The philosophy that determines the policy of the organization in relation to employees.” [18]

In 2001, V.A. Spivak gave the following concept definition, which is of great interest to us: “Corporate culture is a system of material and spiritual values and emanation, that interact with each other, inherent in this corporation, reflecting its individuality and perception of itself and others in the social and material environment, demonstrated in behavior, interaction, perception of itself and environment.” [19]

M. A. Bashirov, A. A. Kaigorodtsev in their scientific article “Corporate culture of an institution as a component of the management system at the enterprise” note “... corporate culture enhances the effectiveness of attracting and motivating staff members. As a member of a corporate group meets a material need, a need for spiritual things arises.” This is the definition of your position in the team, social value, motivation. This movement is considered a collective movement and the formation of the corporate culture.

The academic specialists put forward the idea of the dependence of the phenomenon of corporate culture on national identity and culture, as well as the subordination of corporate equivalence to the logic of industrial development. Further, they note the importance of forming a corporate culture, since organizations with a pronounced corporate culture use human resources much more effectively. [20]

K. Scholz gives an equally interesting definition: “Corporate culture is an implicit, invisible and informal consciousness of the

organization, which monitors the behavior of people and, in turn, is formed under the influence of their behavior.”

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

Definitions of corporate culture, despite 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 concept of “corporate culture”.

The authors often rely on the assumptions that guide the participants of the organizational association in their actions, the connection with the surrounding internal and external environment. Also, a general category of corporate culture is the behavioral values cultivated in the team, which are guidelines for certain actions. The success of an organization depends on the extent, to which the employees of this organization are united by common goals.

Organizational culture is the complex of values accepted by the members of an institution and expressed in the values declared by the institution, which give people guidelines for their behavior and actions, transmitting through symbolic means the spiritual and material environment of the organization. Despite the fact of various opinions and views in the team, the fundamental values of the corporate and organizational culture are the ideas and views of the staff members of the organization. The style of behavior and communication are followed by these values.

The common categories of the concepts of “corporate culture” include “symbolism”, with the help of which values are transmitted.

An analytical review of the phenomenal occurrence of corporate culture determines the following holistic understanding. Corporate culture is:

- the phenomenal occurrence of social life;
- the outcome of a “common cause” or joint-life activity of the participants;



- a dynamic and easily adaptable form of activity, that can constantly change in different conditions and structural changes;
- having individual peculiar properties of the organization, which distinguishes it from other similar organizations, manifested in interaction and mutual understanding between the members of the organization.
- cross-cultural communication that meets the boundaries of "their" culture with other systems of corporate values.

New reforms in the field of education focused on the study of the potential of educational institutions as corporations of a special kind.

In the educational system, corporate research is the formulation of pedagogical activity as one of the links of the system that contribute to strengthening order, integration and balance.

Culture integrates activities and relationships within the corporation, making the team cohesive and productive. It creates the external image of the corporation, forms its image, determines the nature of relations with the external environment.

The main task of an education institution is the upbringing and education of specialists who are competitive in the world market, the corporate culture of a higher educational institution has its characteristics and influence on sustainable development. In the educational environment, where specialists are trained, educational services are provided, information is produced, processed and submitted, there is a direct internal and external connection between the components of the educational process.

Corporate culture is characterized by specific features. The main features of a cooperative culture are:

- influence and regulation of participants' behavior;
- the common culture of the organization;
- traditions and customs;
- recognizability;
- the capability to influence;
- dependence on working methods;
- the capability to develop.

These signs determine the norms, patterns, historical prerequisites that are accepted by the staff members of a team and influence the behavior of all the members.

In considering the mission of education, it should be noted that the corporate culture helps concentrate on the strategic orientations determined in compliance with the main purposes of education.

In modern society, a highly educated person ceases to be an invisible part. Today's reality requires a transition from the "contract philosophy", which served as the foundation of industrial production, to the philosophy of "common destiny", which involves working together to achieve a common goal. This allows staff members of the corporation to:

- understand and share the problems of the corporation;
- feel like you belong to it;
- to be sure that their interests are inextricably linked with the success of the company and its participants;
- accept broader responsibility;
- react quickly to the situation. [21]

We adopt the argument of scientists V.L. Benin, I.F. Issaev, who argue that the understanding of professional corporate culture both in pedagogy and in other related sciences still has a somewhat vague, ambiguous, variably interpreted character. It is not an established category, so it requires serious scientific analysis. [22]

Having considered the corporate culture from the standpoint of theory, we would like to focus on the experience of the university system.

