

References

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CORPORATIVE CULTURE

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Among all factors of successful business-making it is reasonable to take into account such phenomenon as the corporate culture. A lot of consulting firms in western countries help the enterprises to solve their production problems using the apparatus of corporate culture analysis.

The corporate culture is the system of values, persuasions, beliefs, presentations, symbols, and also business principles, codes of conduct, traditions, rituals which were generated in organization in times of activity and is accepted by most collaborators.

Corporate culture has a multi-level structure. Let's observe the most external level. Main parts of it are:

- brandname style
- rituals and holidays
- style, behavior, etiquette
- history, myths and heroes
- communication language
- physical culture

Everyone can remember some example of it in everyday-life experience. Just imagine English gentlemen club. All men wear suits, drink tea, smoke and read newspapers in total silence. Remember also modern supermarkets where you can choose everything by yourself sometimes with help of smiling shopman.

Practical use of corporate culture analysis may be found in:

Explaining of management system. For example it's useless to organize work of painters or writers with strong power of manager without any personal abilities to choose your own way of creating

your pieces of art. And it pretty dangerous to avoid commands or the leader in the army.

Solving everyday problems. Many firms without understanding of their corporate culture cannot find the cause of some production troubles and inconsistency in some management solutions.

Inculcation of changes. Even after finding all causes of problems and even all probable solutions sometimes it's impossible to put them into practice because it makes every worker and manager change their behavioral patterns related to their job for several years. Corporate culture analysis helps to find the way of inculcation most suitable for this group of people.

Every company has its own organization of work, system of relations, behavioral patterns of collaborators. The task of manager and every other leader is to analyze the working process of people and to use it in order to reach the most profitable way of resource spending and production organization.

NOISE-INDUCED REENTRANT TRANSITION OF THE STOCHASTIC DUFFING OSCILLATOR

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The dissipative stochastic system is defined by the equation:

$$\frac{d^2x}{dt^2} + \gamma \frac{dx}{dt} + \sqrt{D}\xi(t)x = -\frac{\partial U}{\partial x}, \quad (1)$$

where $x(t)$ is the position of the oscillator at time t , γ the dissipation rate and $\xi(t)$ denotes a stochastic process. The confining, anharmonic potential $U(x)$ is defined as:

$$U(x) = -\frac{1}{2}\mu x^2 + \frac{1}{4}x^4, \quad (2)$$

where μ is a real parameter. Without noise, the corresponding deterministic system undergoes a forward pitchfork bifurcation when the origin becomes unstable as μ changes sign from negative to positive values. Let's study the case $\mu > 0$ ('inverted' Duffing oscillator) and show that for a finite range of positive values of μ , a reentrant transition is observed when the noise amplitude is varied: the noisy oscillations obtained for weak and strong noise are