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PECULIARITIES OF THE NATIONAL CHARACTER INFLUENCE
ON THE ENTERPRISE CORPORATE CULTURE FORMING

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**Research methodology.** The general scientific methods (analysis, synthesis) have been used in the research to clarify the nature and content of the concepts of corporate culture and to determine the theoretical base of trends and methods of systematic analysis.

**Results.** The influence of the national mentality features on the corporate culture in Ukraine has been explored and analyzed.

**Novelty.** The novelty of the problem presented is in the isolation and analysis of the corporate culture in the context of national influence.

**The practical significance.** The practical significance of this paper is to improve basic approaches to the isolation and use of guidelines implementation of corporate culture at the Ukrainian enterprises.