In Kazakhstan, the problem of purposeful formation and development of corporate culture is no exception. Although, as a subject of scientific study and research were not conducted. There are separate scientific articles on this problem by scientists from the position of economic science in the field of metallurgy.

The concept of "corporation" implies applicability to large commercial companies with a joint-stock organizational and legal form. These were mainly non-state companies, medium and small business structures. The concept of "corporate culture" is interpreted as the culture of the company, the culture of the organization. This approach was typical not only for Kazakhstan, but also for other CIS countries.

In the materials of the website "Kazakhstan Stock Exchange Data", there are currently several

types of corporate culture in the economic sector in Kazakhstan. The first type includes companies that make use traditional methods of personnel organization. Such types of companies include "Karagailinsky Elevator", "Ulba Metallurgical Plant", "Rakhat", "Kazphosphate", "Kazchrome", etc. Also, this type includes state monopoly companies, national companies and companies with one hundred percent state participation, such as KTZ, Kazakhtelecom, KEGOC, Passenger Transportation, Kazatomprom. [23]

The first type of corporate company was characterized by the methods and methods practiced in the USSR. The traditional corporate culture remained in the companies. The style of leadership and problem solving is authoritarian, there were symbols, logos.

The second type includes foreign and international companies: "Philip Morris Kazakhstan", "Gallagher Kazakhstan", "Tengizchevroil", "Parker Drilling Company", "Petro Kazakhstan", etc. For the second type, a modern system of corporate culture was practiced, which was not developed in Kazakhstan, but brought from the outside from the head office. These companies include Tengizchevroil LLP of Chevron Corporation (USA).

But it should be noted that today these large multinational companies have their history, which has been transferred to the Kazakh soil, and have created an established corporate culture. Accordingly, the culture of corporate management is based on taking into account local peculiarities. In these companies, values, standards, beliefs, and ethical norms were internally integrated. There are also external attributes - codes of corporate governance, conduct, ethics, which are set out in the company's constituent documents: in program statements, the company's mission, corporate statements about charitable policy.

At the present stage, many companies enter the international market with international certification. They are gradually introducing modern corporate management, positioning their corporate culture.

Currently, the corporate culture in the Republic of Kazakhstan is only gaining momentum.

The terms "corporate law" and "corporate legislation" began to be used in scientific

circulation. 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 within the corporation and outside. [24]

Since 2001, the activities of enterprises and organizations for the development and implementation of modern management systems have begun to intensify.

In Kazakhstan, the following regulatory legal acts should be highlighted, directly or indirectly related to the formation and regulation of business culture and corporate governance: Decree of the President of the Republic of Kazakhstan № 735 of December 4, 2001 "On further measures to implement the Development Strategy of Kazakhstan until 2030". [25] The President of the Republic of Kazakhstan dated December 4, 2001 № 735 signed a Decree "On further measures to implement the Development Strategy of Kazakhstan until 2030", which noted the need to create national companies in the form of state holdings and transition to corporate governance methods. Corporate governance will allow us to optimize costs, develop technological and personnel policies, and coordinate the activities of enterprises within the industry." [26]

The orders of the Prime Minister of the Republic of Kazakhstan №. 28 of February 6, 2004, № 175-r, June 27, 2006 on the accelerated transition of Kazakhstani enterprises to international standards were adopted, where the necessary infrastructure, regulatory and methodological base for the implementation of international standards in the field of management was created in the republic.

Standards of new generation management systems play an important role in the formation of corporate culture.

International management system standards have been adopted as state standards of the Republic of Kazakhstan: ISO 9000 series, environmental standards ISO 14000 series, occupational safety and health standards OHSAS 18001, social responsibility standards SA 8000, standards of food safety management systems

ISO 22000 series, QMS audit and environmental management-ISO 19011, etc.

Since 2011, the corporate legislation of the Republic of Kazakhstan has been developing. The legal regulation of corporate relations in Kazakhstan is represented by the Civil Code of the Republic of Kazakhstan dated December 27, 1994, № 409 dated July 1, 1999 (hereinafter referred to as the Civil Code of the Republic of Kazakhstan), the Law of the Republic of Kazakhstan "On Joint - Stock Companies" dated May 13, 2003 № 415, the Law of the Republic of Kazakhstan "On the Securities Market" dated July 2, 2003 № 461, the Civil Procedure Code of the Republic of Kazakhstan dated July 13, 1999 № 411, other legislative and subordinate acts.

