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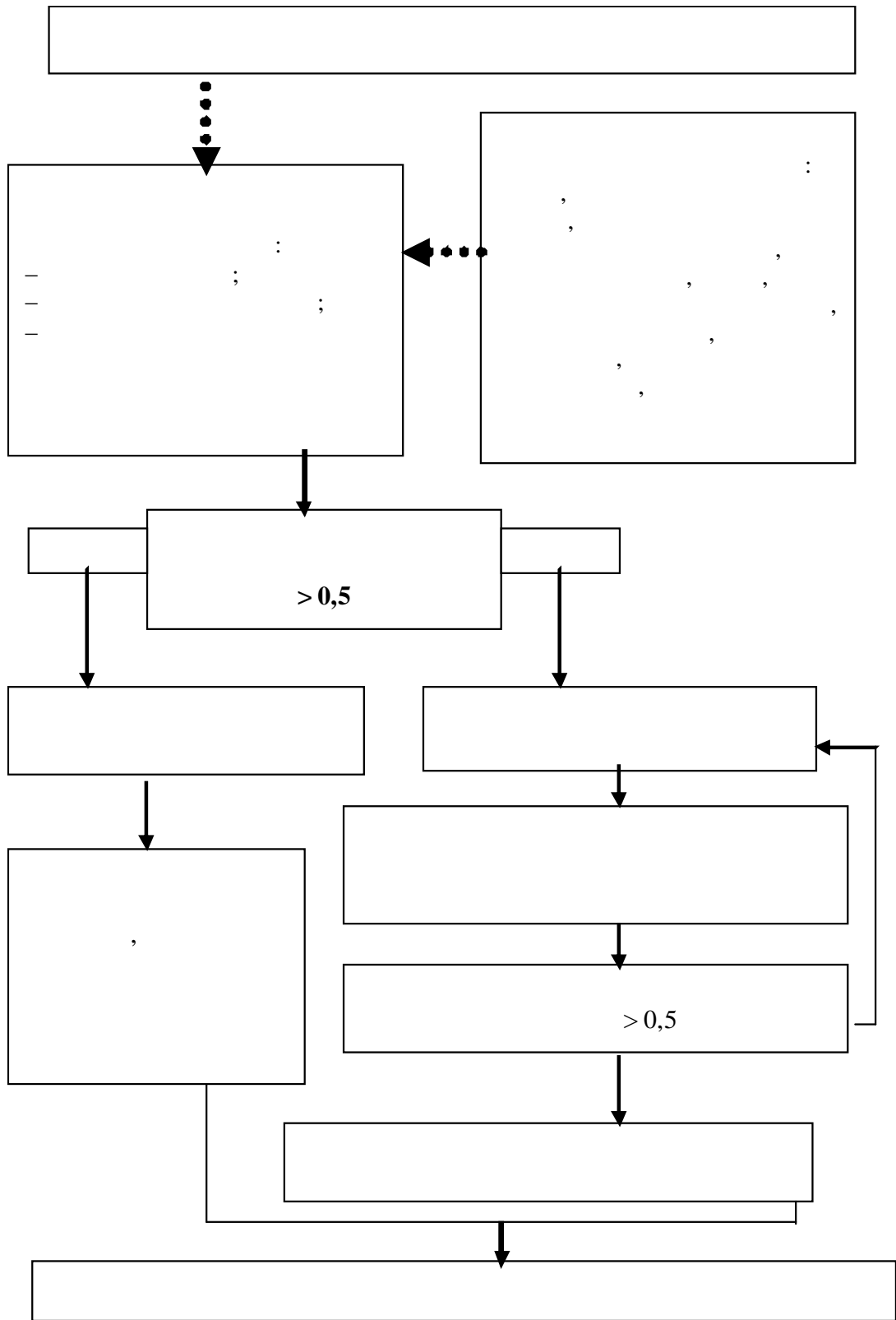
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Gaidai Julia Victorivna, competitor, senior lecturer in management. Kyiv national trade economics university. **Conceptual and methodological approaches of innovative organizational culture in trade.** This article explores the impact of innovations on the organizational culture of commercial establishments. Author's approach is grounded on improving methods for evaluating the effectiveness of the organizational culture of commercial establishments. An application of the organizational culture of trade and given characteristic elements of innovative organizational culture of commercial establishments.

Keywords: innovation, innovative organizational culture, innovation history of enterprise innovation potential.

21.01.2012 .