

# CONSIDERAȚII PRIVIND NECESITATEA SCHIMBĂRILOR CULTURALE ÎNTR-O COMPANIE MULTINAȚIONALĂ

## CONSIDERATIONS ON THE NEED FOR CULTURAL CHANGES IN A MULTINATIONAL COMPANY

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**Abstract:** The cultural changes are important ways in the organizational development. They become more and more complex through their interdependence with the general changing factors. Therefore it is necessary for all arguments intervening into the function of change to be located on applicable, scientific coordinates, for, eventually, the quantifying and applicability of the results to lead to success. It is useful, in a big company, pertaining surveys to be performed with reference to all aspects that give the organizational status. This work attempts to show a value expression of the managerial valences through the circumstantial context of actuality of a top company within the national market of telecommunications. A questionnaire applied inside the organization (more than 14000 employees) has recorded approx 85% percentage of respondents. From the analysis of the strong points, weak points, threats and opportunities, elements favourable to several cultural changes in the company may be emphasized. Elements are approached concerning the organizational values, interrelations with the company image, work environment and other aspects related to the job. This work belongs to a wider theme, regarding the management of the cultural change and resistance to changes of the managers.

**Keywords:** resistance to changes, cultural change, organizational climate, policies, practices.