

Corporate Culture and Subcultures: Corporate Culture Analysis in a Company without a Public Relations Department

Authors : Sibel Kurt

Abstract : In this study, with the use of Goffee and Jones's corporate culture classification and the scale of this classification, there aimed to analyze a company's corporate culture which does not have a public relations or communication department. First of all, the type of corporate culture in the company had been determined. Then it questioned if there are subcultures which formed according to demographics or the department of work. In the survey questionnaire, there are 53 questions total. 6 of these questions are about demographics, and 47 of them are about corporate culture. 152 personnel of the company had answered the survey, and the data have been evaluated according to frequency, descriptive, and compare means tests. The type of corporate culture of the company was determined as the 'communal' from the typology of Goffee and Jones in the positive form. There are no subcultures in the company which bases on the demographics, but only one subculture has determined according to the department of work. As a result, the absence of public relations department, personnel's low level of awareness about corporate culture, and the lack of information between management and employees has been revealed.

Keywords : corporate culture, subculture, public relations, organizational communication

Conference Title : ICMMCM 2020 : International Conference on Mass Media and Communication Management

Conference Location : Amsterdam, Netherlands

Conference Dates : May 14-15, 2020