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# Corporate Culture Is An Important Instrument For The Innovative Management Of An Organization

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**Abstract:** This article examines the corporate culture of teachers as a tool for strategic management of the organization, focusing on creating a motivational environment among team members, forming a unified team structure for implementing the educational process, and maintaining and improving the system of personal values.

**Keywords:** Corporate culture, strategic management of the organization, creation of a motivational environment, cohesive community, personal values.

**Introduction:** In building New Uzbekistan, the task of training a new generation of specialists—educated in the spirit of national and universal values and capable of tackling the complex, large-scale objectives of modernizing the country and constructing a contemporary democratic society—has acquired crucial, principled, and decisive significance. From the very first days of independence, meeting the need for independently and innovatively thinking personnel became an extremely important and decisive priority.

In particular, with a view to further improving the preschool education system as an essential link in a unified, continuous system of education, expanding the network of preschool educational organizations, and supplying them with qualified pedagogical staff, the Law of the Republic of Uzbekistan “On Preschool Education and Upbringing” (No. O’RQ-595) was adopted on December 16, 2019. The tasks set forth include: increasing the qualitative composition of pedagogues and developing the system in a consistent manner; improving their pedagogical activity; designing modern educational programs by introducing advanced foreign

experience; elevating the training of highly qualified professional personnel to a new stage; ensuring the integration of education, science, and practice in the field of pedagogy; improving the quality of preschool education; and establishing an effective system for training highly qualified specialists who possess modern knowledge and skills in the application of pedagogical technologies.

The concept of “corporate culture” has appeared in the scholarly community relatively recently, and corporate culture is considered its core content. Emerging as a tool of strategic management for an organization, corporate culture can create a motivational environment among team members and ensure the preservation and improvement of a unified system of communal and personal values for carrying out the educational process. By its very nature, corporate culture constitutes the process of action from a targeted educational orientation to the final result. In this regard, solving the problem of determining the quality of such interactions within an organization’s corporate culture environment is directed toward achieving the goals and tasks in the implementation of higher education and in the process of retraining personnel. Accordingly, resolving the issue of assessing the qualitative effectiveness of such interactions within an organization’s corporate culture, implementing the goals and objectives of preschool education, and finding solutions to problems in the process of retraining personnel is becoming an urgent task.

Corporate culture is the face of a preschool educational organization. It is the sum of the activities of teachers, processes, and the working environment aimed at achieving the organization’s overall objectives. Corporate culture also encompasses the organization’s interactions with its employees, clients, and the community, as well as their perceptions of the organization. Corporate culture is the aggregate of an organization’s values, beliefs, and behavioral norms. This culture strengthens communication and collaboration among employees. The presence of teachers’ corporate culture can be observed in the way the learning process, established by preschool educational organizations, achieves a certain distinctive effectiveness and is organized with consideration for various forms of corporate education.

Among the main elements of corporate culture are leadership style, the language of communication, motivation, and teamwork. For a preschool educational organization, corporate culture is highly significant, as it increases teachers’ motivation, satisfaction, and effectiveness. Our research shows

that organizations with a strong corporate culture achieve 20–30% more effective and innovative results. In other words, this culture improves customer service and helps attain a competitive advantage. We also found that a well-developed corporate culture is important for attracting new employees and retaining them.

Corporate culture is of great importance for teachers because it shapes the overall working environment of a preschool educational organization and strongly influences the pedagogical process. Studies show that a strong corporate culture increases youth motivation by 30%, while positive relationships among teachers and a corporate environment improve the quality of education by 20%. A clear definition of corporate values contributes 10% to teachers’ professional development. At the same time, a well-formed corporate culture leads to a 15% reduction in stress among teachers. These results demonstrate that corporate culture has a substantial impact on teachers’ success in the educational process.

Developing corporate culture in an innovative environment is crucial for organizations because it increases competitiveness and stimulates teachers’ creative potential. An innovative corporate culture strengthens communication and collaboration among teachers, which in turn leads to the emergence of new ideas. Our research shows that organizations that have developed their corporate culture increased their revenues by 20%, while teachers working in these organizations saw their level of satisfaction with the organization rise by 30%. At the same time, corporate culture in an innovative environment raised teachers’ initiative and sense of responsibility by 25%. These indicators demonstrate the organization’s growth and the positive impact on teachers’ active engagement. It was determined that, in an innovative environment, the components of a teacher’s corporate culture include their standing within the organization. It may also encompass openness, trust, loyalty, optimism, innovation, speed, creativity, integrity, and development.

Implementing the activation of the pedagogical training process aimed at forming the foundations of corporate culture among teachers, creating conditions that foster the understanding and acceptance of dominant and subcultural values, ensuring specialists’ readiness for independent pedagogical activity, and guaranteeing a positive understanding of corporate culture among the teachers of a given educational institution—all of this significantly increases the stability and positive effectiveness of pedagogical corporate activity and also influences teachers’ personal achievements.

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