



concept essence in the different researches, the corporate cultures comparative analysis of the world economically developed countries and the Eastern Europe countries have been made. The scheme of the corporate culture influence on the enterprise labour potential usage efficiency has been developed. **Conclusion:** The ways of the organization labour potential formation at the expense of the corporate culture introduction permit to provide the enhancement of the enterprise competitiveness level have been suggested.

**Key words:** corporate culture, organization culture, labour potential, usage efficiency.

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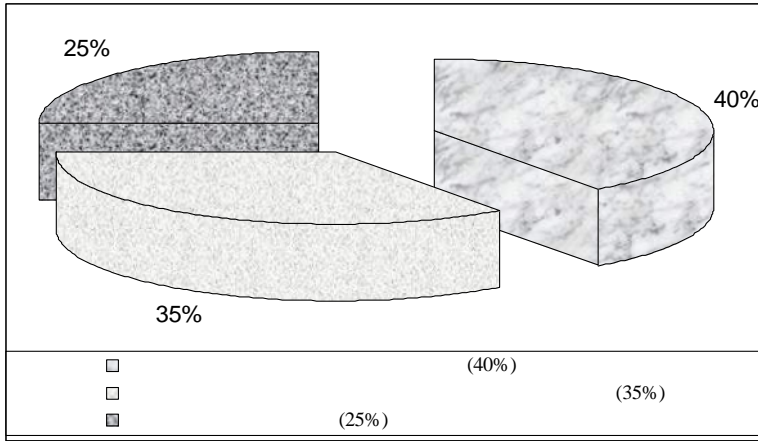
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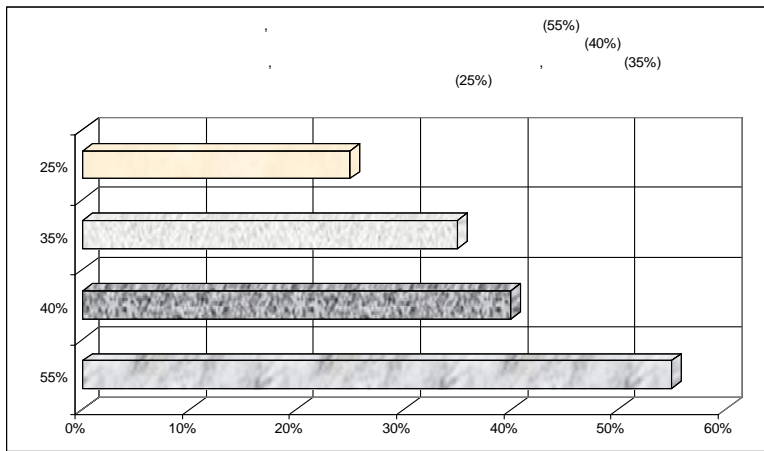




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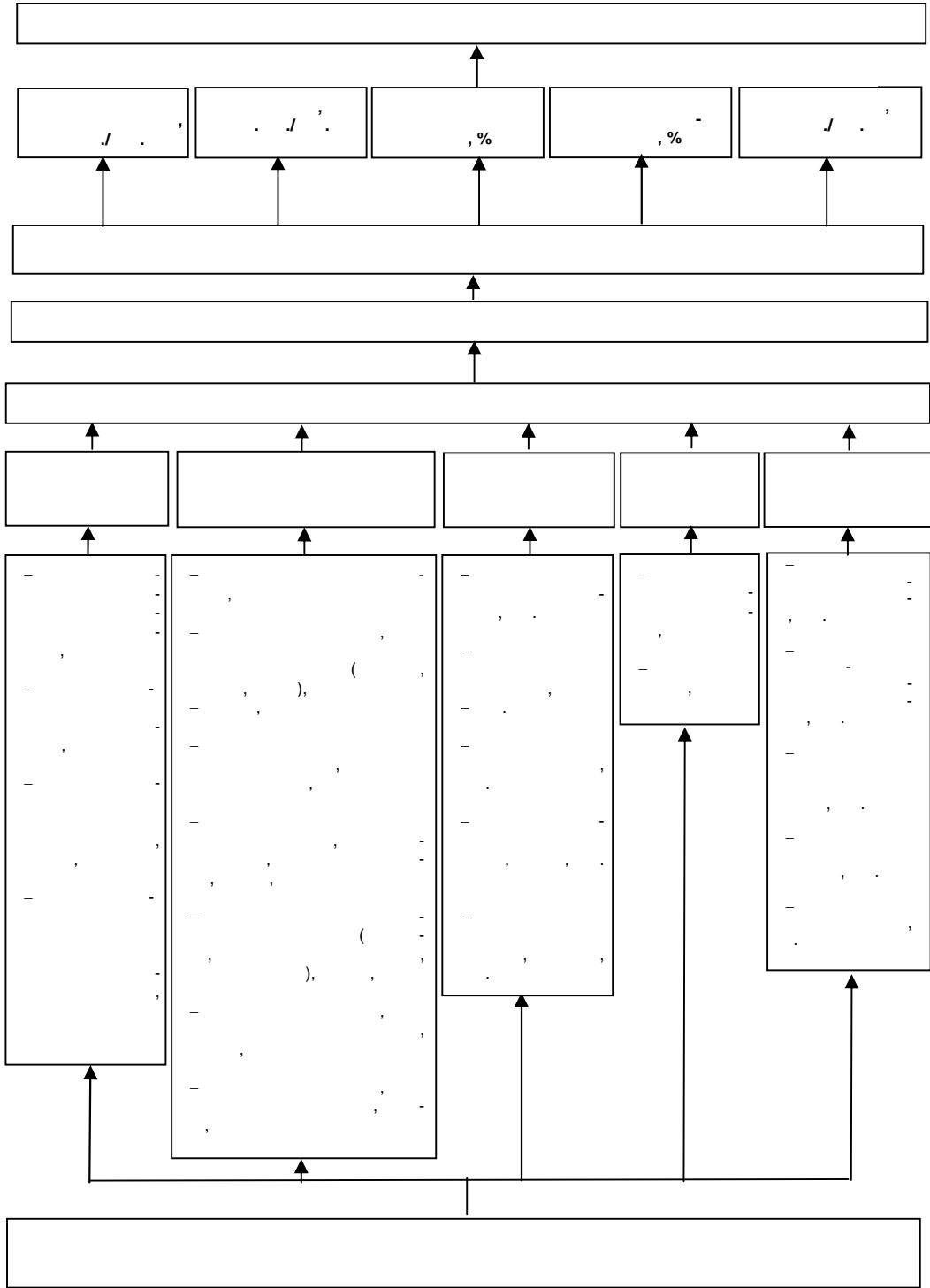
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