



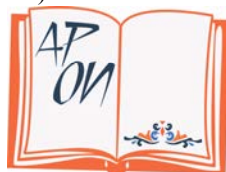
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Nakonechna Nataliia¹

¹Ph.D. (Psychology), Associate Professor of Psychology Department, KROK University, Kyiv, Ukraine, ORCID: <https://orcid.org/0000-0001-6236-9549>

CORPORATE CULTURE OF THE HIGHER EDUCATIONAL INSTITUTION AS A BASIS FOR DEVELOPMENT OF QUALITY ACADEMIC ENVIRONMENT

Abstract. The process of forming the corporate culture of the higher educational institution is a complex and long-lasting process that is changing in modern society and has to be adapted to the requirements of modern times. The basis of the corporate culture of the educational institution is the chosen mission and identification of the major basic values that form the standards of behavior of all corporation members including employees, students, clients, partners.

Many research sources say that the corporate culture like the national culture is formed independently of participants. An important component at this stage is to define basic values that are shared and accepted by all participants of the process. The values of academic integrity are in harmony with the basic principles of functioning of the educational corporation and contribute to the formation of a quality educational environment.

The fact of the impact on the activity of the educational institution, its main indicators and effectiveness of activity made by strong corporate culture has been already recognized.

The course of Ukraine on integration processes has intensified compliance with quality standards in the educational environment.

According to Article 42 of the Law of Ukraine *On Education*, academic integrity is a set of ethical principles and rules defined by law that shall guide participants of the educational process in studying, teaching and conducting scientific (creative) activities in order to ensure confidence and trust to learning outcomes and / or scientific (creative) achievements

Observing systemic changes in the educational environment on implementation of the principles of academic integrity proves that such a component is the basic foundation for an effective corporate culture in the educational institution.

The academic responsibility of participants of the educational process radically changes the level of personal responsibility of everyone and contributes to the formation of a high academic culture.

Communicating the values of academic culture to each member of the corporation of the educational institution gives an opportunity to improve the value-motivation structure of the student's personality.

At the present stage, in the context of reforming higher education, scholars and educators are increasingly using to the basic principles of academic integrity.

As an employee of the higher educational institution of KROK University, I have a unique opportunity to observe implementation of the basic values of academic integrity, which significantly affects the quality of education of our educational institution.

The foundation created by the corporate culture in the educational environment of higher education has become acceleration for adoption of the basic principles and values of academic integrity, which will guarantee the quality changes in higher education, will maximize the development of creative and intellectual potential.

Keywords: academic integrity, education, corporate culture, higher educational institution, quality, academic environment.

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