

CULTURA ORGANIZAȚIONALĂ – UN STUDIU COMPARATIV

ORGANIZATIONAL CULTURE – A COMPARATIVE STUDY

Drd.ing. Adriana ȚIDOR

Prof.dr.ing. Liviu MORAR

Universitatea Tehnică din Cluj-Napoca

Abstract: Lately in literature appears the term of “organizational culture”. Many firms have made studies within the Romanian organizations. In this article I want to make a comparison between the organizational culture in Romania and the two powers of the economic world: USA and Japan by analyzing the most importance characteristics of the national and organizational culture.

Keywords: organizational culture, Z theory, japanese miracle, comparison, romanian organization, national culture