

SOCIAL STUDY

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Relationship of social capital and corporate culture entrepreneurial organization

It is considered the concept of social capital and corporate culture in the context of entrepreneurial organizations. It is shown the understanding of the nature and advantages of the implementation of the social capital of the organization of the enterprise, the construction of informal relations of trust between line managers and employees of the organization, the formation of a team of professionals and entrepreneurial social networks. Leading organizations for business development of informal relations within the organization, with the use of traditional and new tools of personnel management are considered. It is determined the value of social networks in the corporate culture of the organization.

Key words: social capital, corporate culture, social networks, entrepreneurship, personnel management.

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