

## **Cultura organizațională promotor de modele comportamentale**

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**Title:** Organizational culture promoter of behaviour models

**Abstract:** The conceptual framework of organizational culture is rooted in social situations, social psychology and organization behaviour. Experts who have studied the field described culture as a basic component of a society. Most see their culture as one of the critical aspects of adaptation and describe the organization as a system that transmits to link behavioural patterns in the ecological environment of human communities. In economics, a number of social factors are becoming increasingly valued (morals, ethics, satisfaction and job involvement).

**Keywords:** organizational culture, management communication, crisis concept