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The Concept of Organizational Values as a Tool for Motivating Social Capital

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Abstract: A brief overview of the development of research on the relationship between education and social capital is presented. It has been shown that the education of an organization's employees creates a positive impact on both internal and external factors, improving trust in the team, increasing work efficiency and more active participation of employees in public life. Observations during the work done, formulated in this article, can be used as the basis for forming a concept of the organization's values.

Key words: Concept of values, social capital, education, employee training, motivation, trust.

The concept of an organization's values are business principles and rules that are the daily guidelines in the work and communications of each employee. They determine the approach to work, help implement the overall mission of the company and achieve its goals. The values of an organization, shared by its employees, are an important component of the company's capital. Thus, the values of an organization are intangible resources that form social capital and contribute to increasing the efficiency and competitiveness of the organization.

In other words, the concept is a guideline that guides all employees of the company.

The very concept of organizational development and its implementation is an important factor that affects the success of the company. The organization's concept defines the goals, mission and strategy of the company, and also helps in choosing the direction of development and setting appropriate targets.

Research shows that setting an organization's vision can improve performance because it helps employees understand what goals they should pursue and how to do it. This can lead to increased motivation and involvement of employees, since common ideas and values contribute to the implementation of the general idea and, accordingly, to improving the company's performance.

The concept of the organization also plays an important role in the management of resources, including time, money, and human resources. It helps companies use these resources efficiently and fairly and ensures transparency and efficiency in decision-making.

A company's vision and a company's social capital have a close relationship, as social capital is one of the key components that determines success. Social capital includes institutions, relationships, and norms that shape social interaction in society qualitatively and quantitatively.

Social capital refers to community references, such as trust, and norms of behavior that promote cooperation for the mutual benefit of participants. Social capital is a resource that allows us to solve the problem of collective action, while taking into account the performance of each individual to achieve better results not only for the organization but also for the entire community.

One of the functional management areas in which social capital is considered particularly important is knowledge management and organizational innovation.

The knowledge and skills of individual employees are a necessary resource of a modern enterprise, constituting the company's human capital. But if human capital, that is, the skills and

abilities of individual workers, were a sufficient condition for the accumulation and formation of new organizational knowledge, then hiring independent professionals and experts would solve problems. However, hiring outside specialists on an ongoing basis to solve certain problems and tasks of the company is not always effective. It does not contribute sufficiently to the accumulation of the necessary skills within the company.

Research shows that almost all components of social capital are closely related to the education of company employees.

Education plays an important role, being at different stages both a result and a factor in the accumulation of the company's social capital. And also, this can serve as a good motivation for employees.

The importance of motivating the employees of an organization cannot be underestimated as it is critical to the benefit of the organization. Motivated employees are more productive, more engaged at work, and more committed to their responsibilities.

Employee motivation can be stimulated through various methods, such as economic processes and rewards, setting clear and achievable goals, providing opportunities for growth and development, and creating a positive work environment. Prioritizing employee motivation and awareness allows companies to achieve significant benefits in increasing productivity and operational efficiency.

The concept of the organization should be built taking into account the conditions in which employees feel the company management cares about the well-being and satisfaction of everyone with the working environment. This approach in corporate culture is called well - being. It is spreading widely in various areas of life and this is facilitated by the fact that after the pandemic, people are thinking deeply about their physical and emotional health. And this is not accidental, because it is employees who are human capital, and their well-being is the quality of capital.

Overall, an organization's vision and a company's social capital are important factors that influence business success and enable companies to achieve their goals and achieve sustainable growth.

The general conclusion of the study is that a properly constructed concept of the organization is the basis for creating and strengthening social capital; the well - being approach allows you to create a powerful organization through the active involvement of employees through the disclosure of the uniqueness of each employee of the organization.

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