

THE ROLE APPROACH AND CLOUD TECHNOLOGIES APPLICATION TO SOLVING THE ACTUAL TASKS OF MODERN SCIENTIFIC MANAGEMENT

Volodymyr E. Momot, Alfred Nobel University, Dnipro (Ukraine). E-mail: vmomot@duan.edu.ua

Olena M. Lytvynenko, Alfred Nobel University, Dnipro (Ukraine). E-mail: elena_litvinenko@duan.edu.ua

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Key words: *corporate culture, organization's mission, actors approach, cloud technologies, resistance to change, strategic development of the organization.*

The article discusses the possibility of using the internal function of the organization's mission with a strong corporate culture as a tool for countering inertia related to change, which usually arises when introducing measures tied with the organization's development strategy.

The formulated thesis is analyzed using an actor's approach utilizing cloud-based data retrieval technologies for given keywords. The actors approach is a very powerful tool for creating new knowledge in business and management adding value to traditional analytical and system-based approaches. According to this approach new knowledge is the result of a discussion and truth is the product of the thoughts and attitudes of the individuals who took part in the discussion or in other forms of communication. This approach can compensate the incompleteness or even total lack of specific information, replacing it with judgments.

Analytical relationships were obtained to determine the likelihood of new judgments in the actors approach. An indicator of "verity perfection" is proposed being the growth rate of the number of experts sharing a certain opinion, the point of view, attitude (or at least express consent to a certain system of judgments). The resulting set of judgments is not a rating, that is, one expert may have his or her own priority of judgments, but all these judgments form the truth together. Nevertheless, the aggregate rating, built on the basis of the frequency of a separate judgment met in the entire set of expert opinions, is a rather interesting measure that allows to distinguish the dominant understanding of the problem. The ratio of such a frequency to the total number of experts will measure the power of certain judgment.

An empirical base for the study is various statements (keywords) derived from scientific literature and specialized professional forums that relate to the hypothesis that was expressed towards the corporate culture important function. These materials were loaded into a cloud cluster in AWS and a search was performed for the tags "corporate culture" and "functions". Based on the quantity of various judgments appearing in these sources the probability of emerging new meanings was determined.

Tag clouds were built for the internal functions of corporate culture from some popular Internet sources related to this issue, based on which the probability of introducing the concept of using a strong corporate culture as a practical tool for harmonizing strategic development of an organization was assessed.

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