

Coming back to Russian market, these corporate culture tools described before allowed improving internal environment and relationships among employees in Russia. And this is very significant for company, because people would rather work for a company with good corporate culture and for less money, than with lack of corporate culture and for more money. This corporate culture tool integration admitted Russian employers to be able to compete with foreign companies. Actually they took their experience, changed it a little for Russian conditions, and now they are pretty stable on the market.

References:

- 1) Definition of Corporate Culture [www.entrepreneur.com/encyclopedia/corporate-culture](http://www.entrepreneur.com/encyclopedia/corporate-culture)
- 2) Denison's model [www.denisonconsulting.com/model/organizational-culture](http://www.denisonconsulting.com/model/organizational-culture)
- 3) Practice What You Preach: What Managers Must Do to Create a High Achievement Culture Paperback – July 2, 2003 - by David H. Maister chapter 9 "Path to success".

**Sheludko A.  
Makukha Yu., research supervisor  
National Mining University**

### **THE IMPORTANCE OF THE BUSINESS MODEL**

A business model is a firm's plan or diagram for how it competes, uses its resources, structures its relationships, interfaces with customers, and creates value to sustain itself on the basis of the profits it earns.

In principle, a business model does not matter to customers; it is important to the company and the organization of its business. The business model determines the external relationships with suppliers, customers and partners. However, it is primarily focused on the company's business processes.

At the business model development stage, it is premature for a new venture to raise money, hire a lot of employees, establish partnerships or implement a marketing plan. A firm needs to have a business model in place before it can make additional substantive decisions.



Fig. 1

The Importance of a Business Model the following:

- Serves as an ongoing extension of feasibility analysis;
- Focuses attention on how all the elements of a business fit together and constitute a working whole;
- Describes why the network of participants needed to make a business idea viable would be willing to work together;
- Articulates a company's core logic to all stakeholders, including the firm's employees.

The business model describes, as a system, how the components of the business (i.e., organizational strategy, business processes) fit together to produce a profit. It answers the question: "How does this business work?":

1. The value chain is a model that many businesses and entrepreneurs use to identify opportunities to enhance their competitive strategies.

2. The value chain is the string of activities that moves a product from the raw material stage, through manufacturing and distribution, and ultimately to the end user.

3. By studying a product's or service's value chain, an organization can identify ways to create additional value and assess whether it has the means to do so.

4. Value chain analysis is also helpful in identifying opportunities for new businesses.

There are components of an effective business model.

The business model is the key factor that leads to success. It provides the starting point that allows a company to maximize its profits—the sooner the business model is in place, the better.

**Shitova A.**  
**Krasavina V., research supervisor**  
**People's Friendship University of Russia**

## **THE SECRETS OF SUCCESSFUL MARKETING**

What is marketing? One word: sale. It is no secret that most marketers do not care what you need, because profitable goods sold = profit in his pocket.

Scientists have spent more than a year, analyzing the behavior of consumers while shopping. The conclusion was predictable: in countries with right-hand traffic people walking around a store counterclockwise and vice versa. Therefore, a slight movement of the hands on your eyes when entering any wholesale store set item, enticing and outstanding shop with the best hand, and also the most beneficial for sale. On the same principle, the frame store: door, cash register, shelving, price tags, etc.

However, this principle only to large commercial premises. Regarding medium