

Features of authentic organizations

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Abstract

Research is devoted to accompany authentic organizations. The basis of such organizations is authenticity, which is associated with time, place and event, that allows to create unique characteristics of the organization. It is about financial characteristics providing issuance of non-financial recommendations, and by this to ensure its originality, not allowing stand out opportunities to reproduce a copy of the implemented strategy.

Keywords: strategy, complacency, vigilance, damage, reappraisal, algorithm, effectiveness

1 Introduction

The proposed approach is based on the addition of design skills to entrepreneurial business skills [1, 2]. During this addition, forming thought which allowing to its owner to create and reconstruct unique strategies [3]. Holders of this uniqueness have not only strategic superiority over other organizations due to their focus on implementing the strategy in the direction “from inside to out”, but they also provide support for a hard-to-copy strategy, the implementation of which stimulates changes, taking into account the restrictions set out in the history of the organization [4, 5].

Herewith the formation of authentic organizations comes into conflict with their identity.

The real contradiction is due to the fact that the results achieved because excessive self-confidence and lead to a loss of vigilance. Such prerequisites cause not only significant damage to the organization, but they also cause manifestation of extremes in the implementation of strategies.

The research problem is lack of means to determine the status of an authentic organization. Organization managers should have at their disposal objective mechanisms that make it possible to conduct a self-analysis of the configuration of significant factors of the organization. As a result, at a certain moment, factors are reassessed, and knowledge is acquired that will help prevent extremes and inconsistencies [6].

Thereby the object of research means of assessing the current state of the organization.

In the course of such an assessment, a full-scale scan of the full activity and monitoring of individual actions takes place, which allows to separate new key operations from those that are used for a long time.

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2 Research objectives setting

The aim of the research is to develop a procedure that allows for the effective design of unique organizations. It should be noted that the essence of such a design is determined by the idea, which is formed in the form of a new phenomenon, established in accordance with the principles of building the entire social system immersed in a specific environment.

The main objectives of the research are:

- Analyze technologies of design of modern organizations;
- Classify factors of creation of authentic organizations;
- Develop objective means of forming the image of an authentic organization;
- Build an algorithm for supporting an authentic organization based on complementing Osterwald's approach with Olet's technique [7, 8];
- The use of algorithm should be debugged in conditions of counteractions to sanctions coming from external environment
- Test the algorithm in accordance with the requirements presented in the disclosure of the so-called “Icarus paradox” [9];

The solution of these problems occurs during the evaluation of the effectiveness of the tested algorithm [10].

3 Research results

The developed approach allows testing the action of the procedure on the example of the organization's reaction to unauthorized interventions.

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