

Third, psychological effects are an important guarantee for the effectiveness of incentive techniques. Through incentive techniques, enterprises can enhance employees' sense of belonging and loyalty, thereby improving the cohesion and stability of the organization. Sinopec has created a harmonious and friendly working atmosphere through the construction of "family culture" and the "visiting the grassroots and visiting thousands of families" activities, enhancing employees' sense of belonging and happiness. In addition, Sinopec also pays attention to employees' mental health through the Mental Health Working Committee and the Employee Assistance Program (EAP) services, improving employees' job satisfaction and loyalty. This incentive mechanism with psychological effects as the core not only enhances employees' work enthusiasm, but also lays a solid foundation for the long-term development of the company. The application of these incentive techniques not only improves employees' work enthusiasm and innovation ability, but also provides strong support for the realization of the company's strategic goals.

As the conducted research has shown, incentive technology plays an important role in modern enterprise human resource management. By meeting employees' needs, guiding employees' behavior and enhancing employees' psychological effects, incentive technology can effectively improve employees' work enthusiasm and innovation ability, thereby promoting the realization of the company's strategic goals. In the future, with the intensification of market competition and the increase in talent demand, incentive technology will play a more important role in enterprise human resource management.

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Jiao Yixin

(The Republic of Belarus)

Scientific supervisor A.V.Chirich,

PhD in Economics, Associate Professor

School of Business of Belarusian State University

IMPORTANCE OF CORPORATE CULTURE FOR ACTIVITIES OF ENTERPRISE

In today's complex and changeable business environment, corporate culture has become a key factor that cannot be ignored in the develop-

ment of enterprises. It is like the soul of the enterprise, subtly affecting the internal and external aspects of the enterprise. However, it is not easy to accurately define corporate culture, and many scholars and management experts have explained it from different perspectives.

In the broadest sense, corporate culture is the sum total of the values, operating standards, operating style, enterprise spirit, ethics and development goals with the characteristics of the enterprise, which are gradually formed in the long-term production and operation practice of the enterprise and recognized and complied with by all employees. It is a kind of soft, invisible force, people, money, things and other resources in the enterprise together, and guide the way of thinking and behavior of enterprise members.

Edgar Schein, as an important scholar in the field of corporate culture research, believes that corporate culture is a set of shared deep assumptions that a group has learned in the process of solving its external adaptation and internal integration problems, and these assumptions have worked well in practice and are considered effective, so they are taught to new members. As the right way to understand, think and feel about relevant issues. Schein emphasizes the deep assumptions behind corporate culture that are tacitly accepted and passed on by the group, which touches the core of corporate culture. It is not just the rules and regulations or slogans that are visible on the surface but the underlying beliefs that deeply affect people's behavior and cognition.

From the perspective of the influence of national culture on corporate culture, Geert Hofstede pointed out that corporate culture is a kind of "organizational psychology", which is a psychological procedure shared by members of an organization and can distinguish the organization from other organizations. It is influenced by cultural values and other factors of the country or region where it is located. At the same time, it forms a unique psychological model to guide members' behavior in the organization. For example, enterprises in different countries will show different characteristics of corporate culture in terms of power distance and uncertainty avoidance due to differences in national culture. Some enterprises have strict hierarchy and high concentration of power, while others emphasize flat management and employees have more space to make independent decisions.

From a practical point of view, we can think of corporate culture as an "atmosphere" or "aura" within an enterprise. When you walk into an

enterprise, you can feel the unique cultural atmosphere of the enterprise from the way of communication between employees, the layout of the office environment, the attitude towards customers and many other details. For example, if you walk into a technology company where innovation is the core culture, you might see open office Spaces with signs encouraging innovative thinking and employees enthusiastically discussing new ideas and projects. Walk into a traditional manufacturing company that focuses on rigor and discipline, and you might see a clear chart of workflow, neatly dressed employees, and a methodical pace of work.

Corporate culture is a complex system, which is composed of many interrelated and influencing elements. In general, its main components include spiritual culture, institutional culture, behavior culture and material culture four levels, they from inside to outside, from recessive to explicit, jointly shape the unique cultural form of enterprises.

