

THE MANAGEMENT OF CHANGING THE ORGANIZATIONAL CULTURE IN THE CASE OF FIRMS SELLING OIL PRODUCTS

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Abstract: Given the context of the new problems and challenges characteristic of the European business domain, more and more national economies are confronted with the need to change in order to avoid bankruptcy.

The Romanian firms selling oil products need to adapt to the demands of the European business background: permanent readjustment, flexibility and quick reaction.

The change of the organizational culture is not just an option for the improvement of the firm's activity, but it has become a managerial imperative.

The organizational culture is defined as the expression of all values, symbols, beliefs, prejudices, logos, rituals, forms of behavior and attitudes that most employees of a firm share.

A cultural model can be successfully implemented if it starts from key elements such as mission, vision and organizational values, which are part of the strategic direction to be implemented.

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