

ЭКОНОМИЧЕСКИЕ НАУКИ**GEORGIAN BUSINESS CULTURE FEATURES AND PERSPECTIVES***Manana Maridashvili**Doctor of Business Administration,**Professor of Caucasus International University, Tbilisi, Georgia***ABSTRACT**

At the present stage in Georgia intensifies cooperation with different business cultures, actively developing the process of implementation of Georgia in the global business system that requires us to develop a specific concept, including in the field of management, knowledge of the areas of comparative management can be used in the process of choosing the path of socio-economic development of Georgia. Entering of Georgia into the world community will inevitably lead to global events influence to the socio-economic life.

Keywords: Globalization, Business cultures, corporate culture, Human factor, Georgian civilization.

Georgia is currently marked by a lack of professional managers, at a time when their very existence is a necessary element in any country's development. World economic growth is directly dependent on human resources, enterprise and the state's ability to use them; About how successful foreign managers perceive the experience - or how it can be flexible, how to get ready to learn new technology and features to maximize the use of local labor resources, - depending on the success of the businesses. It is clear that the human capacity for the opening of the plant is necessary to create the conditions for the maximum use of management tools for the entire complex and can not be bypassed western counterparts experience [1, p 38]. Strengthen of the human factor in the management of the companies is a major sign in the process of the modern world economy. efficient use of this resource is becoming a turning point in the relative direction of the practical management framework and is committed to staff development, economic efficiency of enterprises, as well as their social responsibility towards improving.

We conducted surveys, revealed the following features that are related to human factors and personnel management in Georgia:

Georgian enterprises Unlike to foreign business pay not enough attention to the development of personnel (primarily, it appears inadequate assessment system, teaching, professional level, lack of motivation and encouragement); Corporate culture is at a low level, or structural, characteristic of the Soviet system approaches have been forgotten, and the new has not yet been created (especially where they are needed individual approach); Polls showed that it is common for Georgian companies, that their high educated staff is low efficiency. Virtually all respondents proved local employees such properties, such as high educational potential, the novelty quickly assimilate, human networking skills, problem solving skills, the mutual commitment. The obtained data indicate that the human factor is not sufficiently used in Georgia and at the same time is obvious its high potential. If we use the comparative management approaches (for example, if we take the more successful countries), it is possible to manage the enterprise and its impact on economic efficiency

(first of all, working to improve management of resources), as well as personnel and social development of positive experience.

The survey showed that Georgian enterprises are not sufficiently developed for staff recruitment, assessment, training, motivation and incentives processes. In addition, it is possible to create appropriate conditions for the activities of staff effectiveness, creative skills to open, and raise a loyalty [2, p 44].

Staff caring is the principal moments of the foreign companies' activities (for example, the existence of adequate social package, which includes an extensive list of services, ranging from health insurance and ending with sports clubs and travel packages, which offer an integral part of the employment of personnel).

Thus, social package offered together with the basic salaries. is one of the major indicator while choosing the job in developed countries.

In combination with the above-mentioned indicators (primarily human factors growth trend) actuality of comparative management at the current moment is determined by the existence of the following prerequisites:

Georgian businesses have been faced with the cross-cultural problems that have raised questions about the Georgian-foreign capital and the international venture. Cultural differences cause serious incompatibility often at the level of international cooperation. For example, according to the International Bank data in Georgia more than 70% of the projects failed due to ignoring Georgian business cultures;

It is actual management of Anglo-Saxon model and the use of ideology, which is most common in Georgia and that often faces a number of difficulties. Hard, very effective American Management actively used in different countries with a developed economy. The problem is whether we can be use it. And, if possible, then how? Blindly copying the American model is senseless. Here you must remember the M. Weber's words: "Western-style capitalism could have arisen only in Western civilization." In addition, the Anglo-Saxon model of the management is not perfect, which is confirmed by a recent series of high-bankrupt (Enron, Parmalat, Arthur Andersen et al.). In spite of its simplicity and effectiveness at a glance, this model can

not be used everywhere in Georgia, while taking into account the specific situation;

The experience of recent years shows that economic growth can not be achieved without Georgian own management, model improvement. Many authors initially asking pressing questions: Why is it that beside we are rich in natural resources, have a unique culture, historically dynamic, talented, hard-working and patient people still live in the poor conditions? It's one of the reasons may be mentioned that the ruling class has trodden the basic values of Georgian civilization, does not consider the peculiarities of the national character, which is extremely negative impact on enterprise management and reduces economic efficiency. Accelerates the process is the fact that our country has stepped up cooperation with different business cultures at the present stage, actively involving the business processes in the system, which requires a certain conception of it, including management. With the entry of the international community exchange experiences only will be strengthened. At the same time it is clear that the achievement of objectives, such as increasing the national product, increasing the competitiveness of domestic enterprises, it is impossible without foreign experience sharing, especially in management. On the other hand, the use of comparative management knowledge to be applied for the choice of the socio-economic development options.

In our opinion, the incompatibility of the development of other models may exist, but they don't have very strong negative impact on the domestic economy. Firstly, it should be noted that difficulties in management arise in the transition period, on the other hand, becoming an adaptation to new conditions hapaning gradually, which manifests itself in the population's living standards, the market mechanism development, firms capitalization growth, entering in the international market, etc. [3, p 122].

Modern Georgia seeks it's own economic development model in a difficult situation. Here, the use of comparative management toolkit is necessary to determine what are the impact of such factors, such as the national culture, the economy and change, including the importance of studying the impact of factors such as the level of utilization of information technology, which is incorporated into the process of globalization. National particularities may also reveal the relative use of management tools to find out what are the characteristics of the Georgian management, because it is difficult without a national understanding of the general formation, which in turn would help to explain the behavior of the rulers in modern society.

By using the Comparative management tools can be made improvement in th the management of individual enterprises, expose weak areas, in order to help the economic growth.

Today Georgia has made great strides in some areas of activity - art, music, sports, some of the scientific issues, and that's when Georgian management is very far from the globalization of the principles and standards. Management system that meets international

standards, in our opinion, have to achieve a high level of management efficiency, as well as managers of high level of training.

There is a opinion that the Georgian people don't stand for the hard work and their work efficiently and properly organized. At the same time, an adequate system of management and it's high quality are the prerequisites for successful economic development of the country as a whole. The low level of Business culture is a serious obstacle to the implementation of joint business, as well as a successful entry into the world community and sor attraction of foreign investments [4, p 221].

In our view, in order to sove this problems in Georgia is necessary to concentrate on the following practical aspects:

- To idenfy the main signs of Georgian business culture, its strengths and weaknesses to focus on. Detailed analysis of National cultures of labor and management, Georgian society evolution and the development potential of the area will help us to determine the national peculiarities, and to determine, how we can use this futures in order to optimize the management in Georgian. For the adequate self assessment we need to-compere with other more economically successful countries;

- The development of models, which can be used in our country Considering "donor countries" cultural particularities and its areas of application. The world experience in Management field shows that the greatest success bring foreign experiences application while consider of national traditions.

- Develop specific recommendations for the merger of foreign recommendations with its own characteristics. There is a need for transition from the sphere of high-field theories in action.

Conclusion

The existence of many business culture creat an effective exchange experience and the possibility look from "the other side" at the usual stereotypes of management. A significant part of joint ventures with Georgian and foreign business fell due to the cultural level of misunderstanding; On the other hand, according to the results of research and technology an important part of the management tools were imported from abroad. This is confirmed by the Georgian enterprises by a positive use of foreign management experience.

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