On May 26, 2014, the National Chamber of Entrepreneurs of the Republic of Kazakhstan jointly with the Corporate Fund "Eurasia Foundation of Central Asia" developed a draft of the National Concept of Corporate Social Responsibility of Business in Kazakhstan. The project aims to develop a unified approach to promoting corporate social responsibility in the Republic of Kazakhstan.

At the present stage, the following types of corporate relations operate in Kazakhstan:

1. Bureaucratic role-playing. The organization operates based on a system of rules, procedures and standards, compliance with which should guarantee its effectiveness. A strict administrative hierarchy is observed, while each employee performs certain labor duties. Decisions are made only by the manager.

2. The power type, where the leader must have leadership qualities, is a manager. Employees are more proactive and take part in decisions. A strong organizational culture is preferred by companies that are in the process of formation since it promotes mobility and easy adaptation to any changes in the market.

3. The type of personality-oriented organizational culture. The team consists of specialists with a high level of professionalism and personal responsibility. The personal organizational culture provides huge opportunities, both for satisfying the ambitions and for realizing the personal interests and initiatives of employees. According to this type, there are more often law offices, consulting firms, architectural bureaus, and design studios.

4. The fourth is the target culture. The activity is aimed at solving specific tasks. Organizations with a target organizational culture have a rather blurry structure. The head in such organizations usually performs the functions of a "coordinator" and does not emphasize his leader. As in firms with a personal culture, decisions are made collectively, and employees have access to all internal information.

### Conclusion

Studying the genesis and essential characteristics of corporate culture from the position of a social phenomenon and poly-science, we can put forward the following characteristic features:

- charisma, attractiveness for society;
- the logic of corporate thinking;
- the connection of national and international cultures;
- archaic logic and the logic of modernism;
- equalizing justice and the promotion of high culture.

In summarizing, we can conclude that Kazakhstan's corporate culture is based on the models of countries with a developed market economy, where the main attention is paid to the factors of spiritual culture, which is associated with a high level of provision with material elements of culture.

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### **Корпоративтік зерттеу мәдениеттің әлеуметтік аспектісі**

**Аңдатпа.** Бұл мақалада корпоративті зерттеу мәдениеттің дамуының генезисі қарастырылып отырып, автор осы құбылыс ұғымын осы мәселе бойыша жұмыс істеген зерттеушілердің анықтамаларына негіздейді. Білім беру саласындағы «корпоративтік зерттеу мәдениеті» деген сөз тіркесінің мәнін түсін-



діріледі. Білім беру миссиясын ескере отырып, корпоративтік зерттеу мәдениеті білім берудің негізгі мақсаттарына сәйкес анықталған негізгі стратегиялық бағыттарға назар аударуға көмектесетінін атап айтылады. Әлеуметтік құбылыс және көпшылыми тұрғысынан корпоративтік зерттеу мәдениеттің генезисі мен маңызды сипаттамаларын зерттей отырып, автор Қазақстандағы корпоративтік зерттеу мәдениеттің негізгі сипаттамаларын берген. Автор корпоративтік зерттеу мәдениеті рухани мәдениет факторлары ретінде экономикасы дамыған елдердің үлгілеріне негізделген, бұл зерттеу мәдениеттің материалдық элементтерімен қамтамасыз етілуінің жоғары деңгейімен байланысты деп қортындылаған.

**Түйін сөздер:** корпоративтік мәдениет, мәдениет, корпорация, ұйымдастырушылық мәдениет, неокорпоративизм

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### **Социальный аспект корпоративной исследовательской культуры**

**Аннотация.** В данной статье рассматривается генезис развития корпоративной исследовательской культуры, автор раскрывает понятие этого явления, приводит примеры определений исследователей, работавших над данной темой. Понимание сути словосочетания «корпоративная исследовательская культура» в сфере образования. Принимая во внимание миссию образования, следует отметить, что корпоративная культура помогает сосредоточиться на основных стратегических направлениях, определенных в соответствии с основными целями образования. Изучив генезис и сущностные характеристики корпоративной культуры с позиции социального явления и полинаучности, автор выдвигает основные характерные черты корпоративной исследовательской культуры. Автор приходит к выводу, что корпоративная культура в Казахстане основана на моделях стран с развитой рыночной экономикой, где основное внимание уделяется факторам духовной культуры, что связано с высоким уровнем обеспеченности материальными элементами культуры.

**Ключевые слова:** корпоративная культура, культура, корпорация, организационная культура, неокорпоративизм.

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