Spiritual culture is the core layer of corporate culture, is the essence of corporate culture, it mainly includes corporate values, corporate vision, corporate mission and corporate spirit and other content. Corporate values are the evaluation criteria for the importance of things jointly held by enterprises and their employees, which determines the basic stance of enterprises in the face of various decisions and choices. For example, Huawei adheres to the core values of "customer-centric, strivers oriented, long-term hard work, and self-criticism", which runs through all aspects of Huawei's product research and development, marketing, customer service, etc., guiding Huawei employees to put always customer needs in the first place, and encouraging them to make unremitting efforts to achieve corporate goals. At the same time, keep an open mind to constantly reflect and improve themselves. Enterprise vision is a description of the future development direction and ideal state of the enterprise, which provides a common goal for all members of the enterprise and stimulates everyone's work enthusiasm and creativity. For example, Alibaba's vision is "let there be no difficult business in the world". This grand vision has inspired Ali people to continue expanding the business territory through the construction of e-commerce platforms, providing various digital services and other ways, to help many small and medium-sized enterprises around the world better to carry out business activities, reduce the threshold and difficulty of doing business. Enterprise mission explains the meaning and fundamental purpose of the existence of the enterprise, and it answers the question "why the enter-

prise exists". For example, the Coca-Cola Company's mission is to "make a difference in the world, inspire moments of optimism, create value and make a difference". Based on this mission, Coca-Cola is not only committed to producing quality beverage products, but also actively participates in various public welfare activities to spread a positive culture and build a good brand image worldwide. Enterprise spirit is a kind of group consciousness and spiritual outlook formed in the long-term development process of enterprises, which is usually reflected in the tough, hard work, innovation and other characteristics of enterprises in the face of difficulties and challenges. Like Haier Group's "dedicated service to the country, the pursuit of excellence" spirit of enterprise, Haier people continue to pursue high-quality products and services, in the fierce international market competition for the national industry to win honor, with this spirit constantly overcome technical problems, expand overseas markets. Although these elements at the spiritual and cultural level cannot be seen or touched, they are like beacons, guiding the direction for the development of enterprises. They are the deepest and most stable part of corporate culture, and play a decisive role in the cultural elements at other levels.

System culture is the middle level of enterprise culture, it is the embodiment and standardization of enterprise spirit culture, mainly manifested in the rules and regulations of the enterprise, management system and staff code of conduct and so on. The company's rules and regulations cover specific provisions in all aspects from personnel management and financial management to production and operation, marketing and so on. For example, in terms of employee attendance system, some enterprises implement a strict time-punching system, emphasizing the discipline of working hours; some enterprises may adopt flexible working system and pay more attention to the work efficiency and results of employees, which reflects different corporate culture orientation. In terms of reward and punishment system, enterprises that pay attention to innovation may set up a high innovation reward mechanism to encourage employees to put forward new ideas and creativity, and give rich material and spiritual rewards to employees who have made outstanding contributions to innovation. Enterprises that emphasize quality control will commend employees who strictly abide by quality standards in the production process, and strictly hold the links that have quality problems accountable. Management system is also an important part of insti-

tutional culture, which involves the organizational structure, power distribution and decision-making process of an enterprise. For example, under the traditional hierarchical management system, information transmission is usually top-down and decision-making power is concentrated in the hands of senior managers. In this system, the corporate culture tends to emphasize obedience and execution. In the modern flat management system, there are fewer internal layers, information communication is smoother, and employees have more opportunities to participate in the decision-making process. Accordingly, the corporate culture pays more attention to employees' autonomy and team spirit. The Code of Conduct defines the requirements for employees' behavior in daily work, including professional ethics, work etiquette, and communication methods. For example, in some service-oriented enterprises, employees are required to always smile and be polite to customers, which reflects the enterprise's customer-satisfaction oriented cultural concept; In science and technology R&D enterprises, it may be emphasized that employees should respect intellectual property rights, abide by scientific ethics, and actively participate in knowledge sharing and exchange within the team. Institutional culture is a bridge for enterprises to transform spiritual culture into practical actions. Through a series of institutional constraints and norms, it guarantees the normal operation of enterprises and guides employees to develop their behaviors in the direction of corporate values and goals.

Behavioral culture is at the superficial level of corporate culture. It is the sum of the behavior patterns and habits of employees in production, operation, learning, entertainment and other activities, and it is the embodiment of enterprise spirit culture and system culture in the level of employee behavior. The behavior of enterprise leaders plays an important role in guiding the behavior culture of the whole enterprise. Good business leaders often lead by example and practice the values and ideas of the company. For example, when Steve Jobs was in Apple, he had the ultimate pursuit of product design, and this dedication to perfection was not only reflected in his strict control of product details, but also infected many employees of Apple, making the whole team adhere to the concept of creating high-quality and innovative products, and strive for excellence in work. From the appearance of the product design to functional research and development are striving to do the best. The behavior of the employee group is also an important part of the behavior culture. In daily work, the way of cooperation and communication style

between employees reflect the cultural characteristics of the company. For example, in some enterprises with strong teamwork atmosphere, employees will take the initiative to seek help from colleagues when they encounter problems, and they will support each other and overcome difficulties together. However, in enterprises with strong sense of competition, employees may pay more attention to the improvement of personal performance, and will show the behavioral characteristics of actively striving for resources and striving to surpass others to a certain extent. In addition, all kinds of cultural activities carried out by enterprises also belong to the category of behavioral culture. For example, the company regularly organizes team building activities, staff training, technical competitions, artistic performances, etc. These activities not only enrich the spare time life of employees, enhance the cohesion and sense of belonging among employees, but also convey and strengthen the cultural values of the company in the process of activities. For example, an Internet company that focuses on innovation and team spirit will design some projects that require team members to work together and give full play to creativity in team building activities, so that employees can more deeply understand and practice the corporate cultural concept through such activities. Behavior culture is the most intuitive and easily perceived part of corporate culture, which shows the cultural connotation and characteristics of an enterprise to the outside world through the specific behavior of its members.

Material culture is the outermost layer of enterprise culture and the material carrier of enterprise spirit culture, system culture and behavior culture. It mainly includes visible and tangible elements such as enterprise products, services, office environment, corporate logo and propaganda slogan. The products and services of an enterprise are the core embodiment of material culture. Product quality, design, function and other aspects contain the company's cultural concept. For example, Apple Inc.'s products are famous for their simple, fashionable design and excellent user experience, which reflects Apple's corporate culture of pursuing perfection and paying attention to user experience. German auto brands such as Mercedes-Benz, BMW, etc., are famous for high-quality and high-performance automotive products, which reflects the cultural tradition of German enterprises with rigor and emphasis on craftsmanship and quality. The layout of the office environment can also convey the cultural information of the company. Some Internet technology companies usually adopt open office space equipped with comfortable leisure areas, creative display areas, etc. to create a relaxed, open

and creative working atmosphere, which is in line with their culture of encouraging innovation, communication and collaboration. Financial institutions may be more inclined to create a professional, stable, rigorous office environment. Their decoration style is simple and generous, office facilities placed in order to reflect their attention to risk control and professional services. Corporate logos (such as trademarks, brand logos, etc.) and propaganda slogans are the visual display of corporate material culture. For example, Nike's iconic "hook" trademark and "Just Do It" slogan, succinctly and effectively convey the cultural concept of Nike's courage to challenge and positive action, so that its brand image is deeply rooted in the hearts of the people, attracting many consumers around the world. Material culture, as the external expression of corporate culture, is the "window" for the outside world to understand the enterprise, which can enable customers, partners and the public to quickly form an initial impression on the cultural characteristics of the enterprise, and then affect their cognition and evaluation of the enterprise.

Conducted researches have allowed us to conclude that corporate culture is a unique spiritual and behavioral system that is bred by an enterprise in the process of growth and development based on its own history, industry characteristics, leader style, external environment and many other factors, including values, beliefs, codes of conduct and other aspects. It is the internal driving force for the survival and development of an enterprise. It has a profound and lasting influence on the operation and management of enterprises.

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Obeng Solomon

(Republic of Belarus)

Supervisor Sapun Aksana, PhD, associate professor
Belarusian State Agrarian Technical University

AGRICULTURE IN GHANA: A PILLAR OF ECONOMIC DEVELOPMENT

Agriculture is a crucial sector in Ghana, forming the backbone of the economy and the livelihoods of a significant portion of the population. Approximately 40% of the country's GDP comes from agriculture, and nearly 60% of the workforce is engaged in agricultural